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PUBLISHER'S BINDING

5 - FEB 19
Copy 1959

OCTOBER 6, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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DETROIT...IN FLINT...IN SAGINAW...IN JACKSON...(KNORR GROUP CITIES)...



IT'S FULL SPEED AHEAD FOR THE '59 MODELS!

THE NEW '59 CAR MODELS are rolling off the line. In Detroit, in Flint, in Saginaw, in Jackson, automotive and supplier plants are humming night and day . . . turning out America's No. 1 product. These are all cities served by the Knorr network. To help you tap the wealth of this rich Michigan market, the KNORR network offers advertisers a unique package. WKMH, Radio Hub of the Motor City—with its four affiliate stations—offers complete coverage and BIG rewards at the lowest cost per thousand.

KNORR Broadcasting Corp.

Represented by Headley-Reed

Geared to Michigan on the Move!

WKMF FLINT, MICHIGAN

WKHM JACKSON, MICHIGAN

WKMH RADIO HUB OF THE MOTOR CITY DEARBORN—DETROIT

WSAM SAGINAW, MICHIGAN

WELL BATTLE CREEK, MICHIGAN

TK6540
.B85

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



NO. 8 IN A SERIES:
NATURAL GAS

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $2½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a *super* market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7 CHANNEL

reaching a market that's reaching new importance!

For Action at Lowest Cost

86%* of CBS Commercial Time is ordered on

WTHI-TV TERRE HAUTE INDIANA

Channel 10

WTHI-TV

CBS • ABC

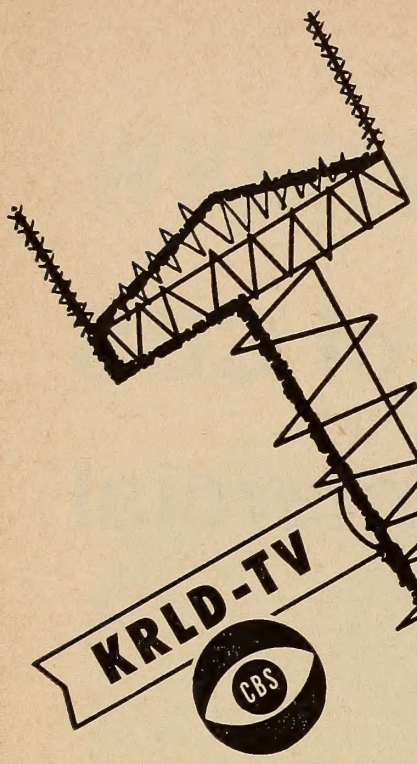
*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY



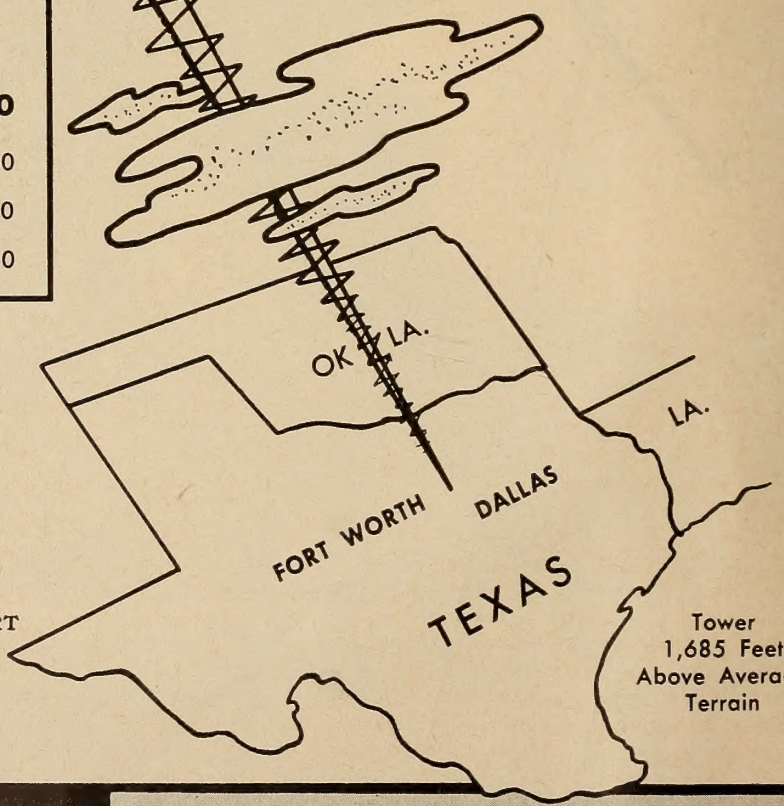
For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ...and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
KRLD-TV . .	**299,050**	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV **CHANNEL 4**
CBS TV FOR DALLAS - FORT WORTH

closed circuit.

WHY IT'S LATE • FCC will announce this week availability of updated version of its guide to political broadcasting which was first issued during 1956 campaigns. It's doubtful that new guide will contain lively story of intra-Commission wrangle that delayed revision. Certain staff members put pressure on FCC members to accept as policy staff-written letter to Fort Smith, Ark., candidate saying he could use equal time any way he chose. If FCC members had gone along, whole concept of its political guide—that equal time and other provisions of law pertain only to candidates—would have gone out window (see story page 9).

•

Triumvirate of FCC staff officials assigned to end-all tv allocations study, with report due at year-end, comprises Harold Cowgill, Broadcast Bureau chief; Hart Cowperthwait, chief, Rules & Standards Div., and H. H. Goldin, chief, Economics Div. Group has visited RCA and GE labs seeking information on uhf and vhf developments, plans further visits to other key broadcast equipment manufacturers such as Sylvania, Motorola, Zenith. Working on specifics of varying allocations problems is Broadcast Bureau engineering team of Louis R. Rein, McIvor L. Parker and, from Chief Engineer's office, Arthur Skrivseth.

•

PANIC BUTTON • One major network has engineers working on problem which could create perpetual state of jitters among its executives. Engineers are trying to develop miniature version of Arbitron instant ratings board which shows, minute-by-minute, ratings of competing television programs. Miniatures, if they work out, would be installed in private offices of executives. It would be system hardly calculated to ease pressure on producers.

•

Arbitron's New York instant ratings system has been running for past month and may now be regarded as fully established. Six of seven New York stations have made firm deals for Arbitron daily service of complete city ratings. During September four stations took reports, on temporary, trial basis.

•

MUTUAL MULTIPLES • Appointment of David W. Hearst, publisher of Los Angeles *Herald & Express,* as director of Mutual Broadcasting System may pose eventual problems for both Hearst and MBS if new ownership of network carries out its intent of acquiring its full quota of radio and television stations. MBS now owns no stations but A. L. Guterma, head of parent F. L. Jacobs Co. and president of MBS, has announced intention of acquiring full complement.

Conflict might arise because of FCC's rigid application of multiple ownership rules. Hearst properties include three radio and three tv stations (WBAL-AM-TV Baltimore, WCAE and WTAE-TV Pittsburgh, and WISN-AM-TV Milwaukee). Multiple ownership rules specify that single entity may not hold licenses for more than seven am and fm stations and five vhf tv stations, plus two uhfs. Most minute stock ownership has in the past been held to constitute unit in multiple ownership cases and even directorships of companies whose licenses exceed ownership limits have been questioned. Mr. Hearst does not now own any MBS stock.

•

MADE IN CANADA • Canadian Broadcasting Corp. is not adverse to admitting it is under virtual mandate from government which subsidizes it to get into export market with much bigger splash than initial exposure of Toronto-produced *Encounter,* which was to premiere in U. S. Oct. 5 in Sunday 9:30-10:30 p.m. period on ABC-TV. Canada wants CBC to pay its own way, if possible. Both CBC and ABC-TV are pacing Madison Ave. to sell show, set for four-week trial. CBC's ace-in-hole: subsidized quality productions at lower cost than U. S., which at flick of Bell System switch and U. S. network participations can become single origination two-country vehicle for major advertiser, or regional splits.

•

New decisions on plans for its future tv activity can be expected from Loew's Inc. MGM-TV division. MGM-TV has two of its films on network tv—The Thin Man *and* Northwest Passage—*awaits green light for production of new tv pilots, especially mystery series long in works and bearing working title of* Jeopardy. *For some time, MGM-TV has been looking into possible tv film syndication.*

•

ADVICE OF COUNSEL • FCC's action last week, announcing inquiry into allegations of *ex parte* representations in grant of ch. 9 to WLOF-TV Orlando, Fla., (story page 52) was to be expected. Before FCC General Counsel Warren Baker resigned last month, he left official memorandum strongly urging that reference to alleged improprieties mentioned before House Legislative Oversight Committee be fully investigated. He insisted no other course remained for Commission—for its own protection.

•

Application for purchase of what is now KPRC-FM (ch. 275—102.9 mc.) from Houston Post Co. by Paul E. Taft, former president and general manager of KGUL-TV Houston, being filed with FCC this week. Purchase price understood to be about $20,000 for physical assets which include 29.5 kw transmitter. Mr. Taft is no longer identified with management of KGUL-TV but continues as 10% stockholder. He also owns minority interest in KJIM Fort Worth.

•

UP THE LADDER • Paul M. McDonough, who succeeds Joseph M. Sitrick as chief assistant to FCC Chairman John C. Doerfer, has been in line for promotion for some time. He was considered for chief of Opinions & Review office, in which he has worked for last 18 months, after John L. FitzGerald had been appointed general counsel last month. Appointment was given to Donald J. Berkemeyer, whose longer service in division and at FCC weighed in his favor.

•

To be announced shortly will be election of J. Glen Taylor, former vice president of RKO Teleradio Pictures Inc., as president and chief executive officer of Tidewater Teleradio Inc. (WAVY-AM-TV) Norfolk-Portsmouth. He succeeds Hunter C. Phelan, who becomes chairman of board and executive committee. Carl J. Burkland stays as executive vice president.

•

SUPER SATURATION • Pepsi-Cola's four-network radio push is heavy [ADVERTISERS & AGENCIES, Sept. 15] but technique is not new. Some 25 Allied Stores, for example, currently use multi-station method, which Allied took up year ago after long testing. To demonstrate: North Shore Shopping Center, Peabody, Mass., is using nine stations simultaneously—with same commercial on all stations within same five-minute period. Theory: If they're listening to radio, they can't miss this commercial.

•

What will American Oil Co. do at end of the pro-football season? Former network advertiser (CBS-TV's Person to Person*) will decide this week what film property to toss into its area of about 60 markets. Leading contender seems to be CBS Film Sales'* U. S. Border Patrol, *with other properties under consideration being ITC-TPA's* Cannonball *and MCA Tv Ltd.'s* Secret Agent 7. *Deal, if consummated, would probably cost Amoco excess of $1 million. Joseph Katz Co., New York-Baltimore, is agency.*

•

READY TO DEAL • With retention of Emanuel Dannett, New York attorney, as counsel, All-Industry Radio Music License Committee is prepared to enter prompt negotiations with ASCAP on licenses prior to expiration Dec. 31 (see story page 76). Since its formation in Los Angeles last April, radio negotiating committee has attracted some 450 station members and reportedly has in excess of $50,000 in assets.



STORER BROADCASTING COMPANY

Storer Television

WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV	WSPD-TV
Cleveland	Detroit	Atlanta	Wilmington-Philadelphia	Toledo

THE WEEK IN BRIEF

First Count on Radio-Tv Employes—BROADCASTING YEARBOOK tabulations show 86,348 persons working for stations and networks. Radio station staffs range from 1 to 175, while tv's go from 3 to 220. Page **33.**

Buick Blockbuster—Auto maker pours millions into television (one half of its entire ad budget) through its agency, McCann-Erickson; circulates report to dealers depicting tv as having greater "efficiency" than newspapers (or any other medium); becomes embroiled with newspaper advertising people. Meeting held by Bureau of Advertising with M-E's Marion Harper. Page **34.**

Tea Council Tees Up—Trade association revamps copy approach, abandoning subtle appeal for direct messages to beverage drinkers who suffer from sleeplessness. Page **34.**

Tests That Prove and Improve—Case histories showing how tv demonstrated its ability to sell premium-priced products during the recession, and how pre-testing took the kinks out of another commercial, are reviewed at Advertising Research Foundation's fourth annual conference. Page **36.**

Marky & Grover Ready to Sell—Heublein returns little Marky for its Maypo drive, introduces tiny Grover for Maltex spots. Page **37.**

Experts on SP—Too little is known about the effectiveness of phantom selling in the first place, notes ARF motivation research committee. Certain technical problems are aired. Page **38.**

More Agency Mergers—Doner and Peck go together; Lennen & Newell absorbs Buchanan, and Benton & Bowles purchases Lambe & Robinson. Pages **41, 42.**

NTA Network Breaks Fast at the Barrier—Reports it's 90% sold out as fall season gets underway. Page **46.**

Another Look at Grants—FCC plans to investigate all tv cases where improprieties have been mentioned in Hill testimony; announces investigation of Orlando, Fla., ch. 9 grant; indicates investigation of Miami ch. 7 grant; reports it is investigating Boston ch. 5. Miami ch. 10 hearing virtually concluded. Page **52.**

Politics Rears Its Head—It happens again in Legislative Oversight investigation of Pittsburgh ch. 4 last week as Republican Alcorn accuses Democrat Harris of halting hearings after top party leaders become involved. Harris tells FTC's Gwynne he wants explanation of Gwynne blast against subcommittee. Page **60.**

Fm'ers Favor New Multiplex Uses—Fm stations and Westinghouse favor new non-broadcast uses of multiplex by fm operators. Common carriers oppose, along with GE unit. Page **64.**

Chicago AFTRA Charges NBC—Union local asks FCC to hold "rehearing" on license renewal of network's owned WMAQ and WNBQ (TV) in wake of network personnel cutbacks at those stations. Page **66.**

Four Down, Four to Go—NAB executives return to Washington desks for week as San Francisco regional completes first half of eight fall conferences. Second round starts Oct. 13 in Milwaukee. Page **68.**

Music License Dickering—All-Industry Radio Committee names Emanuel Dannett as counsel for negotiations with ASCAP and BMI for new music license agreements to replace those expiring this year and next. SESAC licenses also to be "considered," committee reveals. Page **76.**

Billings Sweepstakes—The tv networks chalk up gains for August. Eight month gross total reaches $365.6 million, 11.4% ahead of last year's pace. Page **85.**

CBS Radio Convention—Ambassador Lodge and CBS Inc. President Stanton to be key luncheon speakers at Oct. 29-30 meetings in New York. Agenda for fifth annual convention is set. Page **85.**

The Payoff on Editorials—A university study concludes that broadcast editorials do not displease the audience. On the contrary, they enhance the station's reputation, build its news audience and inspire the public. Page **92.**

Programming at the Networks—BROADCASTING quarterly reports show how the shows are slated for both radio and television. Page **104.**



MR. GORMAN

The Facts, Please—Awareness of local market facts is a must for radio and tv station executives when the marketing man comes calling, says Patrick H. Gorman, vice president and director of marketing, Bryan Houston. A well-informed local medium does a better job selling its time to national and large regional advertisers suggests Mr. Gorman in MONDAY MEMO. Page **119.**

DEPARTMENTS

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Regular quarterly TELESTATUS, reporting on operating and planned tv stations is not being carried this issue since the 1958 BROADCASTING YEARBOOK, carrying the same information and in much more detail, currently is in the mails.

KANSAS CITY AT NIGHT
means business. Here's the downtown district at 8 p.m. on a Monday night. It's booming.
Photo: Randazzo and Morrison



C'mon downtown, in Kansas City

Exciting things are happening there.

Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV **means** Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from the world's tallest self-supported tower.

BASIC CBS-TV
CHANNEL 5

Kansas City MO-TV

Joe Hartenbower, General Manager
Sid Tremble, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented Nationally by Katz Agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

at deadline

FCC Reverses Staff On Equal Time Ruling

FCC reversed field Friday in contentious Sec. 315 interpretation of last July which seemingly would have required broadcast stations to permit political candidate to turn over microphone to "authorized spokesmen."

In letter to NAB President Harold Fellows, FCC said staff's views in July letter to D. L. Grace, Fort Smith, Ark., were not consistent with interpretations of Sec. 315 as construed by Commission. After detailing circumstances, Commission referred to question and answer No. 1 in 1954 public notice on use of broadcast facilities by candidates. This specifically states that equal time provision applies only to legally qualified candidates, not to supporters.

Clarification of July interpretation was requested last month by NAB which foresaw 'sheer chaos" for broadcasters attempting to follow ruling [AT DEADLINE, Sept. 15].

Original ruling was made when Mr. Grace, candidate in Democratic primary for representative to Arkansas General Assembly, complained to FCC that KFPW Fort Smith refused to furnish him equal time. He stated that J. B. Garner, competitor for same nomination (who won), was employe of station as commentator, news broadcaster and special feature announcer, and that station did not see eye-to-eye with him on comparable time, equal use of facilities and restriction on use of facilities to candidate himself rather than to authorized spokesmen.

SENATOR HEARD FROM

Sen. Paul Douglas (D-Ill.) Friday (Oct. 3) wired strongly-worded protest to NBC Board Chairman Robert Sarnoff on cancellation of several local, live shows on network's owned WNBQ (TV) Chicago. Senator pointed out he had written Mr. Sarnoff on subject 18 months ago.

Senator said at least six local, live shows had been cancelled in favor of network originations, mostly on film, from New York and Hollywood. "I thought your company had assured me that this would not happen," Sen. Douglas wired Mr. Sarnoff, "but now it has and may I remind you that the airwaves belong to the public and that you are simply allowed to use them as long as you serve the public. . . .

"The great Midwest . . . should not be made a tame listening post to New York and Hollywood and deprived of opportunity of expression on your network. I must protest your action and ask for a return of this time to local programs. . . ."

Three of four Chicago station managers involved on Friday condemned American Federation of Television and Radio Artists Chicago chapter's complaints to FCC and congressional committees (see early story, page 66) as "irresponsible, foolish and erroneous."

KFGO Pays $10,000 to Settle $2.4 Million Libel Action

Farmers Union $2.4 million political libel suit against KFGO Fargo, N. D., settled out of court Friday (Oct. 3) for $10,000, counsel for plaintiff announced. Suit was filed in federal court as result of campaign broadcast by congressional candidate A. C. Townley [STATIONS, Sept. 22].

In addition to cash payment, KFGO extended public retraction and statement of regret and covenant was agreed upon to dismiss suit and precluding further action.

Farmers Union suit against Mr. Townley still in courts. Union also sued Mr. Townley and WDAY-TV Fargo for statements made by candidate in 1956 campaign. North Dakota Supreme Court ruled station is not liable for candidate's statements and union has appealed to U. S. Supreme Court [GOVERNMENT, Aug. 11].

NBC Takes On Production Of Barry-Enright Quizzes

NBC-TV today (Oct. 6) takes temporary but direct production supervision of tv quiz shows *Twenty One, Tic Tac Dough, Concentration* and *Dough Re Mi,* formerly handled by NBC-owned Barry & Enright Productions. *Twenty-One* is one of two quiz shows in New York grand jury probe and target of rigging charges by two former contestants [AT DEADLINE, Sept. 29; NETWORKS, Sept. 1, *et seq.*]

NBC-TV move was made at request of Jack Barry and Dan Enright, who want time to devote to "disproving the unfounded charges against the integrity" of B-E shows. Although they haven't found evidence of "wrong-doing," they said charges and publicity "have raised questions" in viewers' minds. All B & E shows will be supervised by NBC-TV's program department with network program executive assigned to each.

Meanwhile, New York District Attorney Frank Hogan, whose office is investigating quiz shows, told news conference in Elmira, N. Y. (on campaign tour), that his office is getting thousands of letters daily on shows, 75% of them critical. He said mail flow was heaviest of any case in his 17 years in office.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

UNDECIDED • The Texas Co. (Texaco gasoline, petroleum products), N. Y., up to close of business Friday (Oct. 3) had not yet come through with expected decision to sponsor new hour-long *Man of the Hour* on CBS-TV. Company approval of program was believed imminent. Show would be scheduled on once-a-month basis, Texas signature ending long search for network tv vehicle (last season it sponsored series of specials on NBC-TV). Cunningham & Walsh, N. Y., is Texaco's agency.

OUT AND IN • Pillsbury Mills, out of CBS-TV's *Playhouse 90,* signed $1 million package deal with NBC-TV that includes alternate-week sponsorship of *Buckeye* (effective Oct. 10) and participations in other NBC shows including *Cimarron City*. Alternate *Buckeye* shows still unsold. Order placed through Leo Burnett, Chicago.

SHORT RUN • R. J. Reynolds Tobacco (apparently for Winston cigarettes), Winston-Salem, N. C., has signed for short-term sponsorship of *Northwest Passage* on NBC-TV and will alternate weekly with RCA. Reynolds contract is for five shows, from Oct. 12 through Nov. 30. Reynolds agency is William Esty Co., N. Y.

K&E Gets $6.5 Million In Pabst Business From NC&K

Pabst Brewing Co. has reassigned bulk of advertising (about $6.5 million for Pabst Blue Ribbon and Andeker Draught Supreme beers, Old Tankard ale), consolidating account with Blatz beer at Kenyon & Eckhardt, effective Feb. 1, 1959. Grey continues with Hoffman and Pabst sparkling beverages and Young & Rubicam for Eastside Old Tap Lager. Norman, Craig & Kummel, losing the reassigned products had serviced them since May 1957, with all Pabst business billing roughly $3 million in network and spot tv.

Theodore Rosenak, Pabst vice president in charge of advertising, attributed decision to belief it would achieve "better liaison and closer contact by consolidating Pabst and Blatz in one agency with a fully-staffed Chicago office."

H-R to Seagram House

H-R Representatives Inc. and H-R Television Inc., N. Y., relocate at House of Seagram, 375 Park Ave., effective today (Oct. 6) in double space formerly occupied on Madison Ave. Phone: Plaza 9-6800.

at deadline

Miami Trials Likely For Mack, Whiteside

Prospect appeared Friday (Oct. 3) that criminal trial of former FCC Comr. Richard A. Mack and his lawyer friend, Thurman A. Whiteside, will be held in Miami. Both came up for arraignment Friday in federal district court in Washington on grand jury indictment of two weeks ago [LEAD STORY, Sept. 29].

Attorney for Mr. Whiteside asked for permission to file motion for change of venue. This was granted by U. S. District Judge Burnita S. Matthews. Mr. Whiteside pleaded "not guilty" to charge he conspired to influence Miami ch. 10 grant to National Airlines.

Mr. Mack was not present at arraignment proceedings. Nicholas J. Chase, Washington attorney for Mr. Mack, asked Judge Matthews for 30-day postponement of former commissioner's appearance (see earlier story page 56). Mr. Chase submitted affidavits from two Miami physicians attesting that Mr. Mack is in Miami Medical Center with fractured right rib and "suffering from extreme emotional stress and anxiety. . . ." Doctors also said this condition "has become worsened."

Government attorney Robert J. Rosthal, Justice Dept. lawyer who presented case to grand jury, asked that U. S. attorney in Miami be permitted to check on Mr. Mack's condition before ruling is made on postponement request. Mr. Rosthal said government has no wish "to harass or persecute an ill man" but felt Mr. Mack's condition should be investigated. Judge Matthews agreed, gave government week to report back.

Judge set Jan. 6 for trial of Mr. Whiteside, gave his attorney 30 days to file motion for change of venue and reply to indictment. Government has 30 days additional to file replies to these pleadings. Bond for Mr. Whiteside was set at $1,000 at suggestion of government.

Richard H. Hunt, Mr. Whiteside's attorney, said that change of venue would be asked since all witnesses, records and corporations involved are in Miami. He said it would be most convenient for all concerned to hold trial in Miami, and government would save money, too. Arthur J. Hilland, Washington attorney, also represented Mr. Whiteside.

N. Y. Local for SAG-AFTRA Deal

Members of New York local of Screen Actors Guild reported Friday that local has approved merger with American Federation of Television & Radio Artists "in the field of television" by a vote of 217 to 2. AFTRA repeatedly has sought consolidation with SAG but latter union has rejected proposal. SAG officials in New York were not available for comment on balloting, since they were attending National Labor Relations Board hearing on AFTRA's petition for referendum in videotape commercial field (see page 83). New York local's resolution calls on SAG to "implement merger" with AFTRA and, failing this, suggests that matter should be "submitted to a referendum of the entire membership."

New Orleans U-V Test Hit

WJTV (TV) Jackson, Miss., Friday asked FCC to suspend ch. 12 experimental operation of WJMR-TV New Orleans (which officially operates on ch. 20) in view of mandate of U. S. Court of Appeals handed down last week. Court last May by two to one decision told FCC to give WJTV—also operating on ch. 12—hearing on allegations that WJMR-TV "was not proposing a *bona fide* experiment" with its dual operation. Early last year FCC allocated ch. 12 to New Orleans. Uhf WJMR-TV asked permission to experiment with dual broadcasting from ch. 20 site. Commission granted experimental authorization last autumn. WJTV protested, claiming site was 28 miles less than required 190 mile separation for co-channel operations. FCC ordered WJMR-TV to lower ch. 12 antenna height and power, but WJTV claimed this was still in violation of minimum separation requirements. Although appeals court reversed Commission last May, mandate was held in abeyance while WJMR-TV filed unsuccessful petitions for rehearing.

Three Sales Filed at FCC

Sales filed at FCC Friday:

KFGO Fargo, N. D., sold by Northern States Broadcasting Co. (W. R. Haggart, president) to North Dakota Broadcasting Co. (John W. Boler group) for $150,000. North Dakota owns tv stations in Bismarck, Minot and Valley City, N. D., and Aberdeen, S. D. Midwest Electronics Inc., 85% owned subsidiary, will hold physical assets of KFGO. KFGO Friday settled out-of-court for $10,000 libel suit against it by Farmer's Union (see page 9). KFGO is ABC affiliate on 790 kc with 5 kw directional night.

WWIL-AM-FM Fort Lauderdale, Fla., sold by Robert I. and Alton I. Horne and Richard C. Fellows to L. M. Browning Jr. and Carey H. Blackwell for $106,666. WWIL is on 1580 kc with 1 kw directional day and night.

KPRC-FM Houston sold by *Houston Post* (KPRC-AM-FM) to Paul E. Taft for $20,000. Mr. Taft owns 10% of KGUL-TV Houston and 20% of KJIM Fort Worth. KPRC-FM is on 102.9 mc with 29.5 kw.

PEOPLE

ROGER O. VAN DUZER, general manager of KNTV (TV) San Jose, Calif., joins KIVA-TV Yuma, Ariz., as general manager, Nov. 1.

DAVID P. CRANE, vice president in charge of media, Benton & Bowles, N. Y., joins Ogilvy, Benson & Mather, N. Y., effective Oct. 15, as vice president and account supervisor. Mr. Crane has been prominently associated with General Foods account. General Foods is in process of selecting fourth agency to handle Maxwell House vacuum packed ground coffee and perhaps other assignments [AT DEADLINE, Aug. 18]. Ogilvy spokesmen denied that Mr. Crane's appointment is connected with this consideration.

JEROME M. WECHSLER, associated for nearly 20 years as film salesman for Warner Bros., appointed to Associated Artists Productions sales staff covering Midwest as account executive in Gold Mine Div.

RUSSEL F. STEPHENS, 53, assistant treasurer of Tribune Co. and assistant secretary of WGN Inc. (WGN-AM-TV), Chicago, died after heart attack in Tribune Tower office late Thursday. Services were held Saturday in Hinsdale, Ill. Survivors include his widow, Evelyn, and two sons, Russel Jr. and C. Hugh.

SANDY CUMMINGS, manager of tv network program department, ABC-TV Western Div., promoted to director of department. **ROBERT ADAMS,** executive producer, will report to Mr. Cummings under realignment of assignments by Thomas W. Moore, vice president in charge of programming and talent for ABC-TV. Mr. Adams previously reported to Mr. Moore.

LEONARD HYDE, in agency media work for 15 years and formerly with Foote, Cone & Belding, J. Walter Thompson and Kenyon & Eckhardt, to Detroit office of Leo Burnett as media manager. Office services Chrysler account.

DR. ALFRED N. GOLDSMITH, consulting engineer in electronics and motion pictures, elected to board of RCA Communications Inc. He was with RCA from 1919 to 1931, first as research director, then as vice president and general engineer, and has been technical consultant to RCA since 1931. He is past president of Institute of Radio Engineers and of Society of Motion Picture & Television Engineers.

ALBERT SHULMAN, director of Columbia transcriptions at Columbia Records, N. Y., named general manager of Epic-Okeh records, Columbia Records product.

New Boston, Ohio, Am Granted

FCC Hearing Examiner Millard F. French Friday (Oct. 3) issued initial decision favoring grant of new am on 1010 kc, 500 w day, in New Boston, Ohio, to Grady M. Sinyard. Mr. Sinyard was only applicant for facility following dismissal Sept. 8 of States Broadcasting System application.



Looks easy, but... takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job – but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by



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AMONG ALL SHOWS, ALL STATIONS, ALL WEEK!
ARB - July '58

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25.6	25.7	21.5	21.4	27.5
ARB JULY '58	ARB JULY '58	PULSE JULY '58	ARB JULY '58	PULSE JULY '58



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ARB JULY '58	PULSE JULY '58	PULSE JULY '58	ARB JUNE '58	ARB JUNE '58

ZIV Television

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*Red Carpet is a service mark owned and used by United Air Lines, Inc.



THE TEXAN

It's too early in the tv western season to snap-judge the new batch of horse operas for the duration. But CBS-TV's the *Texan,* on the basis of the first show "Law of the Gun," is a tough hombre played by Rory Calhoun with rakish hat and smoking six-shooter and a substantial dose of the unbelievable.

Mr. Calhoun plays Bill Longley the Texan, a deadly gunman whose gun shoots on the side of justice. In the Monday premiere, the Texan was called in by a rancher who is involved in a range war and is jailed by his enemies on a rigged murder charge. There is full standard fare: the horse chase, the jail wall pulled down by a wagon team, an unsuccessful lynching attempt and much man-to-man, eye-level stares. At the hotel bar, drinks are tossed off in the old western tradition.

Also on the program: a couple of Viceroy commercials—boasting of a "thinking man's filter" and a "smoking man's taste," another for the cigarette delivered by a smiling Rory Calhoun—an upsetting contrast to the grim and silent Calhoun who is the Texan. A typical Kool commercial featuring the antics of the penguin was on the program, too, relieving some of the smoke generated by hot gun barrels.

Production costs: Approximately $37,000. Sponsored by Brown & Williamson Tobacco Corp., through Ted Bates on CBS-TV, Mon. 8-8:30 p.m. EDT. Started Sept. 29. Executive producers: Rory Calhoun & Victor Orsatti; producer: Jerry Stagg; director: Jerry Thorpe; writer: Frank Morse (from a story by Frank Gruber).

FURTHER ADVENTURES OF ELLERY QUEEN

Because sequels are often flops, it is a pleasure to report that NBC-TV's *The Further Adventures of Ellery Queen* made a fine debut Sept. 26 with "The Glass Town." If the same levels of acting, writing and particularly imaginative camera work are maintained, the live mystery series (in color) should win a considerable following.

As the gentleman-detective, George Nader was properly analytical and sardonic although Ellery Queen purists may dispute the opening and closing shots of the intellectual supreme warmly embracing a curvaceous blonde. No one else could. But it was the supporting players as citizens of the dying, yet terribly proud, New England town who made the hour tingle. When an elderly woman painter of Shinn's Corners was beaten to death, the insular townsfolk were quick to accuse a passing vagrant, played with compelling fear by David Opatoshu.

As Judge Shinn, veteran Vaughan Taylor provided a welcome restraint to the undisciplined emotions of his fellow citizens. In addition, there were flashes of humor, the comic relief necessary in the starkest tragedy, which was further proof of the excellent writing.

Truly outstanding was the camera work by the director who realized the promise of live television with his superb use of the "cameo" technique. Executive producer

WCSH-TV 6

NBC Affiliate **Portland, Maine**



EVER SINCE WE WERE THE EARLY BIRD

Over the long 5-year haul, since we were first on the air, the "Program Dominance" of 6 has been an established fact — established by every single survey taken in our service area. This marked viewer preference, most recently confirmed by NCS #3, provides a billion dollar plus market with 286,600 TV Homes.

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A matching schedule on ch. 2 in Bangor saves an *extra* 5%



WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

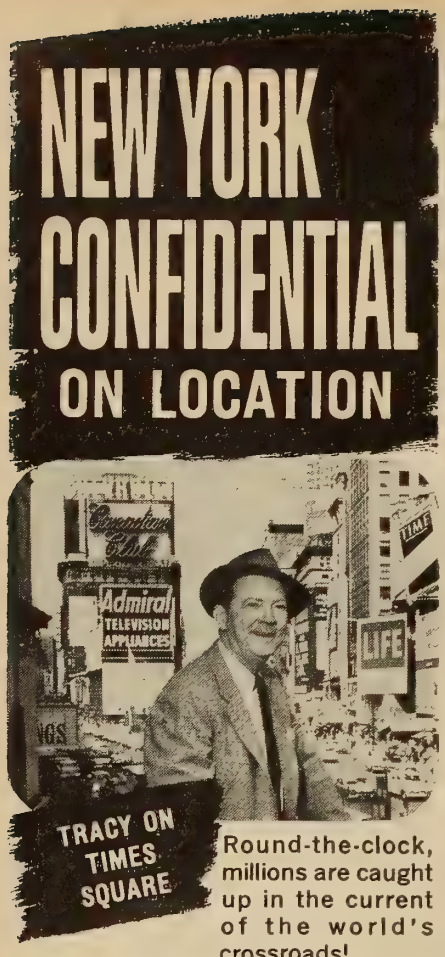
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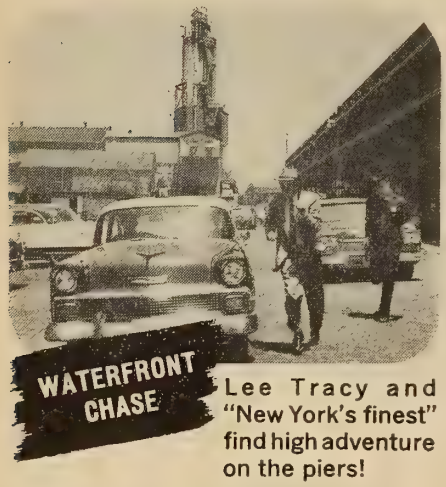
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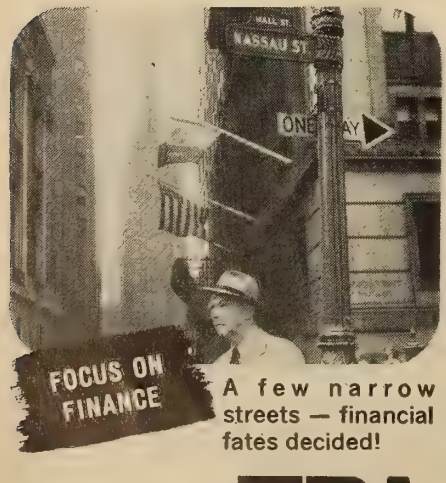
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Represented Nationally by George P. Hollingbery Co.


"All I
hear
is
wmgm"







Wire or phone collect today for your market!

TPA

Albert McCleery (who produced the late and lamented *Matinee Theatre*) has been quoted as saying "We're going to spend more money for scripts and actors, not costly props and sets." Mr. McCleery's philosophy was tellingly applied in "The Glass Town," whose budget was half the normal amount for a live hour show.

There is increasing evidence that the mystery is making a strong comeback and may eventually supersede the western as the "smart thing to produce." *The Further Adventures of Ellery Queen* would be an excellent (if not *the*) criterion for anyone with a series in mind.

Production costs: Approximately $55,000 weekly.

Sponsored by RCA, through Kenyon & Eckhardt, on NBC-TV, Fri., 8-9 p.m. EDT. Started Sept. 26.

Producer in charge of operations: Darrell Ross; producer in charge of literary properties: Ethel Frank; directors: Walter Grauman, Alan Cooke, Livia Granito, Alan Hanson, and Lamont Johnson; musical director: Edward Truman.

THE RIFLEMAN

Odds are that *The Rifleman* will be just another bright face to mill in the crowd of westerns. With television already over-saturated with this fare, ABC-TV's new offering comes at a time when only exceptional scripting, acting and production could save a horse opera from anonymity. While good by western standards, *The Rifleman* doesn't rate these superlatives.

The particular gimmick in this series is star Chuck Connors' prowess with the rifle. As a widower, he disdains the familiar six shooters in teaching his 12-year-old son the proper use of firearms. If the theme of the first program is a criterion, the series will have its quota of showdowns on the main street, in the saloon, etc.

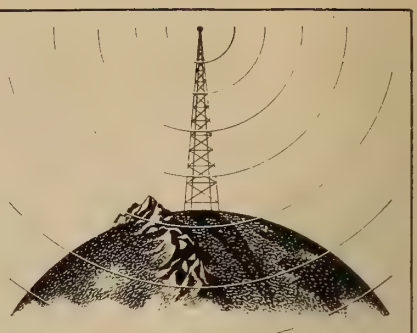
In casting Mr. Connors in the lead, the producers have fallen back on the clean-shaven, handsome features too typical of western tv leading men. This stereotype selection only tends to make *The Rifleman* just one of the crowd. Whatever happened to the scraggly-chinned, bowlegged waddies of Clarence Muldoon's writings; the heroes who lent believable qualities to early western fiction?

Production costs: Approximately $35,000.

Sponsored by Procter & Gamble Co. through Benton & Bowles, Miles Labs through Geoffrey Wade and Ralston Purina through Gardner on ABC-TV, Tuesday, 9-9:30 p.m. Started Sept. 30.

Star: Chuck Connors as rancher Lucas McCain; featured: Johnny Crawford; cast for premiere: Dennis Hopper, Leif Erickson, Sidney Blackmer (guests stars) and Charles Arnt, R. G. Armstrong, Mickey Simpson, Kathleen Mulqueen, Virginia Aldridge.

Produced by: Four Star-Sussex; producers: Jules Levy and Arthur Gardner; director: Arnold Laven; art director: Frank T. Smith; original music: Herschel Burke Gilbert; writer: Sam Peckinpah.



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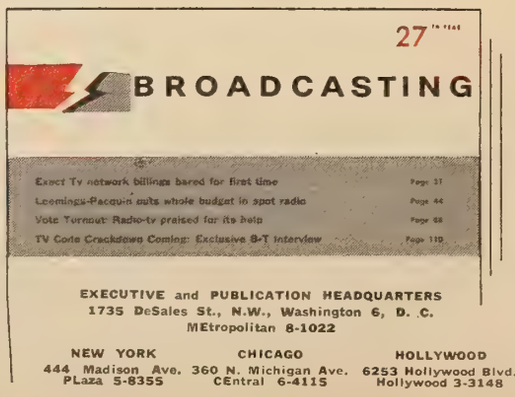
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***20,258—June 30, 1958**





Better take to the air in Los Angeles...where KMPC, and only KMPC, puts its advertisers' messages into as much as 37% of all metropolitan radio homes in a single day...where KMPC is ahead, too, in the number of listeners reached in each radio home. / KMPC's clear edge over the competition owes nothing to teenage razzle dazzle. Instead, KMPC gives listeners such solid fare as the area's fastest, most versatile news service (3 mobile units and 24-hour monitoring of overseas radio stations), such sports features as the games of the mighty Los Angeles Rams and Dodgers. / The advertiser who wants thorough coverage of the sprawling Los Angeles market will make 50,000 watt KMPC his first choice. Give us, or AM Radio Sales, a call and we'll show you exactly why.

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES

Sources: Pulse, July-August 1958; Pulse Cumulative Audience, June 1958; Pulse Audience Composition Supplement, Summer 1958—or, if you like, Hooper, August 1958.



Who's ahead? In San Francisco the answer is as plain as can be. KSFO leads every other station–morning, afternoon and evening...both weekdays and weekends. Besides, KSFO reaches more people per quarter hour in *each* listening home. The facts beyond the decimal points are impressive, too. KSFO gives its listeners *action*, not the synthetic excitement of gimmicks and give-aways but the sure impact of such attractions as live coverage of the games of pro-football's 49ers and baseball's Giants, weather reports from the station's own airplanes, traffic information from dozens of established check points on the ground. / There's more to the story But it all adds up to this: in the big Bay Area more and more people are paying *attention* to KSFO. If you sell something they should hear about, call us or AM Radio Sales.

KSFO

GOLDEN WEST BROADCASTERS, SAN FRAN

Sources: Pulse, July-August 1958; Pulse Audience Composition Supplement, Summer 1958.

ALL SET TO ROLL!

26 brand-new half-hours featuring championship women bowlers from all over United States. Based on local live show (of same format and by same producers) which *increased* audience-share 167% in 26 weeks to become top-rated program in time period. Sure winner for stations, sponsors.

BOWLING QUEENS

ABC FILMS, INC. LAckawanna 4-5050 1501 BROADWAY, NEW YORK 36

"That Ruth will never make the big leagues. Too heavy for running bases . . ."



IT PAYS TO KNOW THE ANSWERS

The Babe had his own answer for *that* one. Clobber the ball over the fence and leave base sprinting to others. In today's competitive league of reporting TV-radio advertising news, BROADCASTING's answer is to star in all departments. The only big leaguer in its field, BROADCASTING is staffed by pro's, fields the news fast and accurately, scores most with reports-in-depth and TV-radio analyses that help make your decisions winning ones. Why sit in the sandlots bleachers when BROADCASTING gives you a box seat on all the big league action? Season pass, good for 26 weeks, is only $1.75. Subscribe now, pay later.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

THE ED WYNN SHOW

Ed Wynn's entrance in the role of John Beamer, an elderly widower raising two granddaughters in a small college town, is a welcome addition to television's family of situation comedies. Starring in NBC-TV's filmed series (Thursday, 8-8:30 p.m.) Ed Wynn should attract and entertain a large following this season with his enthusiastic portrayal of the wily widower. Mr. Wynn's infectious humor will delight viewers who remember him from the "baggy pants" era and will appeal equally well to the younger generation with his current format. The show is designed especially to acquaint a new generation with the genial Mr. Wynn. Although the plot for the premiere show Sept. 25 was overly contrived in the attempt to introduce cast members, who already seem to be happily employed under Mr. Wynn's magic spell, the ingredients are at hand for some very lively evenings ahead.

Production costs: $42,000.
Sponsored by Liggett & Myers for Chesterfield cigarettes and Bulova Watch Co., on alternate weeks, both through McCann-Erickson, on NBC-TV Thursday, 8-8:30 p.m. EDT. Started Sept. 25.
Starring Ed Wynn and featuring Jacklyn O'Donnell, Sherry Alberoni, Herb Vigran and Jesslyn Fax.
Producer: Ben Feiner Jr., for Screen Gems.
Produced by: Thalia-Keethwyn Productions in association with Screen Gems Inc.
Directors and writers: various.
Premiere show director: William Russell.
Premiere show writer: Devery Freeman.

DONNA REED SHOW

This is a situation comedy with a vengeance. Not content to deal with one major complication each week, the *Donna Reed Show* takes on a half-dozen at a crack.

Miss Reed is the wife of a pediatrician and the mother of two children (a fairly standard tv family size: one boy, one girl). She is the standout star, due not so much to her own talent as to the lack of it in the others of her cast.

In the opener the major plot was to get her too-busy husband off for a weekend with the family. In the doing Miss Reed (1) talks a bachelor obstretician into subbing for husband, (2) persuades a banker friend out of a Saturday court case in which husband would have to be a witness, (3) discovers that a young patient isn't sick after all and thereby gets husband over *that* obstacle, (4) gets a neighbor to take over a party which she was supposed to give but which husband forgot to tell her about, and (5) in the end, when young son comes down with chicken pox, saves the day by converting the outing to a home affair. There were others, but the adding machine lost count.

If both cast and viewers aren't completely worn out in the first episodes, the series probably will settle into an unspectacular but comfortable niche for the season.

Production costs: Approximately $45,000.
Sponsored by Campbell Soup through BBDO and Shulton through Wesley Assoc. on

"What do you think of when I say 'Iowa'?"



The questioner, a beardless non-Freudian with hair crewed, and a vest, looked down expectantly.

Scene: Sub-basement of the Sherry-Netherlands. A depth interview progresses. Shall we keep evesdropping? Let's. We didn't buy this two-color page to have you stop now.

The respondent's answer came through a canape. (Courtesy of WMT-TV. We don't fool around. This is called free sampling.)

"Rich prairie state, 56,280 square miles; nicknamed Hawkeye State; flower, the wild rose; motto, Our liberties we prize and our rights we will maintain; admitted to the Union in 1846. 734,600 tv homes. 88.1% saturation."

"Please be a little less specific," cautioned the interviewer. "You'll make this look too easy.

"Sorry, old shoe. It just buzzed off the lip. Try me on another."

"Eastern Iowa!"

"WMT-TV."

"Tsk tsk. Try and hold it down . . . Eastern Iowa!"

"Punctured clouds, towering antenna, good living. CBS eye, oats rolling, smoke stacking . . ."

"Splendid. Now we're not getting some place. Keep obfuscating."

"398,600 tv homes in WMT-TV coverage area."

"No no NO! Vague it up."

"400,000 homes?"

"Better."

"More than half the tv homes in Iowa?"

"Splendid. Now who did you say you were?"

"I sell time for certain stations the Katz Agency represents."

Evaluation of interview. Note the remarkable response to preselected Iowa stimuli. As an aid to conceptualization of the impact achieved by previous promotional efforts, this is revealing. The technique, which appears to be simple, is. To minimize work-association coloration (and risk of unfavorable response) audience is chosen by controlled random method. Much calculation, summarization and haggling over details is eliminated by the number of respondents (one). The value of dividing by unity cannot be exaggerated. Standard deviation becomes a thing of the past; dichotomous conflict is almost never encountered if care is exercised in selecting only non-schizoid respondents.

Our boy goofed in one area, though. He neglected to punch out fact that Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest metropolitan areas, give Channel 2 (us) the nod too.





IN REVIEW CONTINUED

ABC-TV Wednesday 9-9:30 p.m. EDT. Started Sept. 29.
Starring Donna Reed and featuring Carl Betz, Paul Petersen, and Shelly Fabares.
Production by Todon-Briskin Productions; presented by Screen Gems; producer: Tony Owen; associate producer: William Roberts; director: Andrew McCullough; writer: Phil Leslie; art director: Paul Palmentola.

THE OLDSMOBILE SHOW

Girl singer-type shows can't be made better than the girl singers they employ, but they can be made worse. The latter was the fate of Patti Page in the 1957-58 season of her *The Big Record* on CBS-TV. She is getting a better break on her new ABC series.

Production on her opening show was slick if at times a trifle too busy; at one point it threatened to explode into the kind of complicated montage to which movie musicals should be given exclusive rights. But on the whole, it was a pleasant half-hour—the sort that builds faithful audiences.

Miss Page is likeable and professional in her approach to a song. Most of the time, on the opening show, those qualities were enhanced instead of overcome by the production she was given. As long as that remains the case, she is practically guaranteed a successful season.

Production costs: Approximately $35,000.
Sponsored by Oldsmobile Div. of General Motors Corps. through D. P. Brother, Detroit, on ABC-TV Wednesday, 9:30-10 p.m. EDT. Started Sept. 24.
Starring Patti Page. Guest stars: Walter Pidgeon and ballerina Melissa Hayden.
Produced by Page-Rael Productions.
Producer: Ted Mills
Director: David Geisel; music director: Vic Shoen; choreographer: Matt Mattox

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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*Reg. U. S. Patent Office

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COME SEE THE HOUSE WE LIVE IN

See the house you helped us build. See it any day starting at 2:30 during our Media Week, October 20 to 24. See how all of us at Campbell-Ewald are working closely with you to build more and better advertising, better publications, better broadcasts and better outdoor advertising.

Come to our Detroit office on the Media Week day best for you. Meet the members of our board. See the 44 people who write the words that move people and products in mass . . . the 58 who visualize those appeals . . . the 70 who live in the new world of broadcast advertising. See the 26 who research everything from your business to our clients' businesses. See the 16 who do nothing other than make sure you get printing and broadcast materials the way you want them. See the hundreds who handle everything from contacting to accounting. In short, see the 723 people who make up the complete Campbell-Ewald, including many you perhaps never dreamed existed.

Just drop a line to Jerry Moynihan at Campbell-Ewald, General Motors Building, Detroit 2, Michigan, or call him at TR 2-0223. Jerry will be glad to make your reservation or give you further details. And meanwhile, we'll look forward to seeing you and showing you around, in person and in presentation. Come to Campbell-Ewald. See the house we live in . . . where media men are always honored guests.

CAMPBELL-EWALD advertising



George Washington Bridge



Queensboro Bridge



Brooklyn Bridge



Bronx-Whitestone Bridge

The greatest BRIDGE in Metropolitan New York is

WMCA *570 kc*

THE VOICE OF NEW YORK

- *Entertains*
- *Informs*
- *Stimulates*

23 hours and 59 minutes every day!



We even bridge Staten Island...

wmca *570—First on 14,028,147 radio dials*

When you want us call collect
MUrray Hill 8-1500
or contact AM Radio Sales

OPEN MIKE

Transfer of Title

EDITOR:

In nearly 30 years of constant reading of the "bible" of the broadcasting industry, this is the first time I have asked the editor to note a correction of fact for future reference.

The headline ["AFM Allocates $6.2 Million for Free Trust Fund Concerts," PERSONNEL RELATIONS, Sept. 22] is one that causes me to grieve, but not to the point of tears. I spend a certain proportion of my waking hours trying with small success to explain to the press, my friends and to many in the public who perhaps cannot be so described, that I am not a union representative, but was named by the industry, whom, in fact, I represent. The fund is the Recording Industry Fund, not the AFM fund. It is not AFM which "allocates" the expenditure. I do it, as required by the indenture.

Samuel R. Rosenbaum
Trustee
Music Performance Trust Funds of the Recording Industries
New York

Add One Fm

EDITOR:

I read with great interest your article "Three-Way Spotlight Focuses on Trend to Air Editorials" [TRADE ASSNS., Sept. 15]. You state that an all-station survey revealed that 36% of radio stations editorialize. However, further down you indicate your information comes from questionnaires from am and tv stations only.

I don't know about other markets, but here in Tacoma if you leave the "fm only" station (KTWR) out of a survey on the question of radio editorials, you have a distorted picture. KTWR is the only station here that airs editorials on two 15-minute programs each week by the general manager. This indicates why fm stations must be included in any all-station survey to provide a high degree of accuracy.

Thomas Wilmot Read
General Manager
KTWR (FM) Tacoma, Wash.

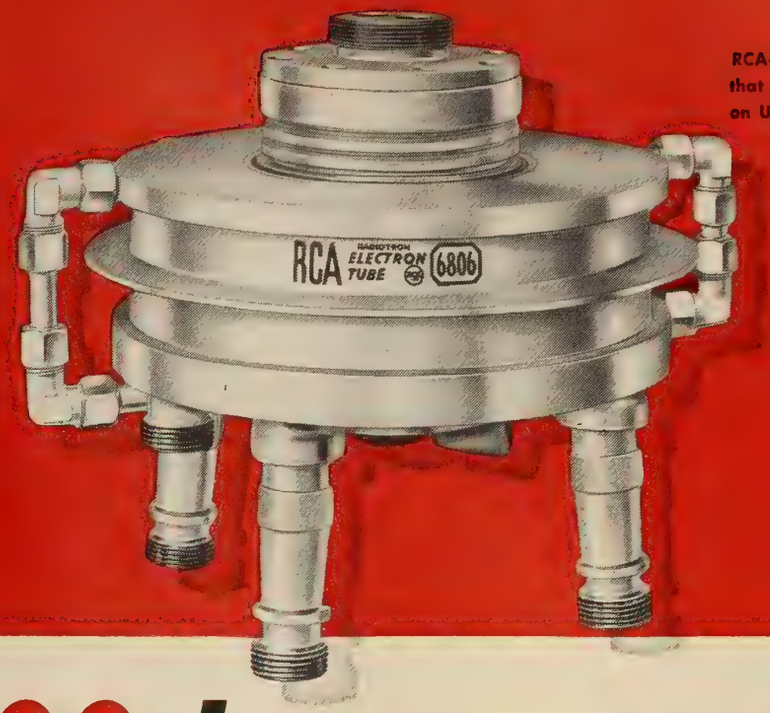
[EDITOR'S NOTE: A pilot survey preceding the general survey indicated no independently-programmed fm stations editorializing regularly. Mr. Read's situation would seem to be fairly unique, and would not affect the results of the overall survey.]

Read It EWR&R

EDITOR:

Our release concerning White King Soap Co.'s Sun detergent [BUSINESS BRIEFLY, Sept. 15] described the advertising program for this product. This advertising and all White King advertising is handled by Erwin Wasey, Ruthrauff & Ryan. In forwarding this release we were simply identifying our public relations firm as the source of the news release, not as the agency.

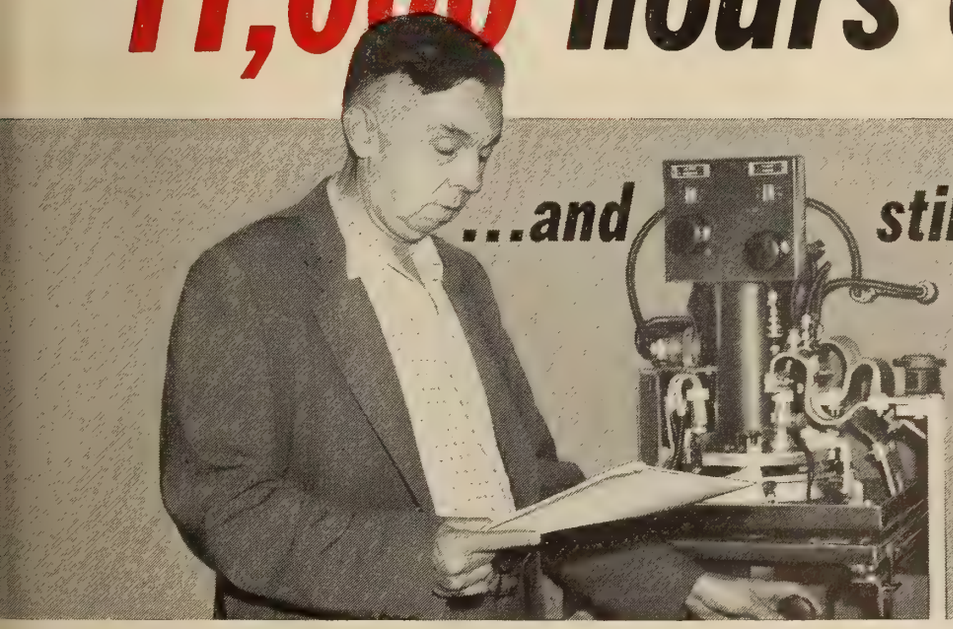
William J. Boylhart
Boylhart, Lovett & Dean Inc.
Los Angeles



RCA-6806—The Beam Power Tube that made 1 million watts of ERP on UHF possible.

11,000 hours on Ch. 28

...and still going strong!



Chief Engineer Charles Sakoski, Sr. checking life records of the RCA-6806 (note the 6806 in the PA cavity).

Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube:

"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.

"I wish to point out that we are not squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approximately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."

Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP, WBRE-TV is not only making TV station history on Channel 28—*WBRE-TV also is setting a record for long tube life in high-power UHF.*

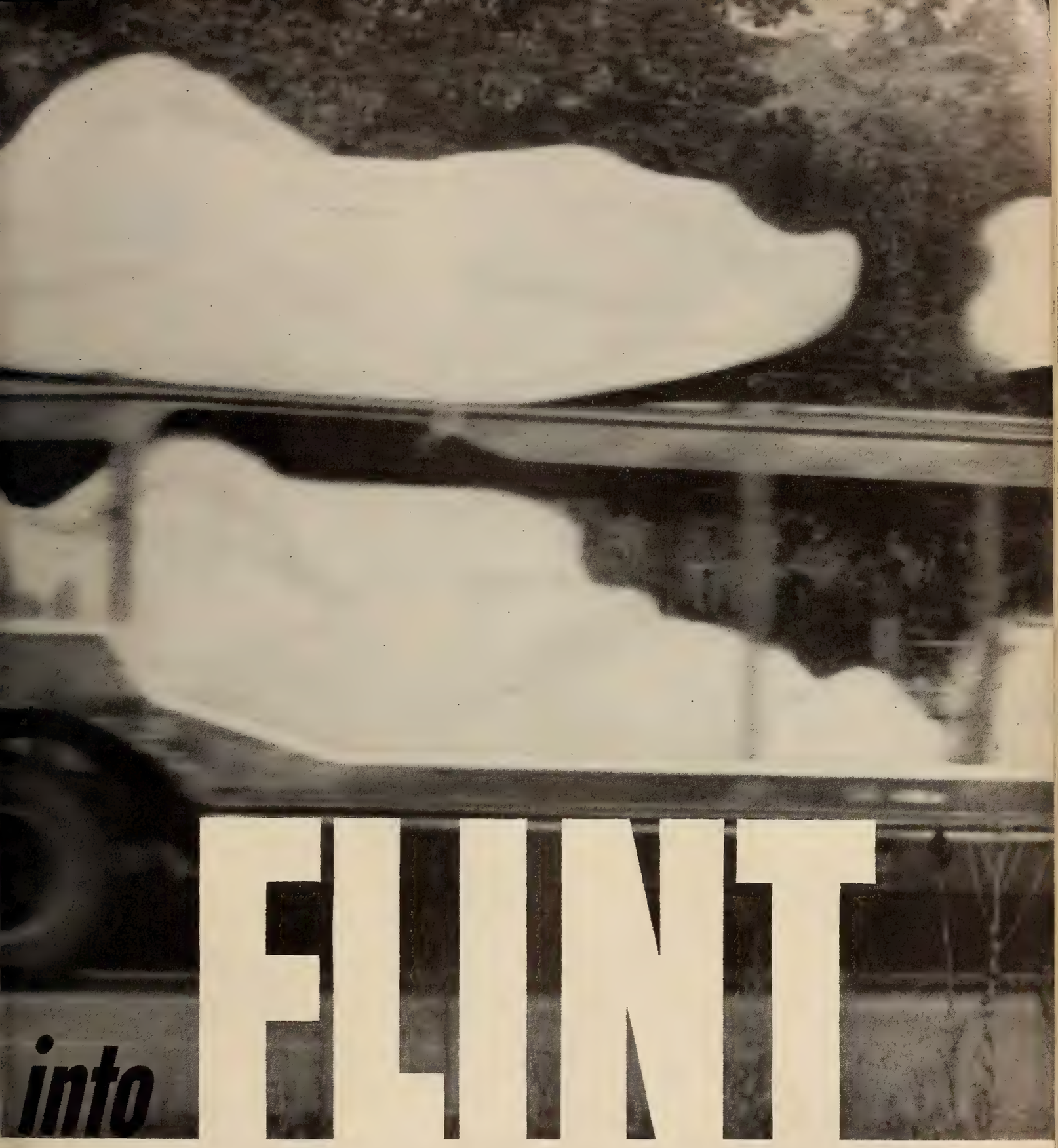
WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. Your RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**



Something new is rolling



into FLINT

The most exciting new vehicles in television – ABC's fall line-up of shows – will be barreling into Flint, Michigan, October 12! That's when we take the wraps off our newest primary affiliate, WJRT!

WJRT will carry ABC-TV's advertisers into Michigan's second-largest city *and* second-largest market. It boosts ABC-TV's roster of major affiliates to 84 . . . brings our coverage of U. S. television homes up to a whopping 85.1% – 94.9% counting delayed broadcasts.

Another reason why advertisers who go places travel with ABC.

You get them at the *GET AGE* on *abc-tv*

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.



WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to George Richard Comte



BEING No. 2 man to a No. 1 man can be both demanding and rewarding. Take the case of George Comte, who just stepped out of the No. 2 spot to take over the reins of WTMJ-AM-TV Milwaukee, succeeding now-retired Walter J. Damm.

Mr. Comte's colleagues recall the day in the early '50s when Gen. Douglas MacArthur returned and WTMJ-TV prepared to televise his arrival in Milwaukee. Mr. Comte, then assistant to the manager, encountered his superior in the corridor and thoughtfully suggested the special event be offered for sponsorship. With a characteristic snort, Mr. Damm bellowed: "Damn it, George Comte, haven't you ever heard of public service?" Unperturbed, Mr. Comte lined up the First Wisconsin National Bank and *Milwaukee Journal* as institutional co-sponsors.

Mr. Damm retired Sept. 27 after 42 years with the *Journal* organization—but not before he was honored that week with a "master key" to WTMJ-AM-TV's building. In the background was George Comte, balding, mild-mannered new chieftain, himself succeeded as manager by Robert J. Heiss.

Inheriting the mantle from a distinguished industry figure, Mr. Comte is likely to find that Mr. Damm wore especially big shoes. Mr. Comte appears highly qualified to try them for size—and fashion his own pair. His ascendancy the past decade to general manager of WTMJ-AM-TV, from a modest beginning as an announcer, has been steady if not meteoric.

Actually, George Richard Comte (the "e" is silent) wanted more than anything else to be a diplomat in the U. S. State Dept. He majored in political science at the U. of Wisconsin and while there was told he had a good voice for radio. So he took a fling as a student announcer in the summer of 1933 at $10 per week for WHA and, later, WIBA, both Madison, logging as many as 30 hours per week. When it became evident in his senior year (1935) that the State Dept. wasn't hiring anyone, he joined WTMJ. He's now a 23-year veteran of the Journal Co. at 45 (he was born in Marinette, Wis., June 1, 1913).

YOUNG Mr. Comte started handling such programs as *The Barnstorming Badger, Today's Events, Marching Through Wisconsin, Rhythm and Rhyme* (which he wrote and emceed), *Know Your Milwaukee, Down a Country Road* and *Designs for Dreaming,* three poetry and music shows. (He composed "I Went for A Walk in Oconomowoc" and collaborated on "Forward Wisconsin," a hastily devised substitute for "On Wisconsin," caught up in the broadcast ban). Later, his credits included the *Jane Jarvis Open House, Background of the News,* the syndicated *Wayne King Show* and *Songs and Stories.* After Mr. Damm guided WTMJ-TV to fruition (Dec. 3, 1947), Mr. Comte announced a television news program and had his own *George Comte Show,* an afternoon variety series.

His staff career was interrupted by World War II. Mr. Comte, who had completed ROTC service at Fort Custer, Mich., after graduation from U. of Wisconsin, served in public relations and with the 793d Military Police Battalion in England and northern France. He also commanded the 785th Military Police Battalion in Okinawa from August 1945 to February 1946. He was discharged as a major (and now is a lieutenant colonel in the Army Reserves). Earlier, before going overseas, he handled recruiting promotion for the air office of the 6th Service Command.

After returning to WTMJ as an announcer, he launched his executive career in 1950 as assistant to the manager, the late R. G. Winwie. He moved up to stations manager two years later and manager of radio and television in 1956, also being elected a director of the Journal Co.

Observers who regard Mr. Comte as a "protege" of Walter Damm are apt to be surprised. Colleagues will tell you he is "George Comte's man" but with a strong desire and intent to continue the aggressive, independent, profitable policies of his predecessor. In Mr. Comte's own words, this means a "clean operation" designed to keep the *Journal* stations in the forefront in Milwaukee. Such an operation, "in meeting public service requirements," he believes, "precludes any chain of events that can react to your disadvantage."

The new general manager (unlike his former superior) has his strongest roots in the community rather than in the industry as a whole. Aside from being a member of Radio Advertising Bureau's plans committee (his lone industry affiliation), he is a member of Milwaukee Kiwanis Club's board of directors and the Milwaukee Advertising Club's board of governors.

Mr. Comte lives in Milwaukee and also maintains a residence in Northern Wisconsin. In his spare time he is an avid curling enthusiast, cribbage player and amateur forester and holds a fervent interest in Wisconsin history, past, present and future.

it's the fashion to buy *Kluge Radio*

More and more every day, time buyers are being charmed by *Kluge Radio*. It's more than just a matter of style—it's simply that each *Kluge Radio* station has a special flair for producing more results per dollar in its own market. It's fashionable to be smart. *And your smart buy across the nation is a Kluge Radio Station:*

WGAY Greater Washington, D. C. area

WEEP Pittsburgh, Pennsylvania

WKDA Nashville, Tennessee

WINE Greater Buffalo, New York area



At home tunic of Scotch tweed to wear with sleek tights by Vera Maxwell. Interlining of non-woven crease resistant PELLON.

NOW YOU CAN CAPITAL-IZE WITH GEORGE AND GRACIE ON WRC-TV!

Make the most of your Washington dollars with the great GEORGE BURNS AND GRACIE ALLEN SHOW, first-run-off-the-network, available now for program or participation sponsorship on WRC-TV! Here's a *proven* all-family attraction with a fantastic network record—30.1 average Nielsen rating, 45.6% share-of-audience. And WRC-TV spots it at just the *right* time to catch the big all-family audience—5:30-6:00 p.m., Monday through Friday! For this and many other splendid sales-building availabilities, contact WRC-TV or NBC Spot Sales, *right now!*

NBC LEADERSHIP STATION IN WASHINGTON, D.C. SOLD BY NBC SPOT SALES **WRC-TV · 4**



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 14 OCTOBER 6, 1958

HEADCOUNT ON RADIO-TV EMPLOYES

- **Broadcasting finds 71,728 at stations, 14,620 at networks**
- **Individual operations range from 1 in radio to 220 in television**

THERE are 86,348—count 'em—86,348 fulltime employes working for U. S. broadcasting stations and networks. Their earnings are at least $530 million a year.

This total, the first precision measurement of employment in the broadcasting industry, is published in the 1958 BROADCASTING YEARBOOK, now on the way to subscribers. It is based on an industry-wide survey conducted this past summer.

This is how the 86,348 breaks down:

- 71,728 work for radio and tv stations.
- 42,523 work for radio stations.
- 29,205 work for tv stations.
- 14,620 work for radio-tv networks.

While there are more than six times as many am radio stations (3,271) as tv stations (495), 40% of the total station employes are working in the newer video medium.

The typical or median tv station employs more than five times as many fulltime executives and staff people as the typical am station. The fulltime staff of the typical station: tv station, 51 employes; radio station, 10 employes (all figures include executives).

The survey is based on figures obtained from station questionnaires used in compiling the YEARBOOK station directories. Of the 495 commercial tv stations, 300 answered the employment questions. Of the 3,271 am stations, 2,427 answered the employment questions. The results were projected to total operating stations.

A wide range of staff size is shown at both radio and tv stations (see table). Four radio stations list only one fulltime employe, with the maximum employment found at one station that had a staff of 175. Seven radio stations said they had two fulltime employes, 32 listed three and 46 stations had four fulltimers.

The first major group of radio stations in the YEARBOOK compilation is found in the list of those having five fulltime employes. A total of 198 stations said they had a staff of five, with 186 listing six employes. Over three-fourths of all radio stations have from 5 to 15 fulltime employes. The survey shows 115 am stations have 15 employes; 758 have 16 or more; 223 have 25 or more.

Only five radio stations have a fulltime staff of 100 or more. Two stations have 100, one has 108 employes, one has 125 and one has 175.

In television the station employment level moves sharply upward. While the typical or median tv station has a staff of 51 fulltime employes, two stations are operating with a staff of three. One station has five employes, one has seven, one has eight and one has 10 on the staff.

At that point the staff size begins to increase. Five tv stations have 13 employes, six have 15, 12 have 17, and 12 have 20 fulltime staff members. Thirteen stations employ 25 persons on a fulltime basis; 24 have 30 on the staff, the largest single tv station category in the employment survey. Only 80 of the responding tv stations have fewer than 25 employes.

Just behind the 30-employe staff is the 55-employe organization, 22 stations belonging to this group. Thirty-six stations report 100 or more employes. The largest tv station staff includes 220 workers, with two stations employing 200 and one having 190.

The YEARBOOK figures do not take into account the overlap in radio and television stations under common operation where employes work on both stations. Each radio station questionnaire sought the number of fulltime employes; each tv questionnaire asked the same question.

Figures showing the number of fulltime executives and employes at the four major radio and tv networks were supplied by the networks themselves. Here are their figures (radio and tv combined for those having both): ABC, 2,525 employes; CBS, 6,327; MBS, 168, and NBC 5,600.

The Dept. of Commerce has estimated that there were 78,000 full-time employes in radio and television in 1957, and they earned a total pay of $527 million. These employes had average annual earnings of $6,756 in 1957.

An annual analysis by the department shows that broadcasting ranks second among all American industries in average pay, being exceeded only by the earnings of those in the brokerage and securities industry.

THE 1958 BROADCASTING YEARBOOK, all 628 pages of it, went into the mails last week. It is the biggest and most complete in the history of the publication, and the first in which both radio and tv information have been combined since 1951.

Among its major features:

County-by-county breakdowns of radio and tv homes, retail sales, food sales, drug sales and passenger cars; complete directories of all U. S. radio and tv stations including information on facilities, affiliations and executives; newspaper and group ownership; station representatives and their station lists.

Radio and tv networks including their affiliated stations and gross, Class A one-hour rate for each; FCC rules and regulations; the radio and tv codes; equipment manufacturers; radio and tv program services; advertising agencies; talent agents; broadcasting attorneys and engineers; associations; Nielsen figures on the radio and tv audiences; radio and tv time sales; Negro and foreign language programming.

Aside from subscriber copies, limited numbers of the BROADCASTING YEARBOOK are available at four dollars per copy.

TELEVISION STATION EMPLOYES

Percent of stations which employ these respective numbers of fulltime employes

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-60	61-70	71-80	81-90	91-100	Over 100
1.0%	1.0%	2.0%	8.0%	4.3%	10.0%	4.7%	8.0%	4.3%	4.7%	13.3%	12.0%	9.3%	2.7%	3.0%	11.7%

RADIO STATION EMPLOYES

Percent of stations which employ these respective numbers of fulltime employes

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-60	61-70	71-80	81-90	91-100	Over 100
11.8%	40.2%	24.9%	10.9%	5.4%	1.9%	2.0%	1.0%	0.7%	0.5%	0.2%	0.2%	—	0.1%	0.1%	0.1%

HAS 'THE' CAR STARTED 'THE' WAR?

Buick sticks with television against massive newspaper resistance

Buick's history-making allocation of more than half of its total advertising budget to the broadcast media provoked newspapers last week to open what could become the bitterest inter-media war since the beginning of television.

Buick's agency, McCann-Erickson, was caught in the firing zone.

What caused newspapers to bring up their biggest guns was Buick's decision to allocate $12.5 million to tv and another $1 million to radio out of a total 1959 model year budget of $25 million.

The loss of their historic lion's share of a major automaker's advertising was a painful blow to newspapers. The hurt was aggravated by the research which McCann-Erickson used to prove that the Buick media allocation made sense in contemporary advertising.

The powerful American Newspaper Publishers Assn.'s Bureau of Advertising demanded and got a meeting with Marion Harper Jr., McCann-Erickson president. The significance with which newspapers regarded the meeting was indicated by their representation. Twenty-five newspaper publishers and executives were present, along with officers of the Bureau of Advertising.

A say-nothing statement was issued afterward by the bureau. The agency issued no statement at all.

But what was discussed, in detail, was a McCann-Erickson report which was circulated to Buick dealers just before the introduction of the new line. That report contained research results showing that tv made a stronger impression among Buick shoppers than newspapers and that both tv and radio cost less per thousand than newspapers.

What was certain to be discussed, if future meetings were held by the Bureau of Advertising and McCann-Erickson, was still another and newer survey, made by Television Bureau of Advertising. That survey showed that the Buick commercials on the Bob Hope show Sept. 19 hit people harder than any of Buick's introductory print advertising.

The McCann-Erickson report which came under newspaper attack was labeled "Merchandising Report No. 2" and was dated Aug. 23, 1958. The report was sent to Buick dealers for promotion and merchandising purposes.

In discussing Buick's announcement plans for its new car, the report noted that newspapers, tv magazines, outdoor and radio were among the media to be used. (Buick's introductory advertising started with the Sept. 19 debut of its new car). But the crux of the report were Advertest Research figures showing that 59% of "Buick Shoppers" during the 1958 model year said tv advertising (Buick tv advertising) stood out "most strongly in their minds" compared to 12% newspapers and 29% magazines, and that "54% said tv did most to interest them in looking at a Buick, compared with 18% for newspapers and 28% for magazines."

To clear up any dealers' doubts which may have greeted these figures, the report charted a "cost comparison among major media 1958," based on the advertising cost of reaching 1,000 adult "noters." This set of figures found five-minute participation "plan" on radio reaching 1,000 adult listeners at a cost of $1.09; half-hour tv program costing $4.28 for that number of viewers; a four-color magazine page at $5.11 but a 1,000-line newspaper ad costing $10 for 1,000 "noters."

With these "facts," namely the "effectiveness of television with Buick prospects and its low relative cost of reaching people, you can see why television will play a big part in advertising The Car," the report asserted.

The report detailed for the first time the actual extent of the radio spot campaign by Buick. Radio is getting $1 million of the budget, giving radio and tv combined about 52 or 53% of the total budget. Known to be a heavy spot campaign [ADVERTISERS & AGENCIES, Aug. 18], the Buick drive is spelled out in the report as "the biggest we've ever had . . . radio spot coverage in 283 markets on 403 stations, beginning Sept. 15 . . . [and] up to 10 Bob Hope five-minute radio shows each weekend on NBC's *Monitor* for 13 weekends beginning Sept. 12." Buick's formidable network tv use includes eight specials on NBC-TV, the half-hour *Action Theatre* August 22-Oct. 10 on ABC TV, alternate weeks of *Wells Fargo* on NBC-TV, Monday nights.

The TvB study of the effects of commercials on Bob Hope's *"Roberta"* Sept. 19 was released last week. Conducted for TvB by Qualitative Research Inc., the study revealed that 53% of persons who had been exposed to the Buick commercials said they liked the car "very much," while only 16% reported they had "no opinion" of the car. Of those who had not seen the tv commercials, 62% said they had no opin-

Night Sheep-Counters Target of Tea Council

Tea Council of the U.S.A. Inc., which last year used "the voice of conscience" to convert coffee drinkers to tea, this year is abandoning subtlety in favor of a hard-hitting, mince-no-words tv spot campaign that says, in effect, "if you're one of those people [who can't sleep at night] switch to tea!"

Last Tuesday (Sept. 30) at the 13th annual convention of the Tea Assn. of U.S.A. Inc. at Whiteface, N. Y., Charles M. Dering, Leo Burnett Co. account executive, explained how the campaign will look on tv and what it's going to take to put it over.

The council has allocated $1.2 million to slot a barrage of announcements between 6-11 p.m. Part of the allocations comes from the balance of the 1958 air budget of $1.7 million, the rest from the 1959 budget. The 20-week campaign kicks off Oct. 19 and will deliver to 18 markets 40 hot tea commercials each—or predicated on an advance audience tally—a total of 1 billion "impressions."

Explained Mr. Dering last week: Burnett seeks the largest possible audience, thinks that it can be reached during the hours when 64% of total U. S. set count is in use. The markets are Chicago, New York, Los Angeles, Baltimore, Boston, Detroit, Philadelphia, Pittsburgh, Washington, Cleveland, Providence, San Francisco, Portland, Seattle, Buffalo, Syracuse, New Haven and Schenectady—representing "over 50% of the total tv homes."

Thinks Burnett: during a four week period, hot tea messages will reach 94% of the total homes at least once in these markets, 35% of the homes 11 or more times. "This means," Mr. Dering said, "26 million people will be exposed . . . 11 or more times in a four-week period, but almost three times that number—approximately 71 million will be exposed to our commercials one or more times in a four-week period."

What is the purpose of the campaign, other than to win new tea drinkers? Says Mr. Dering: "We realize that our market for hot tea is not the universe . . . not all people are troubled by other hot beverage habits . . . so our selling messages are directed to a segment of this universe. First to those who recognize distressing elements in their hot beverage habits but do nothing about it; and second to those who have already made the change to hot tea. We want to reconfirm their decision."

At its upstate New York meeting the tea association elected a new slate of officers for the coming year. P. C. Irwin Jr. of Irwin-Harrisons-Whitney Inc., New York, becomes president of the organization, succeeding Edward C. Parker of Tetley Tea Co. Other tea merchants elected to new posts: Philip I. Eisenmenger, Standard Brands Inc., as vice president; Joseph F. Diziki, Carter, Macy Co., as treasurer; W. G. Barker (Thomas J. Lipton Inc.), Albert W. Dimes (Tetley), W. H. Hall (McCormick & Co.)—new directors.

U. S. Steel Sets Radio-Tv Plans For Fifth 'Operation Snowflake'

The fifth annual U. S. Steel "Operation Snowflake" promotion — through BBDO, New York—will get under way Nov. 17 with network radio and television, it was announced Friday (Oct. 3) by the agency. Supplementing the steel firm's *U. S. Steel*

ion one way or the other concerning the new Buick, while 18% said they liked the 1959 Buick "very much."

Respondents also were asked to name the three new Buick lines (Le Sabre, Invicta and Electra). Despite all other advertising, the study showed, more than 68% of non-viewers had seen or heard nothing about the new Buick and 86% could not recall any of the three models. In contrast, at least half the viewers could name a specific Buick line and the average who could recall any, recalled two of them.

Interviews were conducted in nine cities, asking persons their opinion of the 1959 Buick line. It was pointed out that both viewers and non-viewers had had the opportunity to be exposed to Buick's introductory advertising in full-page newspaper ads, magazine advertisements and radio announcements. TvB nevertheless felt the impact of "even a single television show still would be measurable."

Said George Huntington, assistant to the president at TvB: "In the light of the current cries and after-the-fact expressions of opinion by newspaper spokesmen concerning the Buick endorsement of television, we believe TvB's policy of relying upon researched facts instead of someone's opinion has again been vindicated."

It was learned that McCann-Erickson, meanwhile, had prepared a newspaper advertisement for release last Friday (Oct. 3) that was to announce that in the first 10 days in Buick's introduction "x" number of new cars were sold. The number was expected to be somewhere between 30-35,000 which McCann feels is the best model introduction in any year including peak year 1955.

M-E media people privately expressed an opinion that even more Buick funds would be channeled into television, feeling that results so far were buttressing the Buick-agency strategy of shifting emphasis from newspapers to television.

If that prediction came true, it would be despite an unremitting assault on the Buick strategy by newspapers.

The assault started soon after the McCann-Erickson "Merchandising Report No. 2" was circulated. The Newspaper Advertising Executives Assn. prepared and sent to newspapers an open letter citing the Buick report and suggesting that newspapers give Buick dealers the letter and an accompanying "memo" outlining reasons why newspapers could do a better selling job than tv.

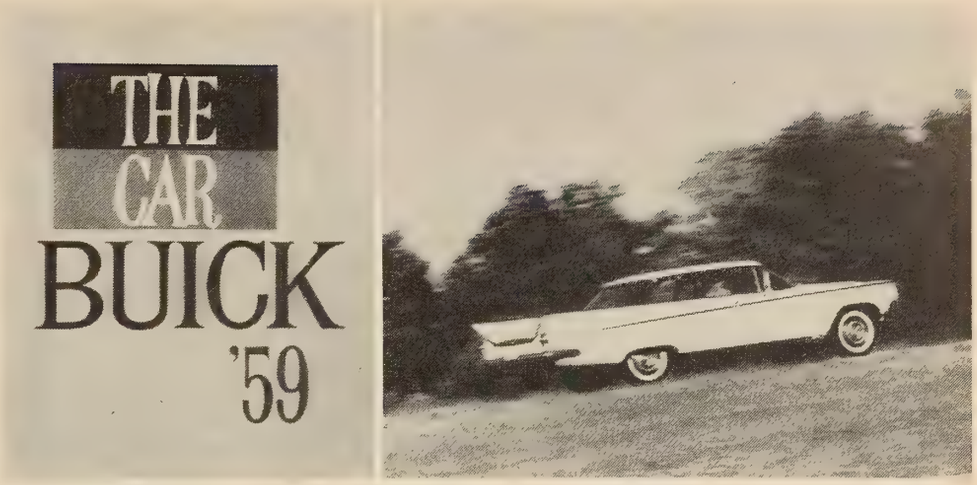
Meanwhile, the newspapers' Bureau of Advertising went directly to Buick management and after conferences asked newspapers to postpone their missionary work among dealers until more conferences were held.

The conference of bureau officials, publishers and Mr. Harper was held last Wednesday. Two days later (Oct. 3) Louis A. Weil Jr., chairman of the bureau's board, issued the following statement.

"We feel that there was a refreshing and candid attempt to do the right thing by all parties concerned. There was a joint interest wholeheartedly shared by everyone to work in closer understanding. . . .

"We have the sincere feeling that today's meeting will lead to better understanding on the part of everyone concerned."

It was revealed that a committee of newspaper executives which would include the bureau's president, Charles T. Lipscomb Jr., and Dr. Howard D. Hadley, its research vice president, would be formed to "work closely with McCann-Erickson."



TV COMMERCIALS for 1959 Buick, as shown in Bob Hope's "Roberta" on NBC-TV, made far stronger impact on people than newspaper or magazine advertisements. This was the finding of a special survey conducted for Television Bureau of Advertising after the Sept. 19 show. It was on that day introductory advertising for Buick broke in all media.

Hour (alt. Wednesdays, 10-11 p.m.) will be continued participations in CBS-TV's *Arthur Godfrey Show* and eight network radio programs. Additionally, U. S. Steel, which again seeks to stimulate Christmas gift sales of "hard goods"—major steel appliances—will provide dealers and distributors with free radio kits containing transcribed commercials and spot scripts. Kits are to be used for local spot campaigns.

Earlier this spring, U. S. Steel bought a weekday 5-minute network newscast with Richard C. Hottelet, but switched onto Godfrey's summer replacement series shortly thereafter. The newest Godfrey cycle began Friday (Oct. 3) with a quarter-hour sponsorship on alternate Fridays for the next 20 alternate weeks. As such, it represents little additional cash outlay, Steel being a 52-week a year CBS-TV client. However, the radio allocations are new. For a 2-week pre-Christmas period, Steel will have 2-5 participations a program in the following shows: ABC Radio's *Breakfast Club*, NBC Radio's *Bandstand* and *Five Star Matinee*, CBS Radio's *Couple Next Door, Galen Drake, Robert Q. Lewis Show, Amos 'n' Andy Music Hall* and *Mitch Miller Show*.

Bergmann Tells Druggists About Tv's Sales Potency

Television has made substantial contributions to growing sales in the drug field largely because it is the only advertising medium that can deliver the full story of drug products, Ted Bergmann, president of Parkson Adv., New York, told a session of the National Assn. of Retail Druggists' convention in Philadelphia last week.

Mr. Bergmann supported his contention by pointing out that tv is the only medium equipped with both sound and sight, thereby offering a new dimension in effective selling: "The picture of misery; eyes that cry for help; brows wrinkled in worried thought. Tv offers the visual sell which doesn't verbally describe; it demonstrates."

He reminded retail druggists that manufacturers of toiletries, drugs and remedies and smoking materials are well acquainted with tv's selling prowess, and added:

"Last year, of the $660 million which advertisers spent in network television, approximately $200 million was spent by manufacturers of toiletries, drugs and remedies and smoking materials. Think of it, almost one-third of the total national program expenditure was directed specifically at helping you sell your customers. No other industry can make that statement."

Mr. Bergmann indicated that television should be credited with helping to boost drug store sales over the past 10 years. He pointed out that annual average sales per store increased from $60,000 in 1947 to $104,000 in 1957, whereas the population increased only by about 20% in that period.

"Is it just coincidence that during the same period television swept the country and increased its coverage from less than 50,000 to 43 million homes?" Mr. Bergmann asked. "And advertisers spent nearly $6 billion in the medium to sell their goods? You be the judge."

As evidence of television's power in helping to move products in retail stores, Mr. Bergmann cited, among others, Revlon's "phenomenal" success with the *$64,000 Question* and Pharmaceutical Inc.'s Geritol, which has become "America's No. 1 tonic through tv" (90% of its budget is in the medium). Mr. Bergmann noted that Pharmaceutical Inc.'s outlay for tv advertising in 1957 exceeded total sales in 1953.

A CIGAR, A BEE AND A PROFESSOR

What ARF conference heard about the first two and from the third

A test that proved television can sell a premium-priced product even in a recession, a pre-test that helped improve another commercial and a professor's viewpoint on advertising were outlined to leading advertiser, agency and media authorities last week.

The tv case histories were presented during the course of Advertising Research Foundation's fourth annual conference, held Thursday (Oct. 2) in New York and devoted to the subject of better evaluation of advertising in today's economy.

Success for Cigar • President Albert J. Wood of A. J. Wood & Co., marketing research agency, told how officials of Dutch Masters cigars, a premium brand, learned by testing that tv could sell their product even when they feared smokers would switch to lower priced cigars.

They undertook a 13-week test in a three-station market of approximately 400,000 population, using spot announcements on a station whose rating was comparable to what they probably would get in other cities if a full campaign were put into effect. Three surveys were made: one wave just before the test started, one nine weeks later and one 26 weeks later. The results:

"1. The techniques employed showed that the television campaign did increase brand awareness. Spontaneous, unaided mentioning of Dutch Masters went up from 54% in the first wave to 70% in the second—an increase of about 30%. The third wave showed no further increase after 17 additional weeks of advertising.

"2. There was an increase in overall buying of Dutch Masters 'in the last seven days' from 20% in the first wave to 30% in the second—an increase of 50%. The third wave again showed no further increase.

"3. The proportion of Dutch Masters favorers increased from 15 to 19 to 21%—increases of 27 and 11%, respectively.

"4. The proportion of Dutch Masters triers (those who bought Dutch Masters during the week but do not consider it their favorite brand) more than doubled, going from 5 to 11%. By the third wave, however, it dropped half-way back to its old level."

Mr. Wood noted that "by the time the option came up for renewal, in effect three weeks before the end of the 13-week coverage, there was evidence of a significant increase in brand awareness—an increase of 35% for Dutch Masters. The proportion of triers doubled and the proportion of favorers increased by 25%, which means that some of these triers had been converted into regular buyers."

All this, Mr. Wood said, led the company to conclude that (1) the tv spots were successful; (2) tv could stimulate sales of a premium-priced cigar even in the recession; (3) the evidence was good enough to prompt renewal of the campaign but the second 13 weeks were "not nearly as effective as the first period," leading to the conclusion that (4) "the advertising dollars spent on this particular promotion would travel farther if used extensively over a large number of markets for a short period of time, rather than intensively for a longer period in a limited number of markets."

Pre-testing Johnson's Bee • A technique for pre-testing commercials was detailed by Perham C. Nahl, associate director of research for Needham, Louis & Brorby. The product was Johnson's Pride wax, and the storyboard for one of the commercials had a new cartoon character, the Johnson Bee, who served as spokesman for Johnson's wax. NL&B and the client wanted to make sure the new character didn't do more harm than good.

For the test, the storyboard drawings were filmed and the audio portion put on tape, and people were asked to look and listen and then give their reactions.

"We picked up some adverse reactions on the first test," Mr. Nahl reported. "From 30 to 50% of the women reported that the Bee talked too fast or that his voice was too harsh. The women were able to recall most of the essential copy points. It was decided that we would put the Bee into the commercials but that he would talk more slowly and clearly. Although he remained a pitchman, his voice was less of a buzz."

Mr. Nahl said "this method of pre-testing has been highly successful for accomplishing certain kinds of results" but should not be expected to accomplish certain other things—for example, foretelling which of several commercials will, when completed, sell the most products. Commercials whose success depends on the finished version of the video are questionable candidates for storyboard testing, he asserted, as are those which depend heavily on creating mood.

The ARF conference, held at the Waldorf-Astoria, covered a wide range of subjects dealing with advertising evaluation, including case histories and progress reports on techniques for measuring advertising's sales effectiveness, determining advertising budgets and strategy and prediction of the results of an advertising budget.

Academician on Advertising • The luncheon meeting was the stage for analysis of advertising and advertising research through the academic eyes of Jay W. Forrester, professor of industrial management, Massachusetts Institute of Technology. He contended, in part, that the advertising industry has a very narrow viewpoint. This narrowness exists in two dimensions, one in time ("advertising policies and measurements do not adequately recognize some of the very long delayed responses and after-effects that exist") and the other in space ("advertising is not adequately integrated with product design or production").

Professor Forrester noted advertising "is a powerful and important influence in our present-day economy," but held advertising "is not an end in itself. Its goal is not merely to generate impact or consumer

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the ACTIVITY week now runs Friday through Thursday.

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 19-25. This is how they spent their time:

70.8%	(88,926,000) spent	1,811.4 million hours†	WATCHING TELEVISION
60.2%	(75,612,000) spent	1,165.8 million hours	LISTENING TO RADIO
83.5%	(104,877,000) spent	411.9 million hours	READING NEWSPAPERS
34.7%	(43,584,000) spent	202.6 million hours	READING MAGAZINES
24.4%	(31,023,000) spent	380.2 million hours	WATCHING MOVIES ON TV
26.0%	(32,713,000) spent	136.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.

awareness. Its primary purpose is not even merely to sell. It should operate as part of a team for creating long-range profitable company success."

In citing poor corporate planning, Professor Forrester said advertising can produce "peaks and valleys in the sales pattern which do nothing but increase factory and distribution costs." Again, "too often, advertising creates a product-image which is not supported by the product itself; or it builds a picture of a company personality which is not reflected by company sales and service men."

As for advertising research, the professor held it "woefully inadequate," adding that most of what does exist is not research in the scientific sense but "much of so-called advertising research is itself merely advertising." He called for a long-range program of several years to work up to the point where 5% of the total U. S. advertising expenditure, or $500 million, would flow into "advertising development," with $50 million of that amount going into "pure basic" research of a scientific nature.

"The challenge and new frontier in our capitalist society during the next three decades is not space flight," the MIT educator said, "but the science of management and economics. It is in management and economics, not on the moon or Mars, that the current international competition will be won."

Pontiac Bypasses Mary Martin To Put $400,000 in Tv Spots

An irresistable force—the need to unveil the 1959 Pontiac line on tv; an immovable object—singer Mary Martin who has asked for a postponement of her Dec. 12 *Songbook* [ADVERTISERS & AGENCIES, Sept. 29], met last week.

CBS-TV told Pontiac's agency, MacManus, John & Adams, N. Y., that it would be unable to deliver Miss Martin, hoping that Pontiac would still stick with the network in December. The answer was no. Instead, MJ&A will take the $400,000 allocated to the show and jump the official Oct. 15 unveiling (on the CBS-TV Ginger Rogers-Ray Bolger spectacular) with a five-day saturation tv spot campaign on 130-160 stations in 50 markets. Starting Thursday (Oct. 9), MJ&A intends to blitz these areas with six spots a night. The agency is working overtime the next few days to get commercials printed and mailed to stations.

Nationwide Insurance on CBS For $200,000 in Documentaries

The nation's fourth largest automobile insurance company, Nationwide Insurance Co. (formerly Farm Bureau Insurance Co.), Columbus, Ohio, has signed with CBS Radio for six special documentary programs this season. Produced for Nationwide by CBS News' Unit One (public affairs department), the $200,000 contract was negotiated through Ben Sackheim Inc., New York, and represents the largest single sponsor order in the department's history.

The documentary series, *The Hidden Revolution,* was inspired by Nationwide's public service-conscious president, Murray D. Lincoln, who also heads Private-Charity Care Inc. Reasons Mr. Lincoln: Nationwide policyholders represent a major share in the U. S. economy, and the economy will dictate the future. The series, said an agency spokesman, "'will be thought-provoking and controversial."

The programs, narrated by Edward R. Murrow and featuring such outspoken figures as Vice Admiral Hyman G. Rickover, economist John Kenneth Galbraith, historian Oscar Handlin and Joint Chiefs of Staff Chairman Gen. Nathan F. Twining, will premiere Oct. 22 at 8-9 p.m. Subsequent half-hour programs are tentatively set for Nov. 19, Dec. 17, Jan. 21, Feb. 18 and March 18.

Agency Kills Employe Bonus

McCann-Erickson notified its employes last week that the holiday bonus usually distributed in December would be passed up this year, but that management hoped it would be only a one-year hiatus.

Chairman H. K. McCann and President Marion Harper Jr. said that "our business, like many others, has felt the effect of the recession" and operating figures "indicate that the profit for the current year will not provide the margin required for the . . . 'extra compensation'." But they said they were confident of a business upturn in 1959 and a good year for the agency, and hoped "that our 1959 profits will warrant a renewal of the 'extra compensation' payment next year." In effect since 1950, the holiday bonus has averaged about 5% of annual salaries.

General Baking's $1.5 Million Switches From BBDO to Compton

General Baking Co. (Bond bread and other Bond products), New York, a large regional advertiser in a wide area east of the Rockies, announced Thursday (Oct. 2) it had appointed Compton Adv., New York, as its agency. Earlier in the week, news was out that the advertiser had quit BBDO.

Charles H. Brower, BBDO president, said the switch came as a surprise, the changeover to be effective Jan. 1. The account had been at BBDO (and predecessor companies) since 1919, left in 1941 but returned the following year.

The baking organization's anticipated budget for the next year, according to Compton, is "in excess of $1.5 million."



PREVIEW

LITTLE TYKES FOR A BIG SALES JOB

Heublein Inc., Hartford, Conn., via its agency, Bryan Houston Inc., New York, is moving ahead in spot tv this fall at an accelerated pace and featuring animation in its commercials.

For its Maypo maple-flavored oat cereal, the advertiser has just kicked off a spot tv campaign on more than 100 stations throughout the northern U. S., southernmost points being San Francisco in the West and Baltimore in the East. All one-minute announcements in or near children shows, the campaign runs for 26 weeks. The new set of commercials feature Marky, an impish, animated child who has sparked Maypo expansion and encouraged the advertiser to invest $1 million in this spot tv effort alone [ADVERTISERS & AGENCIES, July 14].

For Maltex, minute tv spots will run on more than 25 stations throughout the North, also in or adjacant to kiddie shows and running 26 weeks. A new set of commercials has developed Grover, an animated baby which Heublein hopes will capture the viewer's imagination, as has Marky. Both Maltex and Maypo commercials were prepared by Storyboard Inc.

Heublein now is getting ready to break today (Oct. 6) with still another tv effort, the first for its Andersen soups. This is a seven-week test campaign to run on 14 stations in California (five in Los Angeles; two in San Francisco; three in Fresno and one in Santa Barbara, and others scattered in other markets in the state). Used but not pictured above will be newly-developed characters of the Andersen identical twins Pea-Wee and Ha-Pea, and Robert Pea-Sour Andersen. Goulding-Elliott has produced the soup commercials using the voices of Bob and Ray.

WHAT ARF DOESN'T KNOW ABOUT SP

Where does the advertiser stand—aside from moral or ethical considerations—in relationship to subliminal perception? Does it work?

The answers are not quite given by the Advertising Research Foundation in releasing a report of its committee on motivation research which took a careful reading on SP. Reason: the committee found there's not enough evidence available on the subject in the first place.

The ARF-initiated report—appropriately reviewed and approved by the ARF board—actually is an "explanatory statement" and, as such, circulated to its agency-advertiser subscribers for their benefit.

The ARF paper on SP is very brief but prepared, according to Dr. Wallace H. Wulfeck, executive vice president at William Esty and ARF's chairman of the board, "because of widespread public and business interest in the new technique and the controversy about its effectiveness."

It summarizes the opinions of the experts on the committee—13 of the 18 in the group hold doctorate degrees—ARF points out.

The ARF motivation research committee decided it would describe "the phenomenon of subliminal perception" and outline some technical problems in applying it to the idea of subliminal perception in advertising. In addition to independent study, the committee drew on memoranda made available to it by agency ARF subscribers Kenyon & Eckhardt; Needham, Louis & Brorby and J. Walter Thompson Co.

The committee also "acknowledged the existence of ethical considerations in using subliminal advertising but decided that a discussion of these questions should not be included . . ."

Aside from the detailed explanations given by ARF's paper on SP, the technique is generally seen as one which evokes stimuli below the threshold of conscious awareness and having some definite effect on behavior. But the researchers are unsure just where the threshold is, finding it to be a statistical one, that is, a value producing a response on the part of the observer in at least half the trials. But the value varies with the person, and changes within each person from moment to moment and day to day.

Noted the ARF paper: "Information on the practical application of subliminal perception to advertising is almost non-existent." But taking into account known psychological facts on SP, it was obvious to the researchers that commercial use—applying it to the movies, to television or to radio while music is playing—would require much research on technical problems and economic evaluation.

It's known, the ARF paper pointed out, that there are differences in the threshold for individuals (these would be accentuated in tv by variances in light levels during programs, distances viewers sit from the screen and by the fact that individual tv sets are tuned for various degrees of brightness and contrast).

Another technical problem: strong stimulus competition that would surround SP in its commercial application. Unlike laboratory experiments where conditions are more controlled, interruptions and distractions are at a maximum, and in fact the SP message may be offered quite close to advertising messages seen and heard and about other products.

It was indicated that the committee felt there has not been enough data to show the extent to which SP is effective in influencing behavior (noted in particular are tests made in movie theatres on advertising on behalf of popcorn and Coca-Cola sold within the theatre).

Chairman of the ARF committee on motivation research is Herta Herzog, vice president and director in charge of research, McCann-Erickson. The group is made up of several executives in research at some of the larger advertising companies (General Mills, Continental Oil, E. I. du Pont, Wildroot, Chrysler) and a number of agency experts in research. Thomas E. Coffin, NBC's director of research, and several researchers with consumer magazines are on the 18-man committee. Among the agency executives with the group: BBDO's

MIGRATING BOTH WAYS ACROSS THE HUDSON



FOR SEVENTH YEAR, KELO Sioux Falls, S. D. and WLOL Minneapolis, joined this time by KSO Des Moines, staged a World Series party for agency and advertiser people in New York last week, and today (Oct. 6) they're set for one in Chicago. There was luncheon followed by hors d'oeuvres and cocktails to go with game-watching on tv, plus a $1,000 Esther Dorothy mink stole prize, with festivities continuing to 9 p.m. Here, at New York party, are (l to r) Tony Moe, v.p. and general manager of KSO; Joe Floyd, president of KELO-AM-TV; Gertrude Scanlan, BBDO; Larry Bentson, president of WLOL-KSO; Evans Nord, general manager of KELO-AM-TV; Wayne (Red) Williams, general manager WLOL.



DURING the New York leg of a two-week farm study tour of eastern U. S. and Canada conducted for some 200 farmers by WOW-AM-TV Omaha, the group lunched at the Hotel Biltmore Sept. 29 with 15 agency media supervisors and buyers. Host of tour Mal Hansen (second from right), the stations' farm service director, confers with William Read (left), John Blair & Co., Nebraska farmer Floyd Snover, and Gloria Mahoney, media buyer, Ford account, J. Walter Thompson.



INSPECTING North Carolina tobacco are NBC and agency people from New York who visited the Tar Heel state as guests of WITN (TV) Washington, N. C. Standing (l to r): Jack Hardingham, Headley-Reed; T. H. Patterson, vice president, WITN; William Bass, account executive, WITN; Alton Boswell, sales supervisor, Wilson Tobacco Market; G. Earl Broome, sales manager, WITN; W. R. Roberson, Jr., WITN president; W. E. Barnes, vice president, WITN; Ken Goldblatt, Headley-Reed; Mrs. Arthur Johnson and Mr. Johnson, NBC; Gertrude Scanlan, BBDO; Sallie Melvin, NBC Research; Nat Stone, SSC&B. Seated (l to r): Tom Burton, tobacco auctioneer; Carleton Hence, Headley-Reed; Eileen Greer, Ted Bates Co.; Lucien Chimene, J. Walter Thompson; and Ed Kirchner, Ted Bates Co.



Nothing else like it in Greater New York

NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.

NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF The Newark News ——— national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ Newark, N. J.— covering New York and New Jersey

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OUR GANG BOOSTS WRCV-TV RATINGS 500%

52 hilarious subjects never before shown on TV... tie-up your market before the sellout!

7.4 ARB PHILADELPHIA

20.6 ARB CHARLOTTE

18.4 ARB WICHITA

WRCV · WRCV-TV
NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
1619 Walnut Street, Philadelphia 3, Pa.
LOCUST 4-3700

September 5, 1958

Mr. Richard A. Harper
General Sales Manager
MGM-TV
1540 Broadway
New York, New York

Dear Dick:

Just thought you'd like to know that the OUR GANG Series is producing tremendous results here! Our ratings, according to ARB, climbed about 500% to give us clear command over the 9:00 A.M. to 10:00 A.M. time slot.

The month prior to the programming of the OUR GANGS, the rating in this time slot ran from about 0.6 to 1.9. In the short time that the OUR GANGS have been on, our ratings for the same time slot have risen to a high of 7.4 giving us first place in this three station market.

OUR GANG at WRCV-TV really wishes that your GANG had more OUR GANGS available.

Best regards,

Jack Wiley

John P. Wiley
Manager, TV Advertising
and Promotion



TAKE A TIP FROM LEO... AND CALL MGM-TV TODAY!

Write...wire or phone...
Richard A. Harper,
General Sales Mgr.
1540 Broadway,
New York 36, New York
JUdson 2-2000

MGM-TV
A Service Of
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Bayard Badenhausen who is manager of research at the agency; K & E's Alberta Gilinsky, account research supervisor and, Arthur Kopen, a research psychologist with JWT. Two ex-officio members of the committee: A. W. Lehman and D. B. Lucas, respective managing and technical directors with ARF.

Buchanan Now Part Of Lennen & Newell

The long-awaited merger of Buchanan & Co. into Lennen & Newell Inc. [ADVERTISERS & AGENCIES, June 30, *et seq.*] became a fact last week. Absorption of the Buchanan agency—which becomes the Buchanan Div. of Lennen & Newell—raises L&N's billing to $83 million, of which about 52% will be in the broadcast media.

John Hertz Jr., Buchanan president, becomes senior vice president in charge of the Buchanan Div.; Executive Vice President William Dasheff becomes senior vice president and management account supervisor, while Vice President Fred Keith becomes vice president and management account supervisor on Convair Div. (General Dynamics Corp.) operating out of the Los Angeles offices.

Buchanan officials said last week that, with the exception of a few accounting and media personnel, the entire Buchanan staff will be kept intact. So will the account roster which includes Reynolds Metals Co., Warner Bros. Co., American Broadcasting-Paramount Theatres.

B & B Adds $6.5 Million Billing In Purchase of Lambe & Robinson

Benton & Bowles has moved into the international field, purchasing an overseas agency for the first time. Effective Oct. 31, B & B becomes the parent company of subsidiary Lambe & Robinson of London with which it had a working agreement for about two years.

B & B's acquisition represents an added billing of an estimated $6.5 million, making its total billing about $100 million. The London branch will be known as Lambe & Robinson-Benton & Bowles Ltd. Present management of the overseas agency remains intact: Kenneth Robinson, chairman; John Cuff, managing director, and George B. Beaumont of B & B as a director.

Lambe & Robinson is one of the 10 largest agencies in Great Britain and includes these clients: Thomas Hedley & Co. Ltd. (Procter & Gamble's British subsidiary) for Tide, Camay and other brands; Ballantyne Sportswear Co. Ltd.; Scottish Mutual Assurance Society; Ex-Lax Ltd.; Quaker Oats Ltd. (animal and pet foods division) and Universal Labs Ltd. (subsidiary of Pfizer Inc.).

Koret Chooses Television

Key advertising medium to introduce Koret of California's 1959 spring line of women's sportswear will be television, Mervin N. Brown, the firm's advertising sales promotion manager, has announced. An expanding schedule of spots featuring "Korie," Koret's cartoon character, has been set in 11 key markets.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Oct. 8 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco through Campbell-Ewald.

NBC-TV

Oct. 6-10, 13-15 (2:30-3 p.m.) *Haggis Baggis,* participating.

Oct. 6, 13 (7:30-8 p.m.) *Tic Tac Dough* Procter & Gamble through Grey.

Oct. 7 (8-9 p.m.) *George Gobel Show,* RCA-Victor through Kenyon & Eckhardt.

Oct. 8, 15 (8:30-9 p.m.) *Price Is Right,* Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 8, 15 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods through J. Walter Thompson.

Oct. 10 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Oct. 11 (8-9 p.m.) *Perry Como Show,* participating.

Oct. 12 (7-7:30 p.m.) *Noah's Ark,* sustaining.

Oct. 12 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Oct. 12 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO and Greyhound through Grey.

Oct. 12 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Oct. 13 (9:30-11 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

Oct. 14 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

STICKLESS STICKY APPLE • Eat-A-Treat Inc. (caramel apples), Cincinnati, is formulating tv spot campaign to encompass 23 stations. Satisfied with market test results in western Michigan, confectionery company is now moving into Indiana, Illinois, Ohio, Wisconsin, Oklahoma and Texas. Apples are packed in cellophane, minus usual "dangerous sharp stick." Agency: Bruce M. Radder, Grand Rapids, Mich.

MORE SWEETS • James O. Welch Candy Co. (Sugar Daddies, Pom Poms, etc.) western division, L. A., is increasing its tv advertising budget from about $30,000 a year ago to $45,000 this year, reaching five markets. Beginning Oct. 1, Welch will use one-minute participations in *Popeye* telecasts twice weekly on KFSD-TV San Diego, KRON-TV San Francisco, KTLA (TV) Los Angeles and KTNT-TV Seattle; twice weekly on *Cartoon Carousel* on KTLA and three times a week on *Pioneer Club* on KGW-TV Portland, Ore. Contracts, placed through Honig-Cooper, Harrington & Miner, Los Angeles, are for 26 weeks.

NOVEMBER BLITZ • Studebaker-Packard Corp., South Bend, Ind., has ordered saturation campaign on MBS on behalf of its new Lark car and its 1959 line of Studebakers on weekends of Nov. 8-9, 15-16 and 22-23. Campaign involves 109 participations on Mutual's news and news commentary programs. Agency: D'Arcy Adv., St. Louis.

NIGHT AND DAY • Renewal by Philip Morris Co. (Marlboro cigarettes) for 104 participations, plus seven new participation orders in NBC-TV's *Today* and *The Jack Paar Show,* were announced last week by network. PM agency is Leo Burnett Co. New orders were placed by Alliance Mfg. Co., through Dancer-Fitzgerald-Sample; Northam Warren Corp., (Cutex), through Doyle Dane Bernbach; Dormeyer Corp., (power tools) through John W. Shaw Adv.; Louis Marx & Co., through Al Paul Lefton Co.; Studebaker-Packard, through D'Arcy Adv.; Mennen Co., through Warwick & Legler, and Beltone Hearing Aid Co., through Olian & Bronner.

FIGHT NIGHT • Confirmation of new sponsorship lineup of the ABC-TV *Wednesday Night Fights* was issued last week by network. Joining Miles Labs, Elkhart, Ind., as co-sponsor is Brown & Williamson Tobacco Co. (Viceroys, Kool) out of Ted Bates & Co. [BUSINESS BRIEFLY, Sept. 29]. Miles agency is Geoffrey Wade Adv., Chicago.

ARRID PARTICIPATION • Carter Products Inc. (Arrid cream deodorant, Arrid Whirl-In and other products), N. Y., has signed for participating sponsorship of ABC-TV's *American Bandstand* (Mon.-Fri., 4-5 p.m.) Sullivan, Stauffeur, Colwell & Bayles Inc., N. Y., is Carter agency.

Regional Dodge Drive Set

The formation of an association by New York and New Jersey Dodge dealers to implement a regional advertising program with annual billing of almost $1 million was announced last week by C. P. Noonan, area director for Chrysler Motor Corp. The campaign will begin immediately in all media, primarily spot radio and newspapers. The budget will be spent in the greater New York-New Jersey metropolitan area. The program was developed with the aid of Grant Adv., New York, agency for the Dodge Div., Chrysler Corp.

on radio—

Today let's get down to brass tacks and talk in explicit terms of how Radio KMA delivers sales —real cash sales, without give-aways or gimmicks.



Anthony J. Koelker, Manager Radio Station KMA

EXAMPLE: On August 30, May Seed Company started advertising Minnhafer oats, a new variety that is rust and disease resistant. The kick-off talk on KMA coincided with the Nebraska State Fair opening in Lincoln, where the company operated an exhibit booth.

In one week 5,000 bushels were sold at the Fair exhibit alone. 12,649 bushels were sold during one week, and a supply of 22,000 bushels will be gone by the time this is printed. Mind you, selling oats in September for spring planting is pretty much unheard of.

EXAMPLE: The distributor for Magic Thread, a miracle fabric mending liquid, ($1 postpaid) over a steady 9-month period on KMA received almost 8,500 orders. He advises KMA topped 8 Midwest stations advertising the same offer.

EXAMPLE: Tidy House Products Company tested two $1 premium and box top offers during two weeks in August (supposed to be dog days). KMA produced 2,534 orders in 14 days.

EXAMPLE: Joe Zweiback, owner of Vitamin Industries, Omaha, believes KMA-land is a healthy market. He's been a 52-week advertiser for 15 consecutive years.

EXAMPLE: Joe Gans at Maxwell-Sackheim, New York, says, "You're only as good as yesterday's mail count." Joe is understandably cagey about releasing figures, but he might tell you about the thousands of silicone ironing board covers KMA sold for him.

Others who can testify first-hand to KMA's sales power are Sam Margulis in St. Louis for McCALL'S; Wally Closner in Lincoln, Nebraska, for Gooch flour; Dix Harper at Aubrey, Finlay, Marley and Hodgson in Chicago for International Harvester; Adam Reinemund in Omaha for numerous products; and, of course, any Petry man.

THE HEART BEAT OF THE CORN COUNTRY

KMA SHENANDOAH, IOWA

5000 WATTS, 960 KC ABN AFFILIATED WITH KMTV CHANNEL 3 OMAHA

Represented by EDWARD PETRY & CO., INC.

Doner, Peck Merge Into $20 Million Shop

Another agency merger was announced Friday (Oct. 3). The result: Doner & Peck Inc., with billings of $20 million, a considerable amount of which is in the broadcast media. Components of the new combine are W. B. Doner Co., Detroit-Chicago-Milwaukee - Philadelphia - Baltimore, with estimated billing of $14 million, and Peck Adv., New York, billing about $6 million.

Both agencies service accounts that are active broadcast users. At Doner, radio-tv is mainly regional on behalf of such accounts as National Brewing Co. (National Bohemian beer), Speedway petroleum and Hygrade food products. Peck's radio-tv activities are more national in scope, principally for network-using clients U. S. Time Corp. (Timex) and Manhattan Shirt Co. [ADVERTISERS & AGENCIES, Sept. 15].

Under the merger agreement, Harry Peck, chairman of Peck's executive committee, becomes board chairman of Doner & Peck; Sidney Garfield, Peck board chairman, becomes president and chief executive officer of the new agency; Sanford L. Hirschberg, Peck executive vice president, takes over as D&P executive vice president; Wilfred B. Doner, Doner president, becomes treasurer, and Marvin H. Frank, president of Doner's Chicago and Milwaukee operations, becomes secretary.

No change in personnel or account conflicts are expected, since "in effect all this means is that Doner now will have a New York office for its clients and that Peck will have the advantage of a broad, national marketing service," according to one agency executive. It is contemplated that new offices will be opened on the West Coast and in the South and Southwest. A possible product conflict between two radio-tv using brewers —Bohemian and Heineken's (Van Munching & Co.)—has been averted, the agency noted. Bohemian is a regional beer, Heineken's a premium-priced import beer that has achieved national distribution.

Doner & Peck's offices are as follows: 505 Washington Blvd. Bldg., Detroit 26 (Woodward 5-7400); 400 Madison Ave., New York 17 (Plaza 3-0900); 35 E. Wacker Dr., Chicago (Andover 3-7800); 1324 W. Wisconsin St., Milwaukee 3 (West 3-9315); 2225 N. Charles St., Baltimore (Belmont 5-1212).

Mennen in Pursuit of Prestige

Mennen Co. (toiletries), Morristown, N. J., which had sponsored Wednesday night boxing on ABC-TV for more than three years, last week shifted its approach and signed as a full-hour alternate-week sponsor of CBS-TV's new drama series, *Pursuit* (Wed., 8-9 p.m.), starting Oct. 22. Cost in time and talent is estimated at more than $3 million. Mennen will advertise its line of men's and baby toiletries on the new show. It was reported that Mennen and its agency, Gray Adv., felt that *Pursuit* would be "more of a prestige vehicle" than the boxing bouts. The fights on ABC-TV will be co-sponsored by Miles Labs and Brown & Williamson Tobacco Corp., Louisville.

AD IMPACT

Edward R. Murrow, who now has P. Lorillard as sponsor of *Person To Person* and who for years has smoked another company's cigarettes, said last week he was "trying" Lorillard's Kents—"which is what the commercial tells you to do." Lorillard officials meanwhile denied the cigarette Mr. Murrow was shown smoking in an announcement ad had a "doctored-in Kent filter," as reported by BROADCASTING in the Sept. 29 issue. They said the picture was obtained from the Murrow office and that "layout and copy of the ad were sent to Mr. Murrow for his personal approval before being released for publication."

Metzger to Head Central Div. Of EWR&R; Wachter to New York

Additional duties as active head of the central division of Erwin Wasey, Ruthrauff & Ryan Inc., including its Chicago office, were assigned Wednesday to Roswell W. Metzger, chairman of the agency's executive committee. At the same time, Frederick J. Wachter, vice president and general manager of the Chicago office, is being transferred to New York, with his duties to be announced shortly, according to David B. Williams, EWR&R president.

Mr. Metzger will direct all central division operations, continuing as chairman of the executive committee. Starting with the former Ruthrauff & Ryan agency in 1933, he was elected to its board in 1948 and to the executive group in 1950. After the merger with Erwin Wasey, Mr. Metzger was elected to the board and made chairman of the executive committee.

Hennessy, Norcott in K&E Switch

Appointments were made known last week at Kenyon & Eckhardt, New York, apparently connected with the executive changes announced a few weeks ago [ADVERTISERS & AGENCIES, Sept. 22]. Franklin J. Hennessy, financial vice president, has been placed in charge of the agency's corporate services, and Alfred A. Norcott, assistant secretary and assistant treasurer, has been elected secretary. Mr. Norcott will



MR. HENNESSY



MR. NORCOTT

assist Mr. Hennessy in corporate services. In the past series of executive changes, David C. Stewart's election as executive vice president was announced. Mr. Stewart was treasurer and senior vice president.

wherever they be

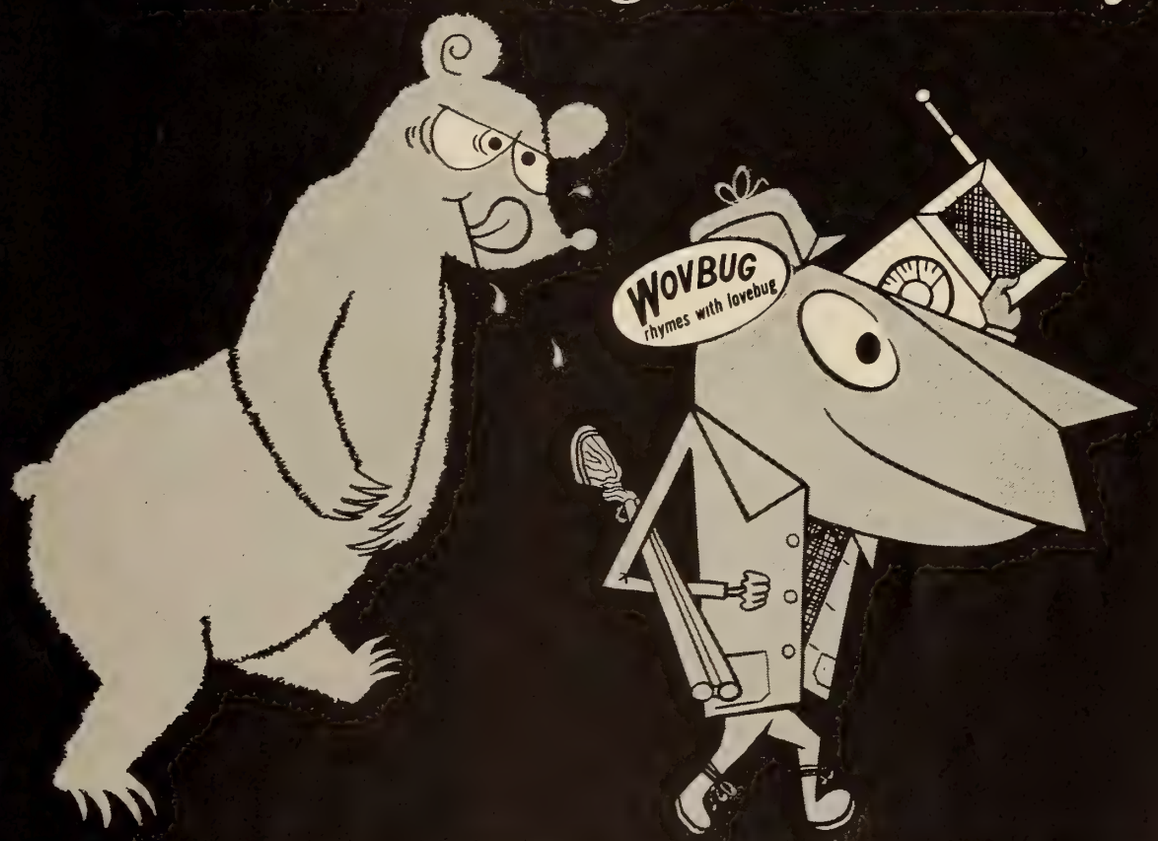
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area — 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — "Maximum Sales in the Negro Market of New York" — just completed — is well worth your study. It's yours for the asking.

WOV NEW YORK

Representatives: John E. Pearson Co.



The Good Years

Grandparents in Central Ohio are at least twice-blessed. With the good years come irresistible grandchildren and well-earned leisure time to share with them.

You see a cheerful example in the photograph above. While Mom and Dad enjoy an evening out, grandparenthood is in flower. All three generations approve the evening's agenda—WBNS-TV, and then off to bed.

As bedtime story-teller to thousands of children and their grandparents, WBNS-TV recognizes its responsibilities. To spin yarns that enchant the young, yet hold the rapt attention of adults, calls for a deft sense of showmanship and uncompromising standards. High adventure and tense drama must be reserved for those hours when the little grandchildren have long since been tucked into bed.

An indication of WBNS-TV's programming savvy is our remarkable record of telecasting 147 of 180 most



popular family shows last year. Our local newscasters, weatherman, farm reporter and sports authority are held in equally high esteem. This is the happy outcome of a deep understanding of the Central Ohio character. When you were born and raised in Central Ohio like WBNS-TV, it just comes naturally.

We're not story-telling when we quote advertising agency time-buyers who have researched the situation. They say with conviction: "If you want to be seen in Central Ohio—WBNS-TV."

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Edwin Clemans, RR #2, Mt. Sterling, was one of 14,000 Central Ohioans mentioned on newscasts last year by WBNS-TV reporters Chet Long, Bill Pepper and Tom Gleba.

AGENCY APPOINTMENTS

Felters Co., Boston, manufacturers of "Woolsuede" and other felt products, names Anderson & Cairns, N. Y., to service consumer advertising. Felters retains Sutherland-Abbott, Boston, as agency for trade advertising and industrial products.

Takashimaya Inc., Tokyo, appoints Wexton Adv., N. Y., as agency in U. S. Japan's leading department store chain opens New York City branch Oct. 15, and will use radio-tv "before long," according to agency president Larry Schwartz, former resident of Japan. Mr. Schwartz will supervise account; George Gilbert, Wexton v.p. and former Sears, Roebuck & Co. official, is account executive.

Gray Mfg. Co., Hartford, Conn., appoints Gramercy Sound Assoc., 175 Fifth Ave., New York 10 (Algonquin 4-0986) as national sales, advertising and promotion representative. United Audio Products Div., United Optical Mfg. Corp., N. Y. also names Gramercy Sound Assoc. Gray manufactures high-fidelity sound components (tone arms, transcription turntables, etc.) and United distributes German-made Dual 1006 Stereo changer and Wigo high-fidelity speakers.



TWO-WEEK VACATIONS for two were won by Roy Terzi (l), Dancer-Fitzgerald-Sample, and Kay Shanahan (c), Morey, Humm & Warwick, at presentation luncheon given by KOLN-TV Lincoln, Neb., for 357 agency and advertiser executives at Roosevelt Hotel in New York Sept. 12. Lester C. Rau (r), KOLN-TV general sales manager, and vice president and general manager A. James Ebel were hosts. Guests also included members of Avery-Knodel, station representative, and of CBS-TV and ABC-TV. Mr. Terzi won vacation in Miami; Miss Shanahan in Colorado Springs.

Federal-Mogul Service Div. of Federal-Mogul-Bower Bearings Inc., Detroit, appoints Brooke, Smith, French & Dorrance Inc., Detroit.

Winpower Manufacturing Co. (farm appliances), Newton, Iowa, names Truppe, LaGrave & Reynolds, Des Moines, Iowa.

Mission Industries (tie racks), appoints Reach, McClinton & Co., L. A. William L. Banning is account executive.

Executive House (hotel), Chicago, appoints Olian & Bronner Inc., Chicago.

General Instrument Corp., Newark, N. J., has appointed Martin Mann Assoc., L. A., as sales representative for entire GI product line (including rectifiers, transformers, diodes and tv components) on West Coast, and has set up west coast field engineering office in Los Angeles, with former ITT excutive **Gerard V. Smith** in charge.

Atlantic Television Corp., N. Y., appoints Tom J. Corradine & Assoc., in western states, Hawaii and Alaska.

Gladstone Co. (developer of shopping centers) appoints Walter McCreery Adv., Beverly Hills, Calif.

FILM

NTA STARTS FALL WITH 90% SOLD

The NTA Film Network will begin the fall season this week with more than 90% sponsorship of six-and-one-half hours weekly of programming, it is being announced today (Oct. 6) by Ely A. Landau, NTA board chairman.

The programs include three weekly half-hour series, *How to Marry a Millionaire, This is Alice* and *Man Without a Gun,* plus the five-times-a-week, hour long *Tv Hours of Stars.* The programs are carried on 115 stations.

Latest sponsor to sign is American Tobacco, New York (Pall Mall cigarettes), which last week arranged for full sponsorship of *How to Marry a Millionaire.* The agency is Sullivan, Stauffer, Colwell & Bayles, New York. Other sponsors are the Great Atlantic & Pacific Tea Co. (Paris & Peart Adv.), Perma Starch (Gordon Best Inc.), Philco (BBDO), Vick Chemical (BBDO and Morse International) and White King Soap (Erwin Wasey, Ruthrauff & Ryan).

An unusual sidelight is that in New York the four programs will be carried on WNTA-TV, owned by NTA, plus two additional stations—WPIX (TV) and WOR-TV. NTA bought time on the two other stations as a concession to the advertisers. It is believed to be the first time that a program has had triple exposure in the same market, although in the past a syndicated film program has played on two outlets in the same market.

PILOT ECONOMY

There are two ways to skin a pilot. The first is to shoot all 39 installments in one swoop, banking on immediate syndication should the series find no network taker. So says United Artists Television Inc., which has four series in the works of which only one relies on a pilot film, the other three being rolled at once. But Warner Bros. Television prefers method No. 2. This entails shooting a theatrical film of some 90 minutes duration, showing this around at the networks and agencies. Then, should it fail to connect, the "pilot" could always be tandemed around the theatrical circuit, thus amortizing cost of shooting the initial film. However, WB-TV was lucky. It found a couple of takers for *77 Sunset Strip* on ABC-TV (American Chicle, Carter Products, etc.). What to do with the 90-minute film? WB-TV, ABC-TV and the sponsors got together and decided to extend the premiere show by 30 minutes so as to accommodate the "pilot." On Oct. 10. *77 Sunset Strip* will be seen 9:30-11 p.m., thereafter at 9:30-10:30 p.m.

New Unit at Screen Gems To Create 3 Series Yearly

Screen Gems Inc., New York, announced last week it has expanded its Hollywood production organization to include a special unit responsible for the creation of at least three new series for first-run syndication per year.

The unit has been organized with Tom Gries, tv producer-director-writer, as director of syndicated program production, and Wallace MacDonald as director of syndicated program development. Mr. MacDonald has been a producer for Columbia Pictures, parent organization of SG, for the past 20 years. Mr. Gries has been a freelance writer-producer-director of motion pictures since 1954. He earlier had been a director-producer for various independent film producers.

First project will be a new half-hour tv film *Stakeout.* Produced for Screen Gems by Sam Katzman, it will be based on investigations of the Florida Sheriff's Bureau. As with SG's network program operations, the new unit will be responsible for developing wholly-owned SG properties, as well as those created by independent producers.

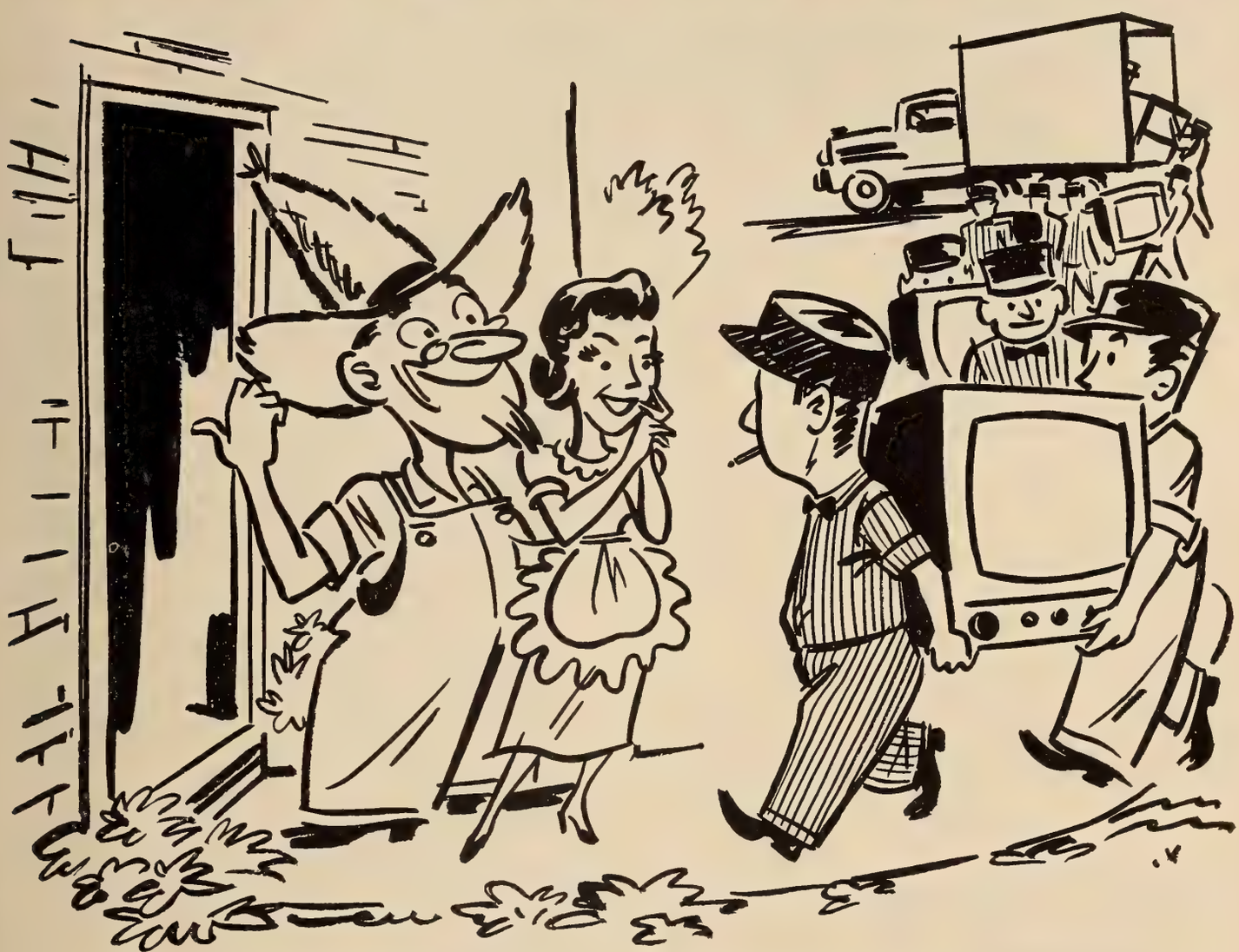
Niles' Syndicated Tv Spot Div. Moved From Hollywood to Chicago

Fred A. Niles Productions Inc. has transferred its syndicated tv spot division from Hollywood to Chicago headquarters as part of a "centralization program."

Mr. Niles also announced availability of his firm's first live action package, syndicated beer commercials, for market-by-market sale. He indicated he plans to produce several other syndicated spot packages in Chicago.

Henceforth, all sales, service and billing of syndicated tv spots will be handled at Niles' Chicago office, because most syndicated sales are made to midwestern companies in a 10-state area, Mr. Niles explained. Hollywood division recently moved from the Culver City RKO Lot to 5539 Sunset Blvd., with Dan Norton named west coast sales manager and Lionel Grover production chief.

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"



WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

Sillerman Leaves TPA Post As Firm Is Acquired by ITC

Coincidental with the purchase of Television Programs of America, New York, by Independent Television Corp. for $11.35 million [LEAD STORY, Sept. 22], Michael M. Sillerman, executive vice president of TPA, last week resigned from the new company. Mr. Sillerman's future plans were not divulged.

A joint statement, by Walter Kingsley, president of ITC-TPA, and Mr. Sillerman, said the contract was terminated at Mr. Sillerman's request: They said the move was "coincidental" with the purchase. Mr. Sillerman's contract with TPA still had more than a year to run, it was pointed out.



MR. SILLERMAN

Final papers under which ITC took over the assets of TPA were signed on Sept. 26. The purchase price of $11.35 million was said to represent "the largest transaction of its kind in the tv film industry."

UA-TV Signs New Series

United Artists Television Inc. last week announced the signing of its fourth full 39-installment tv film series. UA-TV and producer Himan Brown will jointly finance, produce and distribute *International Airport,* starring Lee Bowman. The series will begin shooting "shortly" in New York. UA-TV indicates two more series will be announced before the end of the year [CLOSED CIRCUIT, Sept. 15]. Its other "full-39" series now in production include *The Vikings* (Bryna Productions), *Dennis O'Keefe Show* (Cypress Productions) and *Troubleshooters* (Northstar Ltd.). A fifth proposed series, *The Young In Heart,* is the only one to be shot after sale to an advertiser or network based upon one pilot film. All the others will be shot in series of 39 before presentations are made.

United Film to Open Branches

Plans for opening branch offices in two major cities and the purchase of certain German electronic equipment for $30,000 is planned by United Film & Recording Studios, Chicago. United has completed a modern interlock studio for film transfer work in which the specially-designed German equipment will be utilized. The firm started operations in 1930.

Pathe Promotes Murray, Melamed

O. W. Murray, executive vice president and director of Pathe Labs Inc. (tv-motion picture film processor), Hollywood-New York, has been elected president, succeeding Kenneth M. Young, who has retired. David J. Melamed, director-treasurer, is appointed executive vice president and will head the sales and finance departments. Gerald F. Rackett, supervising executive of Columbia Pictures Labs, is named vice president in charge of Pathe's west coast operations. Messrs. Murray and Melamed will headquarter in Los Angeles and New York, respectively.

'Matinee' Snapped Up

Eight days after WWJ-TV Detroit bought 26 *Matinee Theatre* films from NBC's film division, its station representative, Peters, Griffin, Woodward, was able to report the series sold out to eight national advertisers for its 26-week play—starting on the station today (Oct. 6). This was the initial sale of *Matinee,* once a standard daytime hour on NBC-TV. (Although *Matinee* went live, some of the original programs were filmed). In placing the films on the air at 10-11 p.m. Mondays, the station preempted a half hour (10-10:30 p.m.) of the network feed, titled the film series *NBC Playhouse.* Advertisers included Procter & Gamble, Schick, Instant Chase & Sanborn and Helene Curtis, among others.

CBS Newsfilm Adds Six Stations

Six new subscribers to CBS newsfilm service were registered last week as the division marked its fifth anniversary of providing news footage to stations for locally produced news programs. Stations are WWL-TV New Orleans, WEHT-TV Evansville, Ind.; KRCA-TV Sacramento; WLAS-TV Asheville, N. C.; KPIX-TV San Francisco, and YVKA-TV Caracas, Venezuela.

FILM SALES

Prudential Insurance Co. of America, through Reach, McClinton & Co., buys *Big Ten Hi-Lites,* syndicated film series on WGN-TV Chicago.

Hearst-Metrotone announces sales of its syndicated telenews newsfilm programs to WTCN-TV Minneapolis, which contracted for *This Week in Sports,* and *The Weekly News Review;* WCKT (TV) Miami, for *Telenews Daily Newsfilm;* KTBS-TV Shreveport, which contracted for daily service, to be sponsored by Arkansas Louisiana Gas; Nippon TV Tokyo, Japan, which renewed full telenews services, and agricultural division of American Cyanamid, which resumes sponsorship of *Farm Newsreel,* in 52 markets.

ABC Films Inc., N. Y., reports new sales on *The People's Choice* half-hour tv film series, starring Jackie Cooper, to WTMJ-TV Milwaukee, WRCV-TV Philadelphia, WTVN-TV Columbus, WPRO-TV Providence, WDSU-TV New Orleans, KNXT (TV) Los Angeles, KCIX-TV Nampa, Idaho, KPIX (TV) San Francisco, WFIE-TV Evansville, Ind., and Park Bank, Knoxville, for WATE-TV Knoxville.

CBS Television Films Sales Inc., N. Y., reports sale of its *Colonel Flack* half-hour tv film series in 20 new markets, raising total markets sold to 80. Sales included two regional transactions, covering seven California markets bought by Pacific Gas & Electric Co. and nine northwestern markets by Heidelberg Brewing Co., Tacoma, Wash.

MCA-TV Film Syndication's package of Paramount features has been purchased by KMOX-TV St. Louis.

Ziv Television Programs, N. Y., reports renewal of its *Sea Hunt* half-hour tv film series by G. Heileman Brewing Co., La Crosse, Wis., in Chicago, La Crosse, Madison, Wausau and Green Bay, all Wisconsin. Agency: Compton Adv., Chicago.

FILM DISTRIBUTION

Bert Dunne Productions, S.F., has packaged for tv 5-minute unit, *Science Capsule,* featuring Dr. Tom Groody. Format consists of science question and answer, demonstrated through simple visual experiments, plus opening and closing billboards, with integrated commercial. First sponsor to sign for *Capsule* is Bay View Federal Savings & Loan Assn., S.F., which will launch show on KTVU (TV) San Francisco.

National Cotton Council, N.Y., in cooperation with Denim Council of Assn. of Cotton Textile Merchants of New York, has produced *Blue Jeans,* six-minute documentary about "the most famous pants in the USA." Prints are to be distributed to tv stations for public service programming, and subsequently offered to schools and colleges as educational film feature.

Flamingo Telefilm Sales Inc., N. Y., offers its *Stars of the Grand Ole Opry* half-hour tv film series to stations either for five-day-a-week presentation or as one and one half hour weekly program (Flamingo is combining three episodes).

Trans-Lux Television Corp. announces addition of 21 new film releases to its Encyclopaedia Britannica film library including *Chaucer's England,* and *The World of the Invisible* covering microscopic animals invisible to naked eye.

ON CAMERA

Interstate Television Corp. has begun filming of 30-minute tv series, *Divorce Hearing.* Harry Spears is director and Al Blake, researcher for show. Set as moderator is Dr. Paul Popenoe, general director of American Institute of Family Relations.

United Artists Tv's new series, *The Vikings,* has been set for January 1959 at Munich, Germany. Named to produce and direct *Vikings* is George M. Cahan, who joins UA-TV on special assignment from California National Productions. NBC film subsidiary.

AFL-CIO has begun production of weekly 15-minute tv film series called *Americans at Work.* Series is designed to show contributions of "people" to such American industries as paper, steel, glass, etc. Each segment will run 13 minutes with 30-second closing announcing film as public service presentation of AFL-CIO. Series will be offered around Nov. 1, for programming starting first week of January 1959.

Hal Hudson, producer of *Zane Grey Theatre* and executive v.p. of Zane Grey Productions, is readying second series to be produced in partnership with Four Star Films by Zane Grey Productions. Series, titled *Lawgun,* was created by Mr. Hudson and writer John McGreevey and will star Chris Alcaide. January shooting start is scheduled.



she's listening to radio . . . .

- or is she?

After all, hers is a busy day . . . washing, cooking, cleaning house, grocery shopping. It takes *real programming* to make this gal sit down and bend an "attentive ear" to radio. And remember, it takes the attentive ear for an advertiser's message to ring cash registers. Could this be the reason more and more advertisers are turning to "variety programming" stations . . . like powerful, popular WFAA? One thing's for sure — more and more of your customers have!

WFAA
820 • 570
50,000 WATTS 5000 WATTS
D A L L A S
NBC • ABC

the stations with "variety programming"

Radio Services of The Dallas Morning News
Edward Petry & Co., National Representatives

THE BEAUTY



OF TELEVISION





Practically nobody will be amazed to learn that some 51 million more people watched a tearful young woman become the new Miss America than witnessed the original ceremonies in 1921.

Television's capacity to pinpoint the attention of the largest audiences of any medium of communication has long been an accepted fact of life.

But what is indeed impressive is that *14 million more* people saw the event on the CBS Television Network *this year* than the year before . . . that even after a decade of phenomenal growth, television continues its increasing penetration of American life.

It still seems something of a miracle that an obscure but appealing young girl from Brandon, Mississippi could become a nationwide celebrity overnight.

It is also a modern miracle of merchandising that the Philco Corporation, sponsor of the program, was able to introduce its new line of products to so many people at a cost per thousand homes of only $1.71.

A clue to the effectiveness of the broadcast was provided by an astonished Philco dealer who sold a television set or record player every three minutes throughout the next business day.

To an advertiser, this is the real beauty of television.

And as the nation's leading advertisers know, it is still further enhanced when their messages are broadcast on the network that has delivered the largest audiences in television for 3 consecutive years.

CBS

FCC WILL TAKE ANOTHER LOOK AT GRANTS IN OVERSIGHT CLOUD

- **Further scrutiny planned in Orlando, Miami, Boston cases**
- **FCC investigators may also delve into other questioned grants**

The FCC has decided to investigate every one of the tv grants which have been clouded with allegations of improprieties before the House Legislative Oversight Committee.

First move came last week when the Commission announced that on its own motion it was investigating charges of *ex parte* representations in the Orlando, Fla., ch. 9 case.

Even earlier, it was learned last week, the Commission tipped its hand when it informed Biscayne Television Corp. and Sun Ray Drug Co. that it would not act on an application seeking FCC approval of the $800,000 sale of Biscayne's WCKR Miami to Sun Ray (WPEN Philadelphia). The Commission said that it was looking into assertions that Biscayne had used undue influences in furthering its ch. 7 application.

Last week, also, the Commission told the U. S. Court of Appeals that it was unable to set the Boston ch. 5 case for re-hearing, as directed by the court last July, because it was necessary for it to conduct pre-hearing investigation of allegations of improper influences.

These actions came in the same week that the first rehearing, that of ch. 10 Miami, virtually came to a close. The only possibility is that testimony may be required from Sen. George A. Smathers (D-Fla.).

An FCC spokesman said last week that the Commission feels it has the responsibility of looking into all allegations of impropriety that have been mentioned in testimony on Capitol Hill. He refused to elaborate, but it is known that the Commission is convinced it must look into all such instances—for its own protection. It was also pointed out that an investigation does not mean in each instance that a hearing will be held. It is felt that in some instances an investigation will show that the charges are false or of no significance.

The Indianapolis ch. 13 case has already been remanded to the FCC by the appeals court—but on the question of Comr. T. A. M. Craven's participation in the final vote. Boston ch. 5 was remanded by the appeals court on its own motion because of allegations in the House committee's record. Miami ch. 7 was remanded by the same court at the request of the FCC.

PROBE REQUIRED BEFORE HEARING, FCC TELLS COURT OF APPEALS

The FCC last week publicly announced a formal inquiry into the 1957 grant of Orlando ch. 9 to WLOF that city.

The Commission's notice said that the record of hearings by the House Legislative Oversight Committee "makes reference to an alleged *ex parte* representation regarding the qualifications of an applicant for a contested television channel in Orlando, Fla., while the matter was in an adjudicatory status."

The FCC said it had instructed its staff to institute an inquiry into this. It also stated that it will take such further action as "in its judgment appears appropriate at that time" [when the staff reports the results of its investigation].

WLOF won the ch. 9 grant in Orlando on June 7, 1957, when the Commission, in a 5-0 vote, reversed the hearing examiner and granted WLOF the channel and denied the competing applicant, WKIS Orlando. The U. S. Court of Appeals upheld the FCC last May. WKIS has a petition for a writ of *certiorari* pending before the U. S. Supreme Court.

During the House committee's hearings, one of its investigators said that he had found a letter in former Comr. Richard A. Mack's files from Miami attorney William Dial raising questions as to the suitability of a WKIS principal.

ALLEGED IRREGULARITIES IN BISCAYNE PROMPT RED LIGHT ON WCKR SALE

The FCC is investigating alleged irregularities in the grant of ch. 7 to Biscayne Television Corp.—raised during hearings on Capitol Hill last June by the House Committee on Legislative Oversight.

The investigation became known when it was learned that the FCC has written both Biscayne Television and Sun Ray Drug Co. that no action would be taken on the former's sale of WCKR Miami to the latter for $800,000 [CHANGING HANDS, May 26] because of information alleging improprieties in the record of the House committee. These allegations, the Commission said in its Sept. 24 letter to both principals, are "under active consideration" by the FCC. The Commission said that the Hill testimony "raised questions as to the propriety of certain means employed on behalf of Biscayne Television Corp. to advance its interests as an applicant for authorization to construct and operate a television station on ch. 7 in Miami."

Biscayne won Miami ch. 7 in 1956. It comprises a combination of John S. Knight and James M. Cox interests plus Niles Trammell, former NBC president. WCKR is the former WIOD, owned by the Cox interests.

Sun Ray owns WPEN-AM-FM Philadelphia. WCKT (TV), the ch. 7 Miami station, is not involved in the sale transaction.

During the Harris Committee hearings, there were reports that various individuals interceded with FCC commissioners in behalf of Biscayne and other applicants in the case [GOVERNMENT, July 9].

PRE-HEARING ORDERED BY FCC FOLLOWING APPEALS COURT UKASE

The FCC has informed the U. S. Court of Appeals for the District of Columbia that the Commission will have to conduct a "pre-hearing investigation" into the Boston ch. 5 case before setting a re-hearing as directed by the court last July 31 [GOVERNMENT, Aug. 4].

Under order to make a progress report on the action it is taking for a re-hearing, the Commission told the court that the Boston ch. 5 case—unlike the Miami ch. 10 case—was treated "cursorily" in hearings by the House Legislative Oversight Committee and "sheds no light on a number of pertinent questions."

The court remanded the Boston case for an investigation of whether any commissioner should not have voted, although upholding the Commission's 1957 grant of ch. 5 to the *Boston Herald-Traveler* (WHDH).

The FCC, in its progress report to the court, said the material available on the ch. 5 case is "too fragmentary" for an immediate hearing without a preliminary investigation. The FCC has instructed its staff to institute a pre-hearing investigation with a view toward an early re-hearing of the Boston case, the Commission told the court, and as soon as relevant material is developed will order a hearing.

This investigation is being conducted by the same FCC team that handled the Miami ch. 10 hearings—Associate General Counsel Edgar W. Holtz, Assistant General Counsel Richard A. Solomon and Trial Attorney James T. Brennan.

DECISION STILL PENDS ON TESTIMONY OF SMATHERS IN MIAMI CH. 10 CASE

The FCC rehearing of the Miami ch. 10 case virtually wound up last Wednesday, only a month after its start.

Still to be decided is whether Sen. George A. Smathers (D-Fla.) will be called to testify. This depends on whether all counsel will accept as a stipulation the testimony of National Airlines Vice President Alexander G. Hardy before the House Legislative Oversight Committee. The testimony relates to Mr. Hardy's visits with Sen. Smathers, and Sen. Smathers' alleged conversations with former Comr. Richard A. Mack. Norman A. Jorgensen, attorney for National Airlines, said he would have to call for Sen. Smathers unless the stipulation was accepted.

Agreed to by all parties was a tentative

A TALE OF TWO CITIES

An element of mystery entered the Miami ch. 10 case last week when FCC Associate General Counsel Edgar W. Holtz revealed to the presiding officer that he had received a telegram from an upstate New York individual stating that he had pertinent information on the ch. 10 case and asking for the right to be heard. Mr. Holtz explained that he had been unable to contact the sender but would report back later.

Later in the day, Mr. Holtz announced that the sender of the telegram—which actually had been addressed to former Comr. Frieda B. Hennock—was interested in the Albany, N. Y., ch. 10 case, not the Miami ch. 10 hearing. Mr. Holtz declined to name the sender.

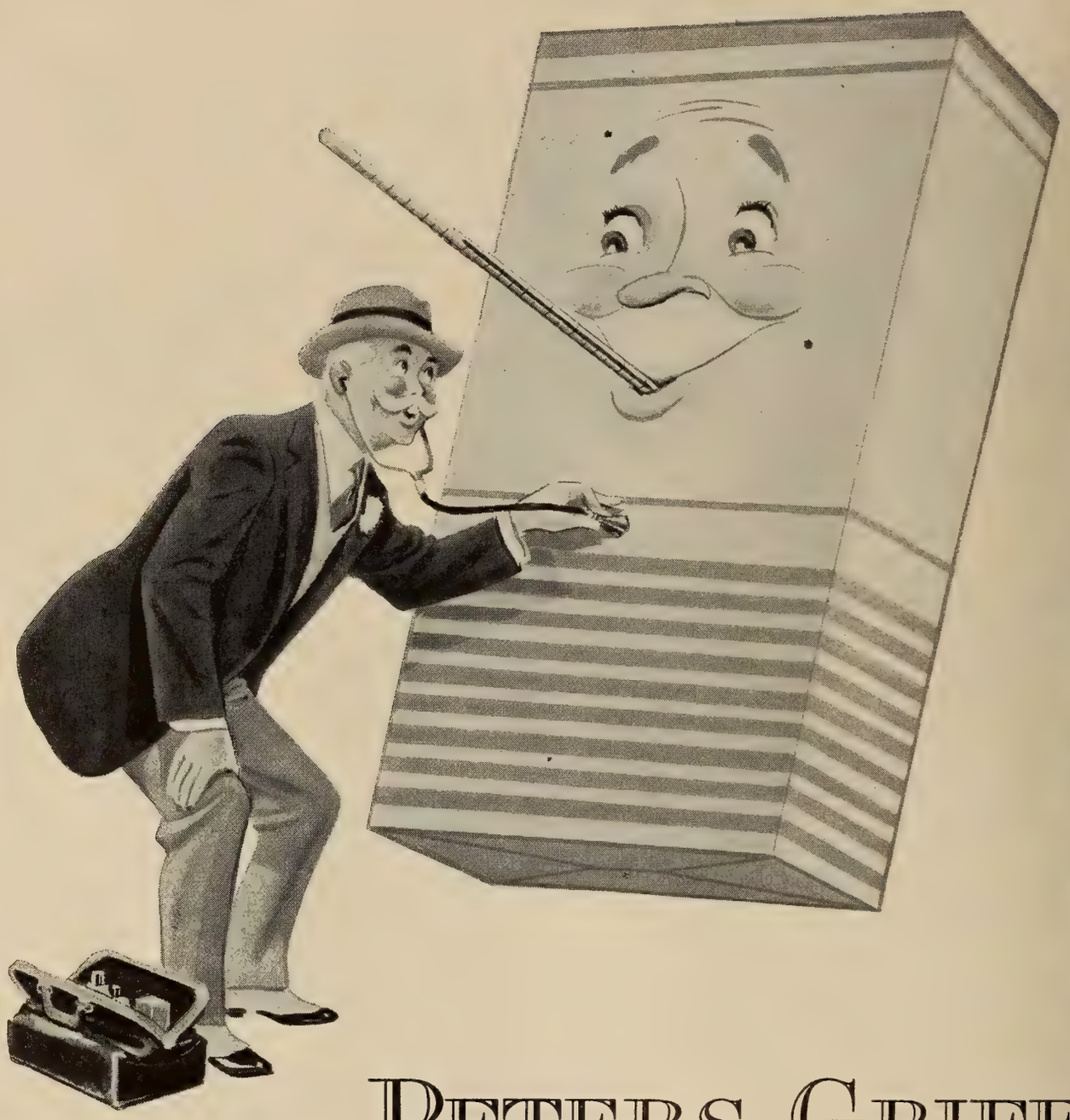


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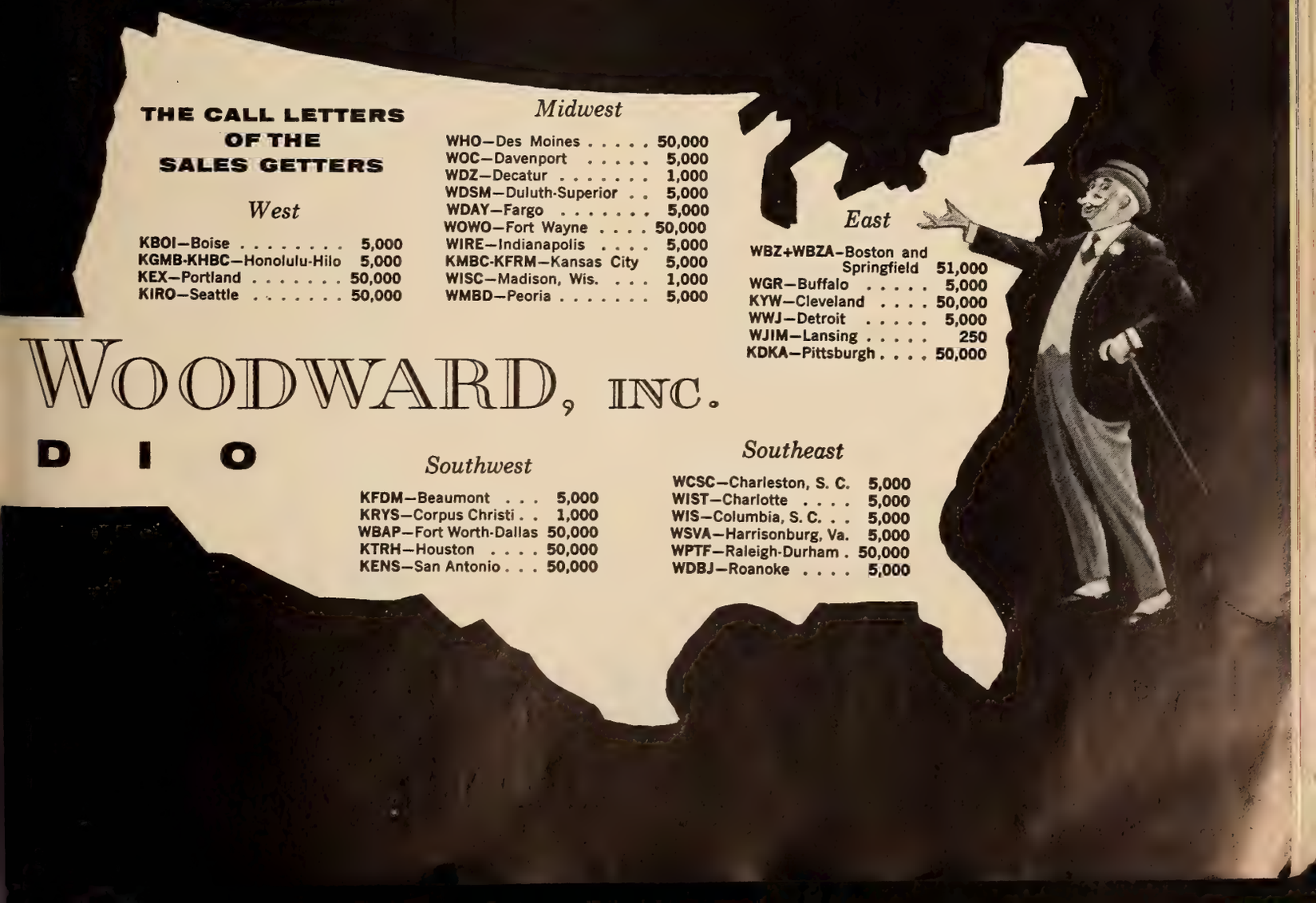
KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
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KTRH—Houston	50,000
KENS—San Antonio	50,000

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WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

schedule which would close the record Oct. 10, with briefs to be filed by Nov. 3 and oral argument before the presiding officer, retired Pennsylvania Supreme Court Chief Justice Horace Stern, on Nov. 17.

Highlight of last week's one-day session was the charge by Paul A. Porter, counsel for WKAT Inc., that the Commission issued general instructions to its Office of Opinions and Review to write a final decision granting ch. 10 to National Airlines. Mr. Porter contended that these instructions were inadequate and that, in essence, "an artful and talented writer" in the review office wrote the Commission's decision. This, he claimed, is contrary to the law (Sec. 5C of the Communciations Act) forbidding the Commission staff to recommend any action to the FCC. Mr. Porter emphasized he was not charging any member of the staff with wilfully violating this provision or attempting to influence the Commission in favor of National Airlines.

The point came up when Mr. Porter introduced the official minutes of the FCC's Dec. 21, 1955 meeting. This was the executive hearing docket session when the Commission instructed the staff "to prepare an appropriate document looking toward grant of Public Service Television Inc." Public Service is a subsidiary of National Airlines. The minutes showed that former Comr. Richard A. Mack did not participate in the instructions. They also showed that Comrs. George C. McConnaughey, John C. Doerfer and Robert E. Lee voted for the grant to National Airlines; Rosel H. Hyde for L. B. Wilson and Robert T. Bartley and Edward M. Webster, for WKAT. The fourth applicant, North Dade Video Inc., received no votes.

Mr. Porter's attempt to develop this point through questioning of FCC General Counsel John L. FitzGerald was stymied by the strenuous objections of FCC Associate General Counsel Edgar W. Holtz. Mr. FitzGerald was, until recently, chief of the Commission's review office. Judge Stern upheld Mr. Holtz's objections that this was delving into the judicial processes of the commissioners.

Earlier Mr. Porter called FCC Hearing Examiner Herbert Sharfman to the stand, asking him only one question. This was whether anyone had attempted to influence him regarding the ch. 10 case while it was before him. Mr. Sharfman, who presided over the original comparative hearing, answered in the negative. Mr. Sharfman had recommended that the grant go to WKAT Inc. in his initial decision issued in March 1955.

At one point in the proceedings last week, A. Harry Becker, counsel for North Dade Video Inc., stated that he intended asking for the appearance of Mr. Hardy and Milt Dean Hill, former public relations counsel for National Airlines. Later in the day, he withdrew this request.

Coincidentally, Eastern Airlines last week petitioned the FCC to revoke the license of National Airlines' ch. 10 WPST-TV Miami.

It based its petition on the stock transfer transaction whereby Pan American World Airways will acquire 26% of National Airlines stock—with option to increase this to 36%. Eastern said that the stock transfer is effective Nov. 12. Since FCC regulations require applications for transfers of control of broadcast stations to be filed 60 days before the effective date of the transfer, Eastern said, the Pan American-National Airlines exchange violates this rule.

Eastern also contended that the ownership of a tv station by an airline is contrary to national air policy. Eastern previously had attempted to intervene in the comparative hearing on Miami ch. 10, but was unsuccessful. Later it was given permission to be a party in the Miami ch. 10 rehearing, but only on the first issue (whether former Comr. Mack should have voted). It withdrew when the Commission denied its request for permission to participate on all the issues.

THE NOT UNEXPECTED

It wasn't long before the indictment of former FCC Comr. Richard A. Mack was picked up for partisan political purposes. GOP chairman Meade Alcorn, called attention to the fact that Mr. Mack is a Democrat, that he was appointed to a position which by law was required to be filled by a Democrat and that his appointment was made "in response to the wishes of Congressional Democrats." Mr. Alcorn made these observations in a "Chairman's Fact Memo" to GOP leaders, dated Sept. 29.

Mack Attorney Says He'll Ask For 30-Day Arraignment Delay

An attorney for former Comr. Richard A. Mack announced last Thursday that he was preparing to ask for a 30-day postponement of the arraignment of the former FCC commissioner.

Mr. Mack and his Miami attorney friend, Thurman A. Whiteside, were due to be arraigned Friday (Oct. 3) before federal Judge Burnita S. Matthews of the U. S. District Court in Washington.

Both were indicted two weeks ago for conspiracy to defraud the U. S. Government in connection with the award of ch. 10 Miami, Fla., to National Airlines [LEAD STORY, Sept. 29].

Nicholas J. Chase, Washington attorney for Mr. Mack, said he will ask for a month's continuance. Mr. Mack is under treatment in a Miami hospital as a result of injuries which he is reported to have suffered in a fall several days ago. One newspaper report was that the 49-year-old ex-FCC commissioner was undergoing treatment in a private hospital suffering from both physical and emotional problems. It was reported that Mr. Mack collapsed at



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Eastern Airlines terminal in Miami Sept. 25, breaking a rib.

Mr. Mack has been living in Fort Lauderdale, it was reported, in a hotel managed by his father, Charles Mack.

Justice Dept. officials said they would not oppose a motion for a 30-day postponement for Mr. Mack. They indicated they might ask for the right to have an independent physical examination made of the former FCC commissioner.

Educators Win P. R. Vhf

The FCC last week directed preparation of a document which would grant commercial ch. 3 in Mayaguez, P.R., to the Dept. of Education of Puerto Rico and deny the competing application of Sucesion Luis Pirallo-Castellanos for the same facility. An initial decision a year ago favored the Dept. of Education [GOVERNMENT, Oct. 21, 1957].

SEC Reports Stock Transactions In Broadcasting, Allied Fields

The following stock transactions by officers and directors of companies in the radio-tv and allied fields were reported last week by the Securities & Exchange Commission (based on reports filed at the SEC between Aug. 11 and Sept. 10; common stock involved unless indicated otherwise):

Allen B. DuMont Labs—Frederick H. Guterman sold the 500 shares he held in firm and Percy Stewart sold 900 shares, leaving him with 100.

Emerson Radio & Phonograph Co.—Benjamin Abrams purchased 100 shares, giving him 261,766 total.

General Electric Co.—(all purchases) John W. Belanger, 4,125 for 16,688 total; George L. Irvine, 900 for 3,348; Clarence H. Linder, 2,070 for 10,310; Ray H. Luebbe, 2,892 for 10,352; C. K. Rieger, 1,725 for 6,059; Chauncey Guy Suits, 2,481 for 6,720, and Arthur F. Vinson, 3,732 for 9,481.

Loew's Inc.—Jerome A. Newman purchased 100 shares, giving him total ownership of 5,770; Benjamin Thau disposed of 11,300 shares, leaving him with none.

Minnesota Mining & Manufacturing Co.—Bert S. Cross acquired 4,500 shares, giving him 12,931; Lyle H. Fisher purchased 1,249 for 2,042; Robert W. Mueller purchased 2,194 for 4,329, and Archibald G. Bush sold 8,000 shares, leaving him with 634,405.

National Airlines Inc.—Walter F. Johnston purchased 400 shares for total ownership of 2,619.

Raytheon Manufacturing Co.—N. B. Krim acquired 3,323 shares for total ownership of 8,048.

Twentieth Century Fox—Spyrous P. Skouras purchased 12,800 shares for 22,800 total; James A. Van Fleet disposed of 1,500 shares, leaving him with 500.

KFRE-TV Fights to Keep Ch. 12

KFRE-TV Fresno, Calif., has asked the FCC to vacate its pending show cause order proposing the move of the ch. 12 outlet to ch. 30 as a sequence of the FCC deintermixture proceeding to make Fresno all-uhf. KFRE-TV said KMJ-TV (ch. 24) and KJEO-TV (ch. 47), both formerly advocating a KFRE-TV switch to ch. 30, now have contradicted themselves by various statements supporting their present proposals to make Fresno all-vhf, with KJEO-TV to get ch. 2, KMJ-TV ch. 5 and KFRE-TV ch. 9. KFRE-TV also felt this proposed assignment of channels would put KFRE-TV in a disadvantageous position competitively in relation to KMJ-TV and KJEO-TV.

EIA Opposes 840-890 mc Plea

Electronic Industries Assn. has told FCC it opposes any action now seeking reallocation of 840-890 mc (in uhf television band) to common carrier fixed service. EIA urged that any move to reassign blocks of frequencies between 25 mc and 890 mc should be incorporated in general inquiry of 25-890 mc area (Docket 11997); otherwise such action would constitute piecemeal approach. Several weeks ago Lenkurt Electronics Inc. filed petition with FCC asking move in 840-890 mc assignments.

N. H. Educational Ch. 11 Granted

The FCC last week granted the U. of New Hampshire in Durham a new educational tv outlet on ch. 11. The Commission waived its rules to make the grant in less than the usual 30 days.

50,000 watts
1130 kc.



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by Tom Maupin and Neil Mecaskey, managing partners of MAUPINTOURS

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GOP, HARRIS SWAP SWATS ON CH. 4

- **Alcorn charges soft pedal in Pittsburgh investigation**
- **Oversight chairman wants explanation from FTC's Gwynne**

An old-fashioned political controversy erupted last week in the House Legislative Oversight Subcommittee's investigation—or lack of—into the Pittsburgh ch. 4 tv case. And, on a second front, subcommittee Chairman Oren Harris stated that he wants an explanation of charges made by FTC Chairman John W. Gwynne against the subcommittee.

Republican National Chairman Meade Alcorn opened the firing Sept. 26 when he charged the subcommittee actually is not the bipartisan body it is supposed to be. "The sudden shutdown of the Harris committee [ch. 4] hearing after prominent Democrats became involved is a candid confession of the partisan, political mission of the inquiry," Mr. Alcorn said.

The two prominent Democrats referred to are Sen. George Smathers of Florida, chairman of his party's Senate campaign committee, and Pittsburgh Mayor David Lawrence, candidate for governor of Pennsylvania [LEAD STORY, Sept. 29]. Rep. Harris (D-Ark.) sent an apology to Mayor Lawrence, saying he wished to "acknowledge and regret the error made by Mr. [Oliver] Eastland [staff investigator]. . . . There is nothing in the record of the subcommittee which reflects or indicates any irregular or improper contacts on your part. . . ."

In his attack on the subcommittee's action, Mr. Alcorn said the hearing was in full swing until it was discovered the two Democrats "had engaged in improper backstage tinkering in the Pittsburgh tv case." He continued: "The hearing was immediately killed by Harris . . . in an attempt to avoid further embarrassment for Lawrence and Smathers and to make certain they would not have to appear on a witness stand under oath during the campaign.

"If these *sub rosa* pressures had been charged to Republicans, can anyone doubt that Harris would have launched full-scale hearings replete with the innuendo, smear and gossip for which he has become well known?" Mr. Alcorn also charged that Rep. Harris "made a feeble attempt to clear Lawrence and Smathers—without a hearing, without their testimony, without supporting documentation . . ." and without committee authorization.

Rep. Harris said that he was "completely amazed" at Mr. Alcorn's statement. "The charge is obviously politically inspired," he countered. "In fact, it would be amusing if it were not made by a person in the responsible position which he holds to his party and to the American people."

The subcommittee has been non-partisan from its outset, Rep. Harris maintained, and has made every effort to develop the facts without partisan considerations. "The charge in connection with the Pittsburgh tv case has no foundation whatsoever," he said.

Of more than 20 tv cases which the subcommittee has looked into, all but four have been presented for the record, the chairman said. Of the remaining four, three (Indianapolis ch. 13, Miami ch. 10 and Boston ch. 5) have been returned to the FCC by the courts, leaving only the Pittsburgh case for "presentation at a public hearing," Rep. Harris said.

He said the subcommittee was aware of a grand jury investigation into the ch. 4 case and did not call several of the principals involved because they are under subpoena to the grand jury. At the close of the Pittsburgh hearings two weeks ago, Rep. Harris said the grand jury would be given a "reasonable time" to act.

Republican Rep. Joseph P. O'Hara of Minnesota, a member of the subcommittee, did not entirely agree with his chairman. He said he had not absolved anybody that has been involved in the Pittsburgh case of wrongdoing, "particularly Lawrence." He called attention to the fact that Mayor Lawrence did write Comr. Richard Bartley and did speak favorably of only one applicant. "The record speaks for itself," he said.

Rep. O'Hara stated all principals involved in the case should be called before the subcommittee to testify and that he planned to recommend such a course of action to Rep. Harris. He also said the matter of absolving Mayor Lawrence was not put to a subcommittee vote and was the action of the chairman.

Last Tuesday (Sept. 30), at the close of subcommittee hearings on proposed codes of ethics, Rep. Harris served notice on FTC Chairman John Gwynne, a Republican, that the subcommittee would want to talk to him again. In a speech the previous Friday, Comr. Gwynne lashed out at congressional investigators as being unfair and usurping the power of regulatory agencies [AT DEADLINE, Sept. 29].

Rep. Harris, who was sitting at a speaker's rostrum beside the FTC chairman when he made the charges, said the speech was "quite enlightening." He said the subcommittee wanted the charges explained more fully and would like to find out in what way it has encroached upon the functions of the agencies. Also, Rep. Harris said, he wanted to know the reasons for Comr. Gwynne's change in attitude. He cited June letters written by Comr. Gwynne and Comr. Robert T. Secrest thanking the committee for its "absolute fairness demonstrated" to the FTC in its appearances before the subcommittee.

He said Comr. Gwynne would be recalled in November when the subcommittee resumes hearings.

In its last session before the November elections, the subcommittee last Tuesday took testimony from three bar associations on proposed codes of ethics for government officials. The American Bar Assn. filed a statement in which it said such a code has been under active study by the association since last February. Action probably will be taken at a meeting of ABA's House of Delegates next February. Washington attorney Donald G. Beelar appeared for ABA.

Theodore H. Haas, chairman of the Federal Bar Assn. professional ethics committee, told the subcommittee that "statutory sanctions are necessary and desirable" to bring about high standards for government

HARRIS AFTER CLOSED-CIRCUIT

Rep. Oren Harris (D-Ark.) last week fired a new blast in his all-out campaign against any form of pay television.

The House Commerce Committee chairman pointed out that during the 85th Congress he was a strong supporter of legislation to exempt professional team sports from the antitrust laws. And, he said, Congress certainly will take into consideration the plans of football and baseball teams to televise their games on a closed-circuit subscription basis when it considers the sports legislation during the next session.

Rep. Harris served the above warning in releasing the text of letters he had written requesting information on commitments various teams had made to televise their games on closed-circuit. The letters were addressed to Skiatron Tv, San Francisco baseball Giants, and football 49ers, Los Angeles baseball Dodgers and football Rams, New York Telephone Co., Jersey Bell Telephone Co. and Pacific Telephone & Telegraph Co.

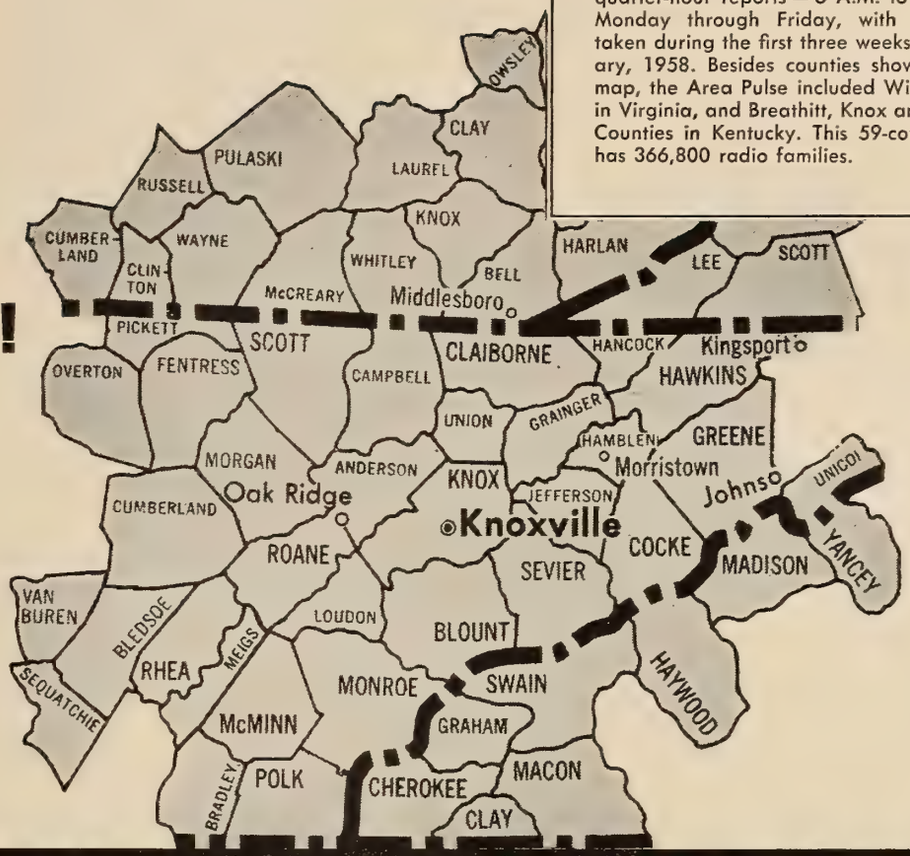
The chairman called attention to "recent press reports" that Skiatron is negotiating with the above organizations for closed-circuit rights. He pointed out that his committee held hearings last January on pay tv and, as a result, the FCC agreed not to authorize pay tv until Congress had taken final action on the subject.

"The committee is contemplating [pay tv] hearings early in the first session of the 86th Congress and may possibly conduct hearings later this year before the opening of this session," Rep. Harris wrote. "The previous hearings have been concerned primarily with subscription television broadcasting as distinguished from closed-circuit pay television. As the two methods of operation are so interrelated they both are of equal concern to this committee.

"I shall, therefore, like to request you to submit to the committee in advance of these hearings at the earliest possible date, all relevant information with regard to your participation in any commitments, negotiations or plans relating to the operation of subscription television broadcast operations or closed-circuit pay television operations."

The latest Area Pulse of the Knoxville market, recently released, includes 72,000 personal quarter-hour reports — 6 A.M. to midnight, Monday through Friday, with interviews taken during the first three weeks of February, 1958. Besides counties shown on the map, the Area Pulse included Wise County in Virginia, and Breathitt, Knox and Letcher Counties in Kentucky. This 59-county area has 366,800 radio families.

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lawyers and others appearing before federal agencies. A code of ethics, he said, should apply to the conduct of all persons concerned with decisions in government proceedings and should prohibit communications by outside parties. Ruth Smalley, vice chairman of Mr. Haas' committee, also testified.

F. Cleveland Hedrick Jr. and Valentine B. Deale submitted the views of the D. C. Bar Assn. They favored creation of an independent office of federal administrative practice.

Messrs. Hedrick and Deale cited the desirability of "a greater degree of independence from agency influence" for hearing examiners.

Court Decides For WSOC; Denies Buffalo Ch. 7 Stay

The U. S. Court of Appeals in Washington last week issued two *per curiam* opinions, upholding an FCC tv grant in one case and denying a stay of a grant in another.

The court found "no error" in the FCC grant of ch. 9 Charlotte, N. C., to WSOC Inc., therefore affirming the Commission's decision, despite losing applicant Piedmont Electronics and Fixture Corp's complaint. In the other case, the court denied a request for a stay of the FCC grant of ch. 7 Buffalo, N. Y., to WKBW-TV Inc. [GOVERNMENT, Aug. 4] brought by Great Lakes Tv Inc., one of the losing applicants for that channel.

The grant of the Buffalo channel is still before the court.

Torre Case Spurs Dorn To Plan Remedial Bill

As an outgrowth of the criminal contempt conviction of *New York Herald Tribune* tv columnist Marie Torre last Tuesday (Sept. 30), Rep. Francis Dorn (R-N.Y.) announced Wednesday he plans to introduce a bill in Congress giving reporters the legal right to withhold sources of information.

Rep. Dorn told BROADCASTING he would offer the proposal in January, when Congress convenes. Congressman Dorn added that two fellow Republicans—Assemblyman Harry Donnelly and George Spiros, both of Brooklyn—plan to introduce similar bills in the New York State Assembly and Senate, respectively. Mr. Spiros is a candidate for the State Senate and his sponsorship of the measure is contingent upon his election.

The contempt citation against Miss Torre was upheld by U. S. Court of Appeals in New York on Tuesday. Last Nov. 12 she had been sentenced to 10 days in jail by U. S. District Court Judge Sylvester J. Ryan for declining to supply the name of an unidentified CBS executive who reportedly was the source of information about a news item in her column regarding actress Judy Garland. The court ruled that the material sought of Miss Torre was of "obvious materiality and relevance." Miss Torre, claiming privilege, declined to name the CBS-TV executive who assertedly told her that Judy Garland "is known for a highly developed inferiority complex" and "does not want to work because something is bothering her."

Herald Tribune announced after the court decision that it is considering the ruling "with the intention of carrying the Marie Torre case to the Supreme Court." Miss Torre has been free on her own recognizance, as she will be during the appeal to the Supreme Court.

Aeronautical Firms Go to Court On FCC Frequency Decision

Six aeronautical firms last week petitioned the U. S. Court of Appeals for the District of Columbia to set aside and review an FCC action reassigning certain frequency space, including 8500 to 9000 mc, from civilian use to the government [EDITORIAL, page 120].

Protesting the Commission's decision of April 16 were Aeronautical Radio Inc., Air Transport Assn. of America, Bendix Aviation Corp., Pan American World Airways, Trans World Airlines and United Airlines. The frequency space in question formerly was assigned to "radionavigation service" and the airlines had made plans to start using radar navigation equipment operating on 8800 mc.

The petitioners claimed the FCC's action (1) violates a treaty, of which the U. S. is a party, under which 8500-9000 mc is allocated solely to radionavigation on a worldwide basis; (2) is invalid in that the FCC is not empowered to adopt regulations in conflict with a treaty of the U. S. or a law of Congress; (3) violates the Communications Act since the move was made without notice or public hearing, and (4) is defective in that it does not set forth an adequate basis for the action taken.

At the time of the Commission decision, the court appeal stated, plans were in progress for the early production and installation of 880 mc airborne "Doppler" radars in aircraft. The spectrum reassignment had been protested to the FCC by the air transportation interests. This protest was denied July 31 "without any opportunity to be heard," the petitioners told the court.

Six Oppose FCC Power Hike As Well As I-A Duplication

Six am broadcast stations, filing reply comments last week on the FCC's clear channel proposals, said they oppose increased power for Class I-A stations. They said that in original comments they gave their positions on the FCC's proposed duplication of 12 clear channels only, because the FCC did not ask for comments on higher power for Class I-A's. Other parties filing, however, gave their views on higher powers, the six stations said, and they want the FCC to know that they intend to oppose higher powers for Class I-A stations when comments are requested. They were KRIO McAllen and KFJZ Fort Worth, both Texas; WREC Memphis; WCUE Akron; WRVA Richmond, and WKOW Madison, Wis.

The FCC has extended the deadline for filing reply comments to Oct. 29.

WAPI

Birmingham

soon to be

50,000 watts*

more than ever

The Voice of Alabama

*5,000 Nights

Represented nationally by

Henry I. Christal

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



Radio is as BIG as ever...
but there's a BIGGER difference in stations!

Radio's immense strength . . . the opportunity to talk frequently, economically and persuasively with masses of people . . . can only be realized to the full by taking advantage of the difference between run-of-the-mill stations and great stations.

The difference is big. *Great* radio stations are the ones who invest substantial resources in top facilities and outstanding personnel. Their programming is skillfully geared to cover the *whole* range of listener interests...with features thoughtfully produced, professionally presented. Their responsible management permits no carnival gimmicks, shoddy giveaways, triple spots, pitchmen or questionable commercials to be associated with their call letters.

Great stations amass huge audiences. *Great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to the Christal office nearest you will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving your particular sales problem.

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WBAL Baltimore
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WTIC Hartford
WDAF Kansas City
KTHS Little Rock
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WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

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FM OUTLETS FAVOR NEW MULTIPLEX USE

- **Comments filed with FCC**
- **Common carriers protest**

Ten fm stations and one fm applicant asked the FCC last week to authorize fm broadcasters to make use of multiplexing for additional subsidiary communications activities.

The comments were offered in the FCC's current inquiry into the possibility of additional non-broadcast uses by broadcasters of fm subchannels through multiplexing [AT DEADLINE, July 7].

But other organizations or groups were against additional fm activities.

The General Electric Communications Products Dept. opposed such uses by broadcasters of fm subchannels for non-broadcast activities and suggested that since ways are being developed to use subchannels, the FCC might consider paring individual fm frequencies and allocating what is left over in the fm spectrum to other services.

Westinghouse Broadcasting Co., whose comments were filed earlier than the bulk of the papers, urged the FCC to go ahead with authorizations for non-broadcast uses, but to give first consideration to fm broadcasting itself.

Five comments were concerned with whether an fm station can transmit background or "storecasting" music and still have bands left over on its frequency for acceptable stereo music broadcasts on its main channel and a subchannel.

NBC noted it has been granted FCC authority to operate its WRCA-FM New York experimentally for stereophonic transmissions and said it can't respond "definitively" to the FCC inquiry until data is available on technical operations, including compatibility and technical standards.

Common carrier spokesmen, including American Telephone & Telegraph Co., were opposed to broadcaster use of the fm band for what they consider common carrier purposes. AT&T said it didn't object to broadcasters using multiplex for purposes allied to broadcasting, but felt some of the proposed uses threaten the interests of "regulated common carriers." Such operations as doctor paging services and traffic light control shouldn't be extended so as to "break down" the present distinction between broadcasters and common carriers, AT&T said.

The fm stations generally felt that the FCC should authorize the broadest use of subsidiary communications by fm broadcasters consistent with good utilization of the frequency and high quality of the fm broadcast signal. They felt subchannels should be used for relay services (e.g., feeds to networks and other stations); felt it's still too early in fm's development to standardize uses for specific subchannels; thought the fm broadcast signal should have first consideration; and felt fm broadcasters should be free to make contracts for subchannel uses or for leasing of subchannels, consistent with FCC rules, provided the fm licensee retains control of programs and equipment.

The fm stations commenting were KVEN-FM Ventura, Calif.; KRON-FM San Francisco; Hall Broadcasting Co. (applicant for fm), Los Angeles; KMLA (FM) Los Angeles; KSON-FM San Diego, Calif.; KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WPKM (FM) Tampa, Fla.; WGHF (FM) Brookfield, Conn., and KUTE (FM) Glendale, Calif. WKBR-FM Manchester, N. H., expressed itself only as favoring authorization of network feeds by multiplex.

The GE Communications Products Dept. voiced flat opposition to fm broadcaster use of non-broadcast subsidiary communications on fm channels, saying that while regular broadcast service is available to all the public and advertisers, non-broadcast use is limited as to those it serves, and that proposals for subsidiary communications use of fm frequencies would be "discriminatory." The GE department felt current proposals for non-broadcast use of fm channels by multiplexing indicates that original spectrum allocations (to fm) allows more transmissions than now used in actual broadcasting; that, therefore, the FCC should "adjust" existing allocations to meet these "more limited" requirements by "possible assignment" of such un-used portions to "other services."

Westinghouse Broadcasting thought the interest in stereo will create enough circulation for fm stations to operate on a sound financial basis. WBC felt the FCC should "re-examine" additional uses of multiplex because fm may be on the "threshold of the greatest development in its history" and further delay might be "detrimental."

WBC thought the FCC should refuse to recognize any subsidiary use that will interfere with the public's enjoyment of fm, but should continue to permit fm broadcasters to make additional uses of fm by multiplexing to develop data on transmission and reception and at the same time produce additional revenue.

Two schools of thought were presented in comments on the problem of compatible background music transmissions and stereophonic music broadcasts on the same fm frequency.

The first group—Northeast Radio Network (WQXR-FM New York Network) and Multiplex Development Corp.—feels a regular fm frequency can be made to accommodate both background music (as now transmitted by many fm operators) and stereo (using the main channel and a whittled-down subchannel) with acceptable reception.

The second group believes a wider subchannel should be allowed for stereo and that, therefore, the fm frequency cannot accommodate both background music service and stereo broadcasts. This group was represented by Crosby Labs Inc., Syosset, N. Y. (Murray G. Crosby), and Dwight Harkins, another equipment developer, whose request to the FCC earlier prompted FCC consideration of multiplex stereo in its current notice.

Audio Magazine also submitted a plan for compatible stereo and background music.

15 FM'ERS TOLD 'NO'

The FCC last week denied requests by 15 fm stations to continue functional music operation on a simplex basis, but allowed two of them—WBFM (FM) New York and WPEN-FM Philadelphia—to continue to Oct. 31. The others: KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WWDC-FM Washington; WPKM (FM) Tampa, Fla.; WMIT (FM) Clingmans Peak, N. C.; WLDM (FM) Oak Park, Mich.; WKJR (FM) Pittsburgh; KMLA (FM) Los Angeles; KRKD-FM Los Angeles; WMMW (FM) Meriden, Conn., and KCFM (FM) St. Louis.

Granted authorizations to transmit functional music on a multiplex basis were KDEN-FM Denver, WGR-FM Buffalo, N. Y., Trancontinent Tv Corp., Rochester, N. Y., and WMFM (FM) Madison, Wis.

Sitrick Joins Blackburn & Co.; McDonough Becomes Doerfer Aide

Resignation of Joseph M. Sitrick as chief legislative-administrative assistant to FCC Chairman John C. Doerfer [CLOSED CIRCUIT, Sept. 29] and appointment of Paul M. McDonough, an attorney in the Office of Opinions & Review, to succeed him, were announced last week.

Mr. Sitrick joins the Washington office



MR. SITRICK



MR. McDONOUGH

of Blackburn & Co., radio-tv-newspaper broker, in an administrative capacity on Oct. 15. Before going to the FCC, he was publicity and informational service manager at NAB. Prior to that, he was assistant chief of the U. S. Information Agency's international press service, performed public relations and congressional liaison duties for the State Dept., was congressional correspondent for International Press Service and was on the news staff of BROADCASTING.

Mr. McDonough joined the FCC in 1957. Born at Los Angeles in 1921, he is the son of Rep. Gordon L. McDonough (R-Calif.). He was deputy city attorney of Los Angeles from 1952-1954 and for the following three years was associate counsel with Cantillon & Cantillon, Los Angeles law firm.

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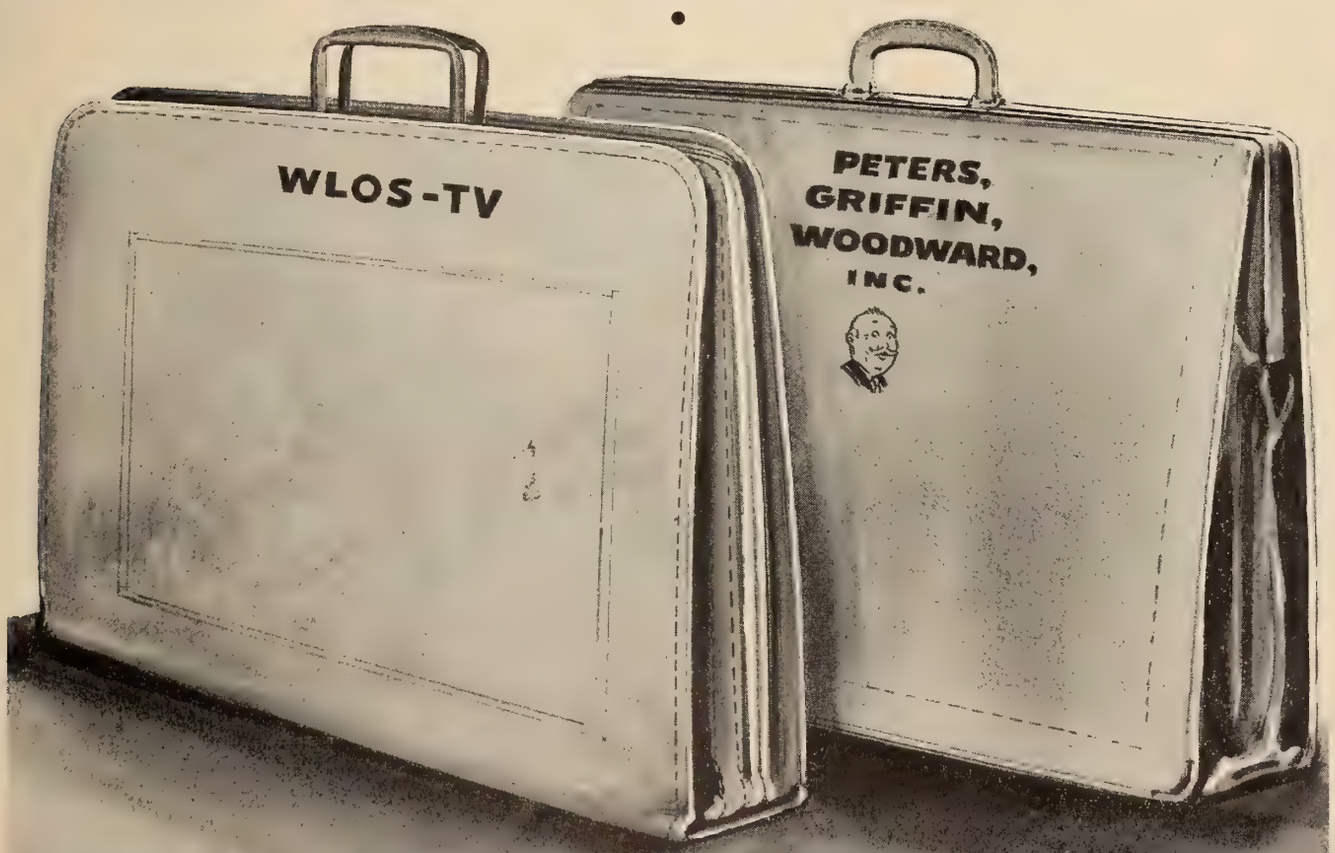
Asheville - Greenville - Spartanburg

proudly announces the appointment of Peters, Griffin, Woodward, Inc. as its national representative. To a station already possessing formidable advantages, now add yet another: representation by one of the nation's outstanding station representatives.

** Effective September 24, 1958*

PETERS, GRIFFIN, WOODWARD, INC.

is honored to represent WLOS-TV. Working with WLOS-TV's aggressive new management, we are now ready to tell you the remarkable facts about WLOS-TV's vast coverage...its 425,360 TV homes in 62 counties of 6 states...its unduplicated ABC network coverage. Watch WLOS-TV, the new force in Southeastern TV!



WLOS-TV

Asheville • Greenville • Spartanburg

Southeastern Representatives: James S. Ayers Co.



"E" is an Egghead
On an intellectual plane.
The programs he likes
Are in a serious vein.

Of course, not all serious-minded people are *eggheads.* Most of them are simply looking for good, thought-provoking radio entertainment.

For more than 36 years KHJ has programmed with these "near-eggheads" in mind (as well as all the other types which make up the Los Angeles population) because we believe they comprise a much larger audience segment than most stations nowadays seem to realize.

Without becoming stuffy, KHJ's FOREGROUND SOUND offers them the kind of stimulating radio fare that will hold their attention throughout the program (including the commercial). To completely penetrate any market, you must first penetrate the individual minds within it.

Never underestimate the variety of tastes that make up the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



St. Louis Amusement Appeals To High Court in Ch. 11 Case

As its latest move in the long-fought St. Louis ch. 11 case, the St. Louis Amusement Co. last week asked the U. S. Supreme Court to review an adverse Court of Appeals decision upholding the FCC in refusing to consider a St. Louis Amusement protest against the transfer of ch. 11 to 220 Television Inc. [GOVERNMENT, Sept. 1]. St. Louis Amusement had been an applicant for ch. 11 but had dropped out prior to the completion of the comparative hearing.

Coinciding with its new court move, St. Louis Amusement also petitioned the FCC again last week. It claimed that information unearthed by the House Legislative Oversight Subcommittee shows *ex parte* contacts between three commissioners and "an agent of CBS" [GOVERNMENT, June 9]. CBS had originally won ch. 11, but after purchasing ch. 4 KWK-TV (now KMOX-TV) St. Louis for $4 million, had turned over ch. 11 to 220 Television, one of the losing applicants. 220 Television agreed to pay each of the other two losing applicants for ch. 11, St. Louis Telecast and Broadcast House, $200,000 each.

AFTRA Asks FCC to Rehear NBC's WMAQ, WNBQ Licenses

The Chicago local of American Federation of Tv & Radio Artists last week asked the FCC to review and hold a "rehearing" on the licenses of NBC's WMAQ and WNBQ (TV) Chicago to determine if recent personnel and "program" cutbacks are in the public interest.

The petition, mailed to the FCC Tuesday, said firings of "hundreds" and cancellations of programs in Chicago by NBC and the other networks calls for "true emergency action."

AFTRA said it also has asked the Senate and House Interstate & Foreign Commerce Committees to probe network cutbacks in "local - sponsored, Chicago - originated programs" and alleged discrimination against talent.

The AFTRA local asked the FCC for a "hearing without delay" to give the union an opportunity to substantiate its charges that the alleged cutback of radio and tv programs has degraded community culture and entertainment; that NBC refuses to consider any criterion except the "greatest dollar profit" and that this philosophy is responsible for wholesale discharges of performers, technicians and "other creative and administrative personnel"; that advertisers are thus denied opportunity to and choice of programs; that NBC has "extracted" exorbitant profits amounting to millions of dollars from the Chicago market and has announced what amounts to a "public-behanged" policy; that the effect will be to "stifle" cultural benefits from the "miracles" of radio-tv.

The union called on the FCC to order discontinuance of the practices alleged by the AFTRA chapter.

The AFTRA action, regarded as highly precedential in trade circles, was taken by the Chicago chapter board without sanction of the national AFTRA organization or consultation of its membership.

All three network o&o properties in Chicago have been realigning their program schedules and personnel in recent months in line with network commitments and in gearing locally for the 1958-59 season. Some program changes involve network shows and others the insertion of film properties for live programs.

Rollins Inc. Opposes Petition For Etv Use of Wilmington Ch. 12

Rollins Broadcasting Inc., which has applied for ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 15], last week asked denial of a petition by the Joint Council for Educational Tv which asks that ch. 12 be reserved for educational non-commercial tv [AT DEADLINE, Sept. 15]. Rollins, licensee of WAMS Wilmington and other stations, said Delaware has only three commercial channels of which only ch. 12 is a vhf and that Wilmington and Delaware deserve local service—Wilmington being the 73rd largest market, with 268,387 people. An educational tv station would duplicate educational WHYY-TV Philadelphia in some measure, the Rollins opposition said.

Storer Broadcasting Co. shut down WVUE (TV) Wilmington Sept. 13 but has not surrendered its permit for the ch. 12 facility.

KOMA, Being Sold to Storz, Lost $17,509 in Fiscal 1958

KOMA Oklahoma City, whose sale to Storz Broadcasting Co. was filed with the FCC Sept. 25, had a net loss of $17,509 for the fiscal year ending July 31, its balance sheet reveals. KOMA showed total assets of $320,147. Its liabilities included a mortgage of $117,500 and loans of $119,971 from partners in the station.

A profit-loss statement for the year showed gross income of $195,642 and total expenses of $181,652 before depreciation ($31,500).

The balance sheet for Storz covering the same period showed current assets of $1,937,395 and total assets of $3,995,175; liabilities total was $998,110 and surplus was $2,795,433.

The sale of the station to Storz by partners Burton Levine, Arnold Lerner, Myer Feldman, Bessie Von Zamft, Raymond K. Ruff and Harold Thurman for $600,000 was announced in August [CHANGING HANDS, Aug. 25).

FCC Extends Comments Date

At the request of the Federal Communications Bar Assn., the FCC last week extended from Sept. 30 to Oct. 30 the date for filing comments on proposd rulemaking which would curb intermediate appeals to the FCC or rulings on motions before final consideration of the main proceeding by that body. Reply comments date was extended from Oct. 10 to Nov. 10.

THE WORLD'S MOST FABULOUS CLOWN...

BOZO® THE CAPITOL CLOWN

156 CARTOONS IN MAGNIFICENT ANIMATION

BRAND-NEW—FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.



BOZO'S CARTOON STORYBOOK

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . *No Cliff-Hangers!*

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE



JFC JAYARK FILMS CORPORATION
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PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

STATIONS . . . BOZO IS A NATURAL FOR HIGHER RATINGS . . . GREATER RESULTS FOR SPOT BUYERS

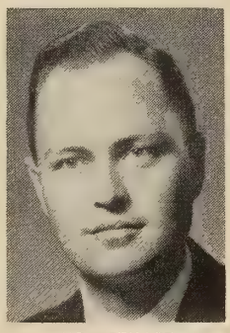
NAB SESSIONS REACH MID-POINT

- **San Francisco regional hears report on bank campaigns**
- **Second round of meetings starts next Monday in Milwaukee**

The 1958 NAB fall conference series reached the half-way point Tuesday noon (Sept. 30) with the windup of the meeting in San Francisco. NAB President Harold Fellows and his team of traveling executives are now back at their Washington headquarters to get caught up with their deskwork before setting out on the second half of their fall agenda which commences next Monday (Oct. 13) in Milwaukee. The sessions move on Oct. 16 to Minneapolis and conclude the following week with day-and a-half sessions in Boston and Washington.

West coast broadcasters were given results of an ASCAP music license survey conducted by Calvin J. Smith, KFAC Los Angeles, member of the All-Industry Radio Music License Committee (story page 72).

In San Francisco, where registration totaled 183 at 9 a.m. Tuesday (before the beginning of the final half-day of the one-and-half-day meeting), the same formula was followed as at earlier meetings [TRADE ASSNS., Sept. 29, 22]. Reports from NAB headquarters were delivered during the general opening session Monday morning; separate but simultaneous radio and tv sessions were held Monday afternoon and Tuesday morning; Mr. Fellows addressed the Monday luncheon and a guest speaker headlined the Tuesday luncheon session. A Monday evening banquet was purely social, without speeches.



MR. STUART

The unusual problems of bank advertising and the way that one bank has used the broadcast media were discussed Tuesday noon by Charles Stuart Jr., advertising manager of the Bank of America. This bank, he reported, regards radio and television as "backbone" media, with major responsibility for carrying the campaign load.

"Used properly, singly or in combination," he said, "both are capable of an enormous advertising punch . . . capable of carrying an entire campaign. Because they are, however, such strong intrusive media, we feel they must be used very carefully.

"It is, of course, possible to produce good advertising for radio and television without taking chances. . . . In our advertising we try to get across the impression that money isn't such a bad thing after all . . . and we try to do it with a light touch.

"For years, the average man who asks for a personal loan regards it like going to the dentist. We try to break down that misconception by using the light touch: 'Ask for it by name, MONEY—money,' 'get instant money with a Timeplan Loan'; 'do you need earth-money?' And so on. . . .

"For this reason, most of our radio and television commercials are spot announcements. The brand of humor we have employed seems to lend itself better to animation than to live announcements—and, in a spot campaign, we can secure saturation impact concentrated into a short period of time—without becoming identified with any one particular television show or radio program."

Comparing tv broadcasters to the operators of theatres, "who also had their news programs and their local live shows as well as their features," Joseph L. Floyd, KELO-TV Sioux Falls, S. D., offered the Tuesday morning tv session a four-point formula for successful station operation: Promote your station and advertise your programs to increase your audience and your advertising. Produce and schedule your attractions in a showmanlike manner. Buy programs at a price you can make a profit on. Protect your source of supply.

Stressing his final point as the most important, Mr. Floyd warned tv broadcasters against taking any action against either networks or film producers that might result in curtailing the supply of programs, "the course of our livelihood."

Mr. Floyd, Philip G. Lasky, KPIX (TV) San Francisco, and Richard B. Rawls, KPHO-TV Phoenix, led a discussion of programming that ranged from the need for standardization of film contracts to the economics of videotape. On the latter topic, those station operators who have installed VTR equipment reported the main savings to be in man hours. By taping weekend and "live" commercials for late evening and early morning programs, they said, they had been able to eliminate overtime and to free technicians for other duties. None had reduced the number of technical employes when adding videotape machines, however.

Henry Saroyan, ABC-TV, and Harold See, KRON (TV) San Francisco, discussed ways to keep track of costs in tv during an off-the-record session on tv station administration, held Monday afternoon.

Discussing the subject "Management Looks at Current Trends in Music Programming," William D. Shaw, vice president and general manager, KSFO San Francisco, cited the opinions of four experts: Clyde Wallichs, president of Los Angeles' Music City, who reported that teenagers account for only 10% of total record sales; Sydney Goldberg, vice president of Decca, who likened radio programming to that of long-play records, which calls for more than just a collection of any 12 songs, but "each one must have an idea with the music pointed in that direction and a program which will hold the interest of the consumer for close to 45 minutes"; Bill Gavin, program director of *Lucky Lager Dance Time* (2½ hours of popular recorded music, seven nights a week on some 40 Western stations) for McCann-Erickson, who found "a growing recognition by management that new sounds and patterns in pop records are not due simply to teenagers' abnormal tastes but that there are basic and continuing changes in mass preferences in music"; and Mitch Miller, who suggested that stations who let "well-meaning amateurs and list makers" control their musical programming should be consistent and canvass newspaper and magazine vendors to pick the day's top news stories.

Mr. Shaw's own observation: "The brightest operators in our business, regardless of their programming pattern, seem to consistently follow these same few procedures: They've determined the reason for their station's existence in the market and designed a format to fit this need. They've stuck with it and improved it. They continually try to anticipate trends, not only in music, but in all other program factors. They waste no time knocking their competitors; it's easier to concentrate on trying to out-think them."

Richard O. Dunning, president, KHQ Spokane, Wash., in introducing the booklet, "Broadcasting the News," produced by NAB's Freedom of Information Committee, suggested to the broadcasters that on their return home they refrain from broadcasting a single news item all day and see what happens. "You'll find you're a bigger force in your community than perhaps you realized," he stated.

RUNNING THE SALES DEPARTMENT

Sales department administration was discussed by a four-man panel: William J. Beaton, KWKW Pasadena, Calif.; Richard M. Brown, KPOJ Portland, Ore.; Benton Paschall, KFXM San Bernardino, Calif., and Ray Rhodes, Paul H. Raymer Co., San Francisco. Panel members agreed that simplifying rate cards would be a good idea but that it presents an almost impossible task; that merchandising services offered by stations are pretty much a waste of time and money but that the competitive situation requires stations to provide them. The 60 station men in attendance at the session agreed with the panel that it is proper to disclose the schedule of a competitor when asked to do so, but in spots, not dollars. A show of hands disclosed that about 10% of the broadcasters pay their salesmen straight salaries; the rest paying commissions divided about equally between less than 15%, about 15% and more than 15%.

NAB President Hal Fellows, speaking at the Monday luncheon, noted the local interest in pay television "because of the expressed interest of the San Francisco Giants in selling their games to the home audience" and reiterated the NAB opposition to any form of pay tv.

"The broadcasters, in taking this position through their association, naturally are interested in the integrity of their own investments," he said. "Primarily, however, they are acting in behalf of the public interest—for it is conceivable that should they use





IN SAN DIEGO KFMB-TV MAKES MORE PEOPLE LEAVE HOME (TO BUY) THAN ANYTHING

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.) !

KFMB 8 CBS TV

REPRESENTED BY

Edward Petry & Co., Inc.

SAN DIEGO

pay television, their profits would be higher.

"Nevertheless, the Federal Government in establishing a free system of broadcasting in the United States—through legislation and regulation—in effect pledged a free system for the American people, supported by advertising. Broadcasters do not believe that the government should renege on this promissory note. If there is to be some form of pay television, let it employ facilities other than those that are intended to offer a free service—the allocated broadcast channels."

Robert J. Harrold, Charles Bruning Co., spoke on "Towards Greater Internal Efficiency" at the Tuesday morning radio session. A panel of three station managers—Wendell Campbell, KFRC San Francisco; Ray Johnson, KMED Medford, Ore., and Knox LaRue, KSTN Stockton, Calif.—reported on the number and organization of staffers at these stations and answered questions about ways to secure efficient station operation.

Broadcasters who talk about editorializing are guilty of misleading semantics, Harold See, KRON-TV San Francisco, declared Monday at the opening general session. Newspapers, which can voice their views and ignore the opposing viewpoint, can editorialize, he said. Broadcasters, required to present both, or all, viewpoints on any controversial subject, have only the right of public comment. Robert H. Forward of KMPC Los Angeles, reported on his station's use of one-minute editorials to alert listeners to issues on which they can act by voting or by writing their elected representatives at city hall, the state legislature or in Washington. Philip G. Lasky, KPIX (TV) San Francisco, told how his station gives full production to its editorials, using cartoons, photographs and other visual material to illustrate the oral argument.

ON TAP IN MILWAUKEE:

At the opening Milwaukee general session, Robert L. Pratt, KGGF Coffeyville, Kan., member of the NAB Committee on Editorializing and NAB board member, will discuss editorializing at a panel meeting.

Radio panels will open with a sales administration discussion; John F. Meagher, NAB radio vice president, will preside. On the panel are Sterling B. Beeson, Headley-Reed Co.; Robert D. Enoch, WXLW Indianapolis; Vernon A. Nolte, WJBC Bloomington, Ill.; M. H. Stuckwish, WSOY Decatur, Ill. Edward F. Baughn, WPAG Ann Arbor, Mich., will speak on news broadcasts. Harold R. Krelstein, WMPS Memphis, will discuss music programming trends and Hugh K. Boice Jr., WEMP Milwaukee, will report for the All-Industry Radio Music License Committee.

A panel on staff organization includes Eldon Campbell, WFBM Indianapolis; Mig Figi, WAUX Waukesha, Wis., and Fred Sorenson, WKRS Waukegan, Ill. William J. Hennessey, Charles Bruning Co., will speak on internal staff efficiency.

Thad H. Brown Jr., NAB tv vice president, will preside at tv panels. Technical management problems, labor and costs will be reviewed. Station speakers will be Jack Robishaw, WBAY-TV Green Bay, Wis., and Henry W. Rogers, WWJ-TV Detroit. A programming discussion will be led by Robert B. McConnell, WISH-TV Indianapolis, and Herb Ohrt, KGLO-TV Mason City, Iowa.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the Oct. 14 luncheon, final feature of the Milwaukee meeting.

At Minneapolis, Mr. Pratt again will lead an editorializing discussion. A radio sales panel includes Tom Barnes, WDAY Fargo, N. D.; Robert E. DeHaven, KYSM Mankato, Minn.; John J. Perna Jr., Gill Perna, and Odin Ramsland, KDAL Duluth, Minn. Gerald A. Bartell, president of Bartell Family Radio, will review music programming trends, and George W. Armstrong, WHB Kansas City, will report for the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KXOK St. Louis, and William White, KFJB Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.

Tv panels at Minneapolis include a cost discussion by Henry W. Dornseif, WCCO-TV Minneapolis, and Owen Saddler, KMTV (TV) Omaha. Tv programming speakers will be Frederick S. Houwink, WMAL-TV Washington; Kenneth M. Hance, KSTP-TV Minneapolis, and George J. Higgins, KMBC-TV Kansas City. Final-day luncheon speaker is J. Cameron Thomson, board chairman of Northwest Bancorporation, Minneapolis.

The 10-man NAB conference team will be led by President Harold E. Fellows. Among staff speakers are Charles H. Tower, broadcast personnel-economics manager; Donald N. Martin, assistant to the president for public relations; Vincent T. Wasilewski, government relations manager; Edward H. Bronson, tv code director, and Messrs. Meagher and Brown. Television Bureau of Advertising is making a sales presentation at all conferences.

facts about the Gates Sta-Level Amplifier . . .
from one station engineer to another

TOM: "Say Joe, I understand you've been using a Gates Sta-Level for about a year now. Does it do the job?"
JOE: "Boy, we'd be lost without it. Sta-Level has done wonders for our station operation."
TOM: "Let's see, the basic function of Sta-Level is to provide constant level output, isn't it?"
JOE: "That's right, Tom. Sta-Level brings up the low passages while it holds down excessive output level."
TOM: "And what's the result?"
JOE: "The result is always higher level of transmission, the equivalent of greater signal output."
TOM: "Is Sta-Level expensive?"
JOE: "Heavens no! Only $235.00, and it comes complete with tubes and ready to operate. Why don't you call or write Gates and order a Sta-Level today? They're in stock for immediate delivery."
TOM: "Where's a phone?"



GATES RADIO COMPANY
QUINCY, ILLINOIS
Subsidiary of Harris-Intertype Corporation

Swezey, Elder Named to Head NAB Committees by Fellows

Two new committees were named last week by NAB President Harold E. Fellows, with Robert D. Swezey, WDSU-AM-TV New Orleans, heading the Freedom of Information Committee and Omar F. Elder Jr., ABC secretary-assistant general counsel, serving as chairman of the Copyright Committee.

Other members of the Freedom of Information Committee:

Campbell Arnoux, WTAR Norfolk, Va.; Otto P. Brandt, KING Seattle; Carl J. Burkland, WAVY-TV Norfolk, Va.; Richard O. Dunning, KHQ Spokane, Wash.; Frank P. Fogarty, WOW Omaha, Neb.; John S. Hayes, WTOP, Washington Post Broadcast Div.; Joseph Herold, KBTV (TV) Denver; Daniel W. Kops, WAVZ New Ha-



There's Always Good News From Florida

Quite naturally, a state blessed with the climate advantages of Florida comes in for some *ribbing* from the press when a few snowflakes fall. It's the unusual event that makes news.

But there is this point about last winter's freeze in Florida which didn't make headlines. Yet it is a story which merits telling.

Even while experiencing the coldest winter in 47 years, Florida offered a wide margin of climate advantage over other states.

HERE ARE THE FACTS

During December . . . the month that brought Florida its coldest single-day temperature of last winter... minimum daily readings at 123 state-wide weather stations averaged a low of only 48.4°. Average December maximum was 70.3°.

In January and in February, the average minimum was 44.2° and 41.7° respectively, while average maximum was, in the same order, 63.7° and 63.9°.

The Florida state-wide average in each of these three winter months, considerably under normal as it was, still topped every other state. But, in south Florida, where most winter tourists visit, the climate advantage was even more pronounced. For example, accumulative figures from five south Florida weather stations show a December-January-February daily average minimum of 54.1°, and an average maximum of 69.6°.

There were few days that tourists couldn't enjoy all the outdoor fun for which Florida is famed. Daytime highs were warm enough for golf, tennis, fishing; for seeing the sights or visiting the race tracks.

And, surprising as it might seem to one who hasn't experienced the power of subtropic sunshine, there were swimsuited people tanning on south Florida beaches four days out of five all last winter.

There is no denying that last season's cold spell was the big news from Florida. But the best news was this: Even in a record cold year, the margin of climate comfort offered its usual advantage over other places in the land. Proving again, Florida's is one of the best climates of the world in which to enjoy a winter vacation.

Florida Development Commission
515-N Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

ven, Conn.; Robert T. Mason, WMRN Marion, Ohio; Robert L. Pratt, KGGF Coffeyville, Kans., Weston C. Pullen Jr., TLF Broadcasters, New York; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; James W. Woodruff Jr., WRBL Columbus, Ga.; John C. Daly, ABC; Robert F. Hurleigh, MBS; Sig Mickelson, CBS; William McAndrew, NBC; Theodore F. Koop, CBS observer for Radio Television News Directors Assn.

Members serving with Mr. Elder on the Copyright Committee: Charles A. Batson, WIS-TV Columbia, S. C.; Robert M. Booth Jr., attorney; Ian A. Elliot, KATL Miles City, Mont.; Robert V. Evans, CBS-TV; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Philip G. Lasky, Westinghouse Broadcasting Co.; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Harry R. Olsson Jr., NBC; Robert R. Tincher, WHTN Huntington, W. Va.; J. Pattison Williams, Air Trails Network, Dayton, Ohio; Gunnar O. Wiig, WROC-TV Rochester, N. Y.

N. C. Broadcasters to Hear Admen at Meet in Greensboro

Two advertising executives will address the North Carolina Assn. of Broadcasters fall meeting Thursday and Friday (Oct. 9-10) at Sedgefield Inn, Greensboro. They are A. P. Love, advertising manager of Colonial Stores, and William Edwards, of Bennett Advertising Agency, High Point, N. C.

Lewis Shollenberger, CBS Washington associate director of public affairs, will be the banquet speaker. Others include Vincent T. Wasilewski, NAB government relations manager; Ben B. Sanders, KICD Spencer, Iowa; George M. Wilson, secretary-treasurer of Billy Graham's Evangelistic Assn., and O. B. Copeland, head of agricultural information, N. C. State College. A panel will discuss the topic, "So You Want to Own Another Radio Station."

Women Should Have Bigger Part In Programming—Booraem Says

Women should play a more important role in television programming policies of networks and stations, Hendrik Booraem, vice president-director of radio-tv for Ogilvy, Benson & Mather, New York, told a dinner meeting of the New York chapter of American Women in Radio & Television last week.

Mr. Booraem estimated that 75% of all tv programming is directed toward women but noted that, with few exceptions, programming is almost exclusively the responsibility of men. In contrast, he pointed out, such service magazines as *Ladies Home Journal* are edited almost exclusively by women. Mr. Booraem suggested that networks, stations and even agencies involved in tv programming consider the utilization of more women in programming capacities on the policy level.

Smith Cites Disparity In ASCAP Contracts

An "amazing lack of uniformity" exists in computing ASCAP fees paid by radio stations, according to a survey conducted among California stations by Calvin J. Smith, KFAC Los Angeles, California member of the All-Industry Radio Music License Committee (also see page 76).

Addressing the Monday radio session of the NAB Fall Conference at San Francisco (main story page 68). Mr. Smith said: "The ASCAP auditor makes up your contract when he comes into your station."

The all-industry group, set up by radio stations at a May 1 meeting held during the NAB Chicago convention, is conducting negotiations for renewal of music copyright contracts. The ASCAP contract expires next Dec. 31, the BMI contract in March. Robert T. Mason, WMRN Marion, Ohio, is chairman of the all-industry negotiating committee.

Mr. Smith said the general policy on talent fees is to allow fees to be deducted if they are billed separately to the advertiser in excess of the card rate. But he reported 14 deviations from this basic policy on the basis of his survey of stations.

"In the case of disc jockeys there is apparently no standard practice," Mr. Smith observed. "Some deduct everything, some a percentage and some pay on the full amount."

As to remote charges, sports rights, news expenses, trade deal advertising and merchandising-promotion, he said there is no definite policy, with some deducting nothing, some all and some only a portion.

Noting that radio and tv broadcasters now pay ASCAP about $22 million a year—more than $200 million for a nine-year contract, assuming a static condition—he urged all stations to contribute to the support of the committee and thus help to secure a better contract with standard provisions spelled out.

Protective Air Time Lessening—Sweeney

Protective air time—the interval between radio commercials for competitive products—is being shortened, Kevin B. Sweeney, Radio Advertising Bureau President, told the bureau's northeastern regional management conference in Princeton, N. J., last week. The conference ended RAB's 1958 series of seven such meetings.

A nationwide survey of some 200 timebuyers, conducted by RAB last July, was said by Mr. Sweeney to show that:

"Some 52.7% of agencies request only a 15-minute interval between competing announcements compared to 43% of timebuyers in 1957. While 47% of these insisted on a half-hour separation between announcements one year ago, only 31.6% expect that courtesy today. About 11.8% want a 20-minute break."

Mr. Sweeney also reported on a separate RAB survey on the amount of rate protection accorded current advertisers at the time of an increase.

"Twenty-one percent of the stations asked listed one year compared to 75% in 1957. While 25% of stations offered six months of immunity from increased time charges one year ago, about 66% offer that much time today," Mr. Sweeney told the group.

John F. Hardesty, RAB vice president and general manager, reported to the Princeton group that in more than two-thirds of the nation's stations that disc jockeys are under limitations regarding on-air conversation:

"Some 26.3% of stations have a definite time or word limit while 30.6% have a carefully policed 'talk as little as possible' d.j. policy. Another 14.2% of stations limit d.j. conversation to delivering the time, weather, temperature and commercials."

Creative Phase to Be Stressed At 4A Sessions in Chicago

Agency creativity in marketing and retailing will highlight second day sessions of American Assn. of Adv. Agencies' central region meeting in Chicago, Oct. 10, it was announced last week.

The agenda for Friday workshops, following opening day management meetings [TRADE ASSNS., Sept. 29] will stress the creative phase of advertising functions and be open to all AAAA central region member agency personnel, according to James G. Cominos, vice president in charge of radio-tv, Needham, Louis & Brorby, and region chairman. The 21st annual meeting will be

WESTERN BROADCASTERS:
Northern California, Nevada, Oregon, Washington, Montana, Idaho, Wyoming, Colorado, New Mexico, Utah, Alaska.

BACKGROUND MUSIC FRANCHISE

R. F. Jones Co., exclusive distributors for Seeburg Music Systems in the above areas, has highly profitable franchise for the leasing, sales and servicing of Seeburg High Fidelity Background Music to banks, stores, restaurants, and industry. Your present sales and engineering force could easily handle. One of the most respected and exciting music systems in the world. Please mention the size of your sales force in your first letter. Investigate us through your bank or D & B. Write to

R. F. JONES CO.
(Background Music Division)
240 Shotwell St. San Francisco 10, Calif. TWX SF 1167
San Francisco • Portland • Seattle • Alaska • Salt Lake • Denver

WGR-TV
CHANNEL 2
now NBC!
IN GREATER BUFFALO

It means that now America's No. 1 network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

"Let's run this up the flag pole"



..."and watch everyone salute!"



- **Top NBC-TV network programming**... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
- **Top local acceptance**... because of top local shows, personalities, public service, promotion, and merchandising.
- **Top choice in Buffalo of advertisers and viewers alike**

Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV
NBC CHANNEL 2
BUFFALO

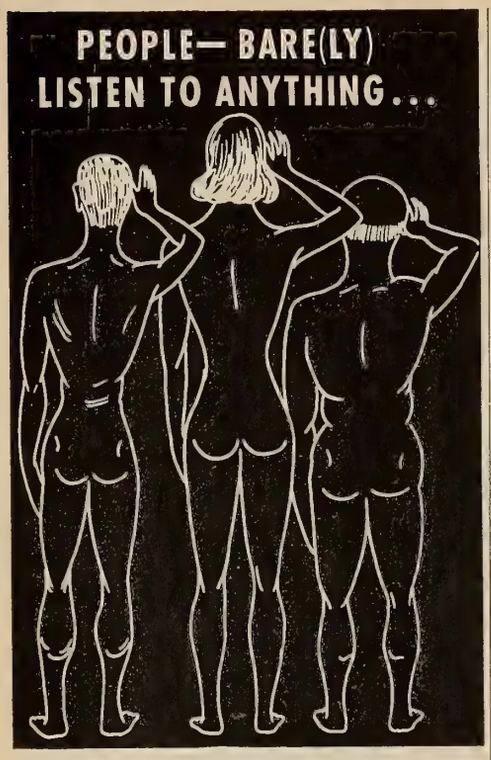
T SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



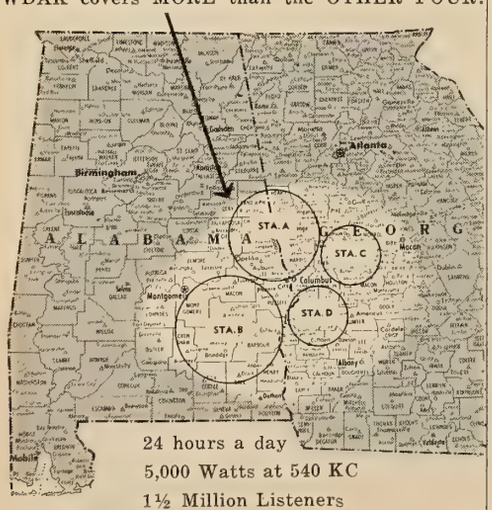
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BUT . . . **WDAK...**

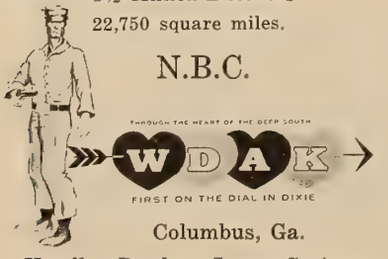
Long, lean, short, fat, old, young, round, bent, straight, male, female, all barely listen to anything but WDAK, because WDAK is the most powerful station in the Heart of the South, broadcasting 24 hours a day, with 5,000 Watts, at 540 KC, with the most entertaining, intriguing, format ever heard, anywhere—and it SELLS!

WDAK covers MORE than the OTHER FOUR!



24 hours a day
5,000 Watts at 540 KC
1½ Million Listeners
22,750 square miles.

N.B.C.



Columbus, Ga.

Headley-Reed — James S. Ayers

held at Chicago's Drake Hotel this Friday.

A Friday morning workshop, titled "Sales Promotion and Merchandising in the Total Distribution Plan," will be moderated by William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed and member of the region's board of governors. A presentation, "The Metropolitan Marketing Plan—the United Motors Story," will be given by Clarence Hatch, executive vice president of Campbell Ewald Inc., and a UMC representative. Speakers will be Arden B. Crawford, executive vice president, National Consumer Panel Co., on "Current Trends in Consumer Buying Habits"; Richard D. Crisp, president of Richard D. Crisp & Assoc., "Harnessing Modern Research Techniques to Evaluate Promotions"; and David F. Leahy, manager of Sears, Roebuck & Co.'s State St. Store, "What Retailers Want in Promotion."

Whit Hobbs, associate copy director of BBDO, will address the luncheon Friday noon, to be introduced by Alexander H. Gunn, vice president, J. Walter Thompson Co. and secretary-treasurer, central region. An afternoon session will be devoted to a workshop, with selection of the best advertisements in the appliance, drug and grocery fields in 1958 as chosen by agency creative men and retailers. Participating are Joseph M. Greeley, vice president, Leo Burnett Co., and AAAA Chicago council chairman; Robert L. Foreman, executive vice president and creative services head, BBDO; and Sol Polk, president of Polk Bros., Chicago appliance chain. Drug advertising will be discussed by Edward N. Robinson, vice president of J. Walter Thompson Co., and Howard Wilson, vice president-copy director, Kenyon & Eckhardt, among others.

Assn. of UPI Broadcasters Formed in South Carolina

South Carolina UPI Broadcasters Assn. was founded at a Sept. 24 meeting in Columbia represented by 15 tv stations.

Joe Wilder of WBAW Barnwell is the association's first president. Others elected included Dale Hawkinson, WJAY Mullins, vice president; Bill Hogan, WLBG Laurens, program chairman, and Tom Price, bureau manager of South Carolina UPI, permanent secretary.

The meeting, presided over by Richard E. Fales, South Carolina UPI business representative, included talks by Rhea T. Eskew, UPI southern division manager; Charlie Newcomb, WSPA Spartanburg; Mr. Wilder, and Mr. Hawkinson.

Sub Tour For Conn. UPI Group

Members of UPI Broadcasters Assn. of Connecticut attending its fall meeting tomorrow (Oct. 7) at Groton and New London will visit *U.S.S. Skate*, the atomic submarine that sailed under the North Pole. The Connecticut broadcasters' activities, arranged with the cooperation of General Dynamics Corp.'s Electric Boat Div. and the U. S. Navy, will include a bus tour of submarine yards, a business meeting at the New London U. S. submarine base Officers' Club and a talk by one of the *Skate's* officers.

UPCOMING

October

Oct. 7: UPI Broadcasters of Connecticut, fall meeting, U.S. Submarine Base and Electric Boat Div., General Dynamics Corp., Groton.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Cheshire.
Oct. 9: CBC, Board of Governors, Room 118, House of Commons, Ottawa.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-11: Nebraska AP Radio-TV Assn., annual meeting, Lincoln.
Oct. 10-12: AWRT, Heart of America conference, Muehlebach Hotel, Kansas City, Mo.
Oct. 11: UPI Broadcasters of Michigan, Hotel Olds, Lansing.
Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13: New York AP Broadcasters Assn, annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 17-19: Women's Advertising Clubs, Midwest inter-city conference, Sheraton-Cadillac Hotel, Detroit.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 19: Ohio Assn. of Broadcasters, annual convention, Athletic Club, Columbus.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.
Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.
Oct. 31-Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

NEW and EXPANDED 1/4

ARBITRON

American Research Bureau is proud to announce its *complete* NEW and EXPANDED service.

In addition to its instantaneous ARBITRON reports inaugurated commercially in New York September 1st, ARB is transforming and enlarging its service in these important respects:

1. **ONE-WEEK/FOUR-WEEK REPORTS** 1/4 to be issued regularly throughout ARB's entire Basic 100-Market Group—excepting only those cities served by local ARBITRON or surveyed every single month. The One-Week/Four-Week 1/4 thus becomes ARB's standard diary report format, furnishing (1) a four-week average rating to measure those time periods where programming remains unchanged; and (2) a one-week rating to measure those periods where programming varies.

2. **MORE FREQUENT REPORTS**—a minimum of 3 One-Week/Four-Week 1/4 surveys (equivalent to 6 reports) per year scheduled for smaller markets. Frequency of reporting for larger markets correspondingly increased.

3. **150 MARKETS GUARANTEED**—more than ever before, more than any other television rating service.

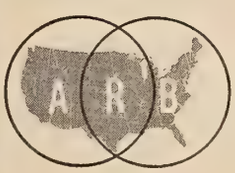
4. **DAYTIME AUDIENCE COMPOSITION DATA** and cumulative ratings for multi-weekly daytime *and nighttime* shows to be added to all diary rating reports. Also day-by-day weather information .

And, *for ARB's advertising agency subscribers—*

5. **THE 100-CITY PACKAGE WILL INCLUDE** not only local market Diary reports and Total Television Area reports, but also:
   - ARBITRON Reports for New York, Los Angeles, Chicago
   - Seven-City Multi-Network ARBITRON Reports
   - The *TV-National Network* Reports

In keeping with its continuing efforts to improve the reliability and utility of television research, ARB is pleased to make available this *complete* schedule of audience measurement data — the industry's finest and most comprehensive.

Your ARB office will be happy to furnish details.



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- **fm stations**
- **educational stations**
- **networks**
- **sales representatives**
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- **associations**
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plus—

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station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

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Washington 6, D. C.

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Dannett Named as Counsel To Radio Music Negotiators

Emanuel Dannett, one of the attorneys active in the formation of Broadcast Music Inc. in 1940, last week was named counsel to the All-Industry Radio Music License Committee.

Robert T. Mason of WMRN Marion, Ohio, chairman of the committee, announced the appointment after a two-day meeting of the group and also said plans had been perfected "for the immediate negotiation of agreements with ASCAP and BMI." ASCAP radio music licenses expire Dec. 31, BMI's next March.



MR. DANNETT

It also was disclosed for the first time that the committee will "consider existing agreements" with SESAC, third major music licensing organization. Committee members noted that SESAC licenses lack the general uniformity of those issued by BMI and ASCAP.

Mr. Dannett is a member of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. He has been identified with broadcast music licensing for many years. He was co-counsel for Mutual from its formation in 1934 and later was general counsel for 15 years until 1954. He currently represents CBS in some legal matters, is counsel for WPAT Patterson, N. J., and is a board member of WPAT and WITI Milwaukee.

In television license negotiations of recent years the all-industry committees have been represented by former Judge Simon H. Rifkind.

Although the radio committee plans to negotiate with both ASCAP and BMI and "consider" SESAC agreements, it is expected to take these assignments one at a time, starting with ASCAP since these licenses expire first. Authorities expected their first meeting with ASCAP to be held within three or four weeks.

The committee, authorized at the NAB convention in April and elected by industry-wide vote in July [PROGRAM SERVICES, July 21], consists of 17 members representing radio stations in all sections of the U. S.

BMI Gets Look at ASCAP Records

After some two years of trying, BMI last week got permission to examine the performance cards of the American Society of Composers, Authors & Publishers. In federal court in New York ASCAP attorneys consented to a BMI motion that the data, showing the performance records of ASCAP tunes, be made available. BMI claims it needs to study the performance data in preparing its defense against the $150 million lawsuit brought by 33 ASCAP songwriters more than four years ago. It has had a standing offer to make its own performance records available to the 33 plaintiffs and ASCAP if BMI were given access to the ASCAP data.

THOSE MUSICAL NOTES

ASCAP's income in the first eight months of 1958 totaled $19,291,984, all but $172,821 of it from licensees for the use of the music of ASCAP members, George Hoffman, comptroller, reported Tuesday (Sept. 30) at a west coast membership meeting in Los Angeles. ASCAP membership now includes 1,190 active publisher members and 4,167 active writer members, with 185 non-participating publisher and 680 non-participating writer memberships.

Broadcast News Bureau Service Will Offer Indies Capital News

Daily telephone reports from Broadcast News Bureau, Washington, is available to stations starting today (Oct. 6). The new service has a fresh two-minute "news in depth" feature ready every five hours between 6 a.m.-9 p.m. Monday through Friday and 10 a.m.-3 p.m. on Saturday. Subscribers, limited to one a market, call BNB two or three times a day and tape the bulletins over the phone. The bureau personalizes the service by tagging individual call letters onto each report.

Free auditions or further information may be obtained from F. M. Randolph, managing director, Broadcast News Bureau, 605 14th St., N. W., Washington 5, D. C.

PROGRAM SERVICE SHORTS

Standard Radio Transcription Services Inc., Chicago, announces "coming attractions" in production to be offered to broadcasters during NAB regional conferences. Additions are "Super Hi-Fi Sound Effects Collection;" "Buy Lines," monthly service of commercial lead-ins and one line gags; "Short Musical Selections," group of three Billy Mills discs comprising total of 51 standard tunes, to be made available as package; "Medal of Honor," series of 5-minute open-end narrations about acts of valor or heroism in military or civilian life, and "Something to Remember," 15-minute open-end shows with musical standards and romantic narration.

Goodson-Todman, program packager, moves from 41 E. 57th St., to House of Seagram, 375 Park Ave., New York. Phone, Plaza 1-0600, remains same.

Richard P. Doherty, tv and radio management, adds program distribution to his advisory services by offering copyrighted *Dialing for Dollars,* local radio-tv show over WCBM and WMAR-TV, both Baltimore.

Capitol Records Inc., Hollywood, has declared extra dividend of 15 cents per share in addition to regular quarterly rate of 25 cents. Dividends are payable Sept. 30 to stockholders of record Sept. 15. Capitol announced gross sales for year ended June 30, 1958, totaled $43,694,818 against $35,-108,401 for last year. Decline in net income from $3,239,362 to $2,777,755 was attributed to start of new enterprises.

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point*

Call Headley-Reed



Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately — hours later — or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

CBS LABS NEW CENTER AT STAMFORD READY

Dedication ceremonies will be held tomorrow (Oct. 7) for the new research center of CBS Labs on a 23-acre site in Stamford, Conn. The principal speaker will be Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, and dignitaries invited include Gov. Abraham Ribicoff of Connecticut, Mayor Webster C. Givens of Stamford and high-ranking officers of the Army, Navy and Air Force.

CBS Labs, a division of CBS Inc., has been located up to now in the headquarters building of CBS at 485 Madison Ave., New York, N. Y. The new center is said to contain modern facilities and instrumentation for research and development in such fields as audio-video systems, solid state physics, physical chemistry, optics, vacuum tubes, data processing systems, and electronics for communications and other applications. Dr. Peter C. Goldmark is president of CBS Labs.

Ground for the center was broken in the fall of 1957. At that time, Dr. Frank Stanton, CBS president, said the program of the laboratory was expanding in three areas: improved audio and video techniques, electronics projects under government contract for military and other purposes and more comprehensive applied research for industry.



ADMINISTRATIVE *offices at Stamford have floor-to-ceiling windows facing an inner courtyard in which a sound capsule has been embedded. The capsule, to be removed in the year 2057, contains three "I Can Hear It Now" long playing records which relate events of the first half of the 20th century as described by Edward R. Murrow.*

New York Meeting, Show Both Devoted to Stereo

Stereophonics blasted New York City's Eighth Ave. and 35th St. last week.

On the West Side, at the Hotel New Yorker, the Audio Engineering Society met for its tenth annual convention and exhibition and devoted itself studiously to highly technical papers on the engineering aspects of the new audio art, including multiplex fm broadcasting.

Across the street at the New York Trade Show Bldg., equipment and component manufacturers treated the public visually—and audibly—to the latest of their wares at the New York high fidelity show sponsored by the Institute of High Fidelity Manufacturers. Mayor Robert F. Wagner proclaimed the occasion "Stereo High Fidelity Week" and an estimated 50,000 persons were expected to attend. The institute estimates hi-fi component and home music system sales this year will range $250-260 million, well above last year's $225 million.

While exhibitors happily acclaimed stereo to be the hottest innovation to hit the trade since the long-playing record, many felt the public is dragging its heels on making purchases, waiting for the confusion to be cleared concerning various practical aspects of technical standards and general availability of equipment, discs and tapes. Others held it's much too early to judge trends.

RCA expects to bring out its initial stereotape cartridge musical releases within a month. Most major record labels already have initial stereo discs on the market or soon will have, while the equipment to play them was in much evidence among manufacturers' exhibits, including am-fm tuners.

On Friday (Oct. 3), at the Audio Engineering Society gathering, Murray G. Crosby, president of Crosby Labs, Hicksville, N. Y., described the performance characteristics of the "compatible" fm multiplex stereo transmission system which his firm is proposing before the FCC. The system is compatible to the mon-aural listener as well as the multiplex stereo listeners, since the two music channels are mixed and then fed to the main program channel, with the subtracted "difference" or reverse phase of the two channels fed to the subcarrier. The home multiplex receiver or adapter separates the channels again for feed to separate speakers. In stereo methods, one music channel goes on the main program channel, the second channel on to the subcarrier, so that the mon-aural listener can hear only one channel or pick-up microphone.

The Crosby system has been in test on WBAI (FM) New York since Sept. 12 and daily last week from the WBAI studios at the high fidelity show, using experimental authorization under the call KE2XXT. Other New York stations exhibiting at the fair included WQXR-AM-FM and WRFM (FM).

On the program Friday with Mr. Crosby were William S. Halstead, Multiplex Service Corp., New York, and Richard Burden Assoc., Mt. Kisco, N. Y., who reviewed developments of multiplex stereocasting, beginning with the first experimental transmissions on fm in 1950.

Other broadcast papers were given by George H. Grenier, General Electric Co., on stability considerations in high fidelity amplifiers; W. S. Bachman, Columbia Records

"How to be in two places at once"



Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill, Baltimore

"We Videotaped* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape* Recorder.

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

Inc., and B. B. Bauer, H. Hollywood and G. Maerkle, all CBS Labs, on single push-pull stage amplifiers for stereophonic sound reproduction, and J. Rodriguez De Miranda, of N. V. Philips, Eindhoven, Holland, on designing a multi-purpose stereo pre-amplifier.

Earlier in the week, Albert C. Travis Jr., Broadcast Equipment Specialties Corp., Beacon, N. Y., presented a paper on evolution of a successful spring-driven broadcast quality tape recorder, which the firm is marketing to stations for news purposes. It operates on dry batteries. Frank Radocy, Audio Devices Inc., New York, introduced to the convention his firm's newest professional product offering, the Echoraser, a static device designed to reduce the intensity of layer to layer signal transfer on tape, otherwise known as "print-through."

Some 70 papers on other aspects of audio engineering, many on stereo, were read before the convention.

Ham Tv Package From Electron

Electron Corp., Dallas (subsidiary of Ling Electronics Inc., Culver City, Calif.), announces its Ling-Mitter, amateur tv transmitter, is in production. The ham transmitter, said to be the first on the market, operates on FCC-allocated 420-450 mc with 50 w (video only). Price of the complete equipment (including transmitter, antenna, camera, monitor, etc.) is $2,495 FOB Dallas.

Man-Made Rubies at Michigan Promise Greater Tv Reception

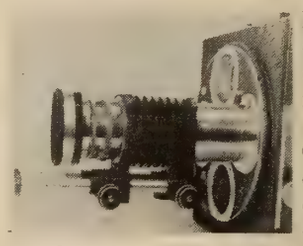
Television reception over much greater distances than now possible and communication with space vehicles is promised from U. of Michigan experiments with man-made rubies.

The "ruby maser," a low temperature device said to be able to out perform electron tubes and transistors, has been developed at the university. The maser harnesses the gyroscopic motion of electrons at near-zero temperatures to amplify very weak radio signals. Sensitivity is such that the instrument can detect the small natural radio emission from objects warmer than the ruby. It reportedly can discern radiation from cool matter a short distance away or from invisible stars thousands of light years distant.

The university is planning to incorporate the system into the 85-ft. radio telescope it is constructing.

MANUFACTURING SHORTS

SOS Cinema Supply Corp., N. Y., announces distribution of Studio Quik Splicer, designed for splicing both 16 mm and 35 mm as well as magnetic tape. Butt splicer may be used for all types of film bases as well as optical or magnetic sound tracks. Molnar type is applied which is permanent, reportedly will not dry out or shrink and is unaffected by common film cleaning agency. Price: $79.50. Quik-Splices are available in dispenser containing 250 splices for $5 per package. Free samples of Quik-Splice tape and illustrated brochure upon request to SOS Cinema Supply Corp., 602 W. 52nd St., New York 19.



Mitchell Camera Corp., Glendale, Calif., announces Mitchell Varifocal Close-up Unit designed for close-up scenes often required for filmed tv commercials. Unit contains own lens, also eliminates setup time with use of flexible extension tubes. Deep draw extension bellows permits infinite focus and affords wide range of photography from normal (X1) to larger than normal (X10). Adapters permit use with 16 mm and BNC Mitchells, also NC and Standard Mitchell cameras. Write Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

Audio Devices Inc., N. Y., has reported steep rise in magnetic tape sales in first six months of 1958 amounting to increase of 31% over similar period last year. Total sales for period on all products were $3,055,000 as against $2,350,000 for first six months last year. Earnings from magnetic tape and disc sales for six-month period this year were $176,967 after taxes, equal to 22.4 cents per share on 788,457 shares of common stock outstanding, comparing with $157,762 for same period of 1957 or 24.3 cents per share on 650,051 shares of stock then outstanding.

Telectrosonic Corp., Long Island City, N.Y., introduces new 2-speed high fidelity portable tape recorder which takes up to seven-inch reel. New recorder, model 1970, is priced at $99.95. Total weight is 19½ lbs. and overall size is 15 inches x 8 inches x 11⅝ inches. It offers dual speeds of 3¾ ips and 7½ ips with dual track recording which allow for up to four hours of playing time at 3¾ ips. One hour of tape on seven-inch reel and seven-inch take-up reel are included in selling price as well as full frequency crystal microphone.

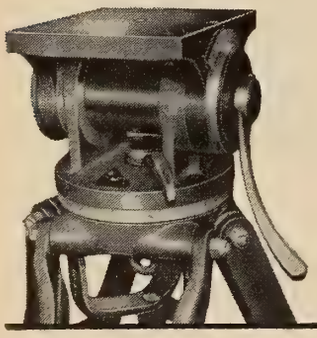
Allied Radio Corp., Chicago, distributors of electronic parts and equipment, announces release of 1959 general catalog. Book consists of 452 pages (208 pages in rotogravure and 4-color covers) and lists 32,000 items. Special emphasis has been placed on equipment and components for broadcasting field. For free buying guide write Allied, 100 N. Western Ave., Chicago 80, Ill.

Reeves Soundcraft Corp., manufacturer of magnetic recording products, has moved into new plant on Great Pasture Road, Danbury, Conn.; telephone: Pioneer 3-7601.

General Electric Co. has made available through distributors receiving tube interchangeability chart, listing 122 replacements for 180 popular tv and radio types.

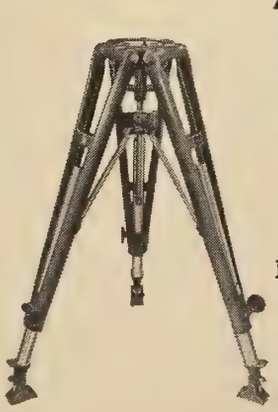
Sylvania Electronic Tubes (division of Sylvania Electric Products Inc.) announces ten

CECO microwave relays conquer space barriers



Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only



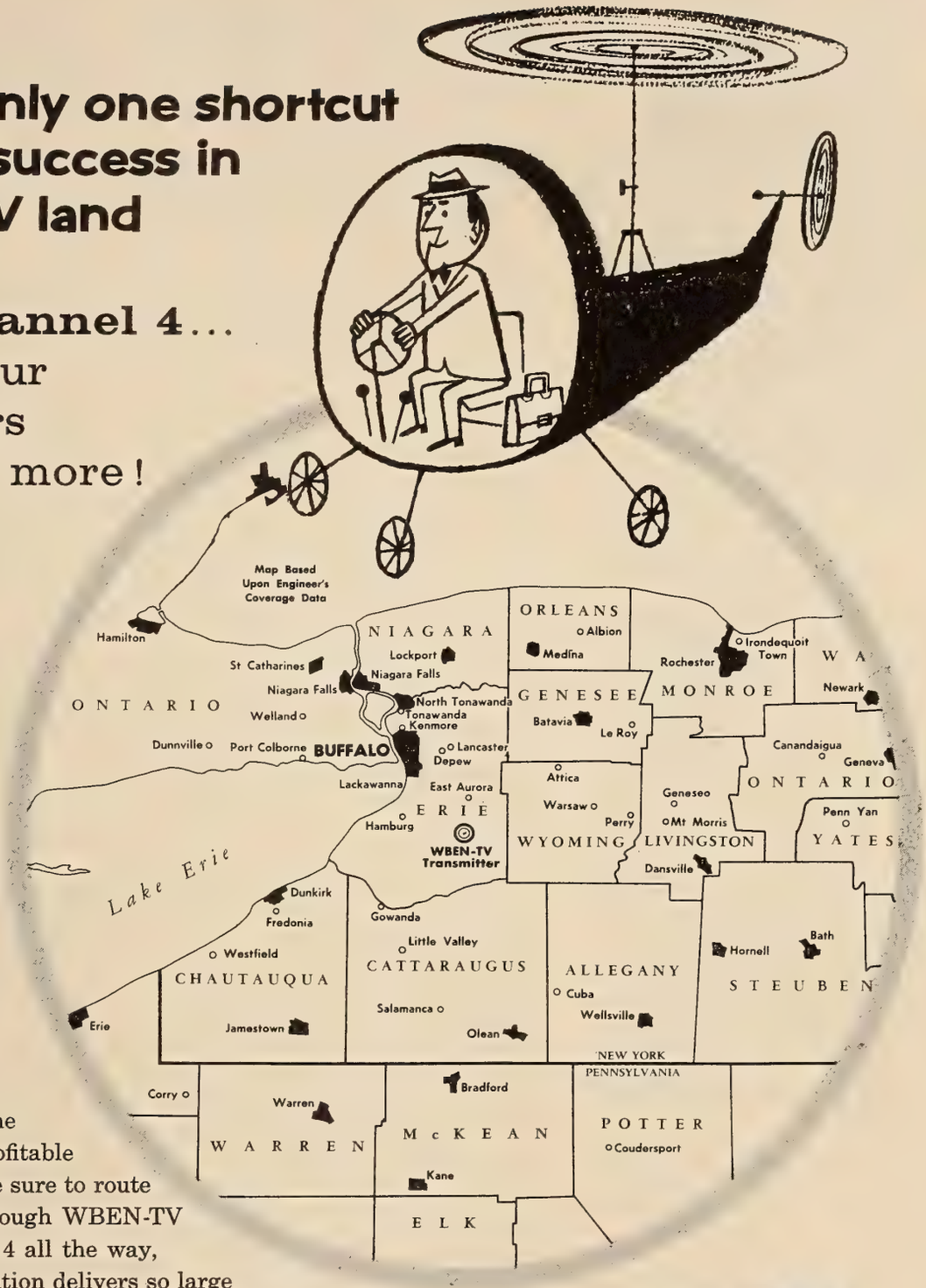
ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. B 315 | West 43rd St., New York 36, N. Y. JUdson 6-1420

there's only one shortcut to sales success in WBEN-TV land

it's on **channel 4**... where your **TV** dollars count for more!



Planning a trip to the promised land of profitable promotion? Then, be sure to route your TV dollars through WBEN-TV land. Take Channel 4 all the way, for no other area station delivers so large an audience, so consistently; and routes you through every important segment of this big spending market. It's a *tour de force*—Channel 4's ability to reach and sell the 4,000,000 consumers in WBEN-TV land. *Call* HARRINGTON, RIGHTER and PARSONS, *our national representatives* and let them map out your itinerary.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

ONLY PULSE DELIVERS THE 100% WHOLE SAMPLE

Of the three major television services, Pulse alone delivers the complete sample contracted for—a pre-determined sample of high accuracy.

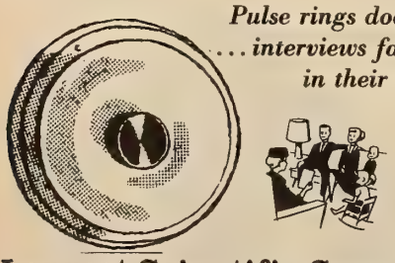
Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—*Pulse alone uses direct, face-to-face interviewing right in the home.*

Since 1941 Pulse has developed accredited techniques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a night-time Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers *actually talk with 6,000 different families about your show.* This sample of identical size—but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluses. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.

Pulse rings doorbells ... interviews families in their homes



Largest Scientific Sampling

"Only U.S. Census talks with more families"

Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE
NEW YORK 19, NEW YORK

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

additions to renewal line, including nine receiving tubes for tv receiver applications and one tube designed for use in auto radios.

Litton Industries Inc., Beverly Hills, Calif., has purchased Westrex Corp., thus gaining 50-nation distribution network for its electronic products. Westrex foreign offices have begun distribution of Litton communication equipment, radar antennas, instrument landing systems and medical x-ray units.

Corning Glass Works, Corning, N. Y., announces shatterproof, dustfree contoured twin panel tube. Tube consists of second contoured glass face panel laminated permanently to original bulb, eliminating need for present front safety plate.

David Bogen Co. (division of The Siegler Corp.), N. Y., introduces wall-mounting home music system of stereophonic parts known as "Music Wall" designed by company to win lady of house to hi fi. David Bogen has also introduced two new stereophonic preamplifier-amplifier combinations and am-fm stereo tuner. For complete information write Wolcott & Associates, 420 Lexington Ave., N. Y. 17, N. Y.

Allied Radio Corp., Chicago, announces release of new Knight Stereo Ensemble consisting of KN-734 deluxe 34-watt stereo amplifier and KN-120 deluxe stereo basic fm-am tuner. Ensemble may be placed on tabletop, bookshelf. Price: $244. Available from Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill.

RCA reports antenna shipments of six-section superturnstile to WDAY-TV Fargo, and uhf pylon ultra-gain to WICS (TV) Springfield, Ill., as well as 10-kw transmitter to KXAB-TV Aberdeen, S. D.

Raytheon Manufacturing Co., Waltham, Mass., reports release of two new products: L-band ferrite isolator and microwave ferrite switch. Isolator, model 1LH2, is constructed of half-height waveguide to reduce size and weight. Switch, model SXL1, provides minimum isolation of 25 db with insertion loss of 0.5 db (maximum). Data are available from Raytheon Manufacturing Co., Special Microwave Device Group, Waltham 54, Mass.

Air-Way Industries Inc., Toledo, announces sale of its vacuum cleaner division to Woodruff Inc. Other divisions of Air-Way, including White Products Corp. and Alumatic Corp. of America, are not involved.

Camera Equipment Co., N. Y., announces its appointment as exclusive distributor in East for Panavision Brightness Meter. Meter provides objective analysis of screen brightness, screen brightness distribution, brightness seen from side or balcony seat and determination of screen gain. Meter is of "visual comparison" type. Uses only single 1½ volt flashlight battery. Price: $97.50. Write to J. M. Kesslinger & Assoc., 37 Saybrook Place, Newark 2, N. J.

Ampex Corp., Redwood City, Calif., has shipped videotape recorders to WNHC-TV New Haven, Conn.; WSYR-TV Syracuse, N. Y.; WHDH-TV Boston, Mass., and WJRT (TV) Flint, Mich.

Wagg Forms Subsidiary

Alfred Wagg Pictures, Washington, has announced formation of International Information Inc. to expand the publicity, research and still and motion picture services of the parent company by assisting advertising agencies, international organizations, governments and public relations firms with overseas operations.

Firm analysts, familiar with local conditions, will direct and administer market analyses, sales programs, and special reports in areas where local facilities are not available. Relationships between governments and commercial firms will be coordinated through various communications media. The company is headquartered at 7801 Woodmont Ave., Washington 14, telephone Oliver 6-9466.

PROFESSIONAL SERVICE SHORTS

Arthur P. Jacobs Co., public relations, New York office is at 3 E. 54th St., Templeton 8-0730. Incorrect address and phone number of 40 E. 49th St. (Plaza 9-6272) given in BROADCASTING Sept. 15 are those of Rogers & Cowan Inc., formerly part of Rogers, Cowan & Jacobs Inc.

The Ritter Co. (dental and medical equipment), Rochester, N. Y., names Harshe-Rotman Inc., Rochester, for public relations.

W. F. Schrafft & Son (confectionaries), and **Audio Fidelity Inc.** (stereophonic records) appoint Robert S. Taplinger Assoc., N. Y., as public relations counsel.

Studebaker-Packard Corp., South Bend, Ind., retains Jim Moran Assoc., New York, Chicago, Miami and Hollywood, as product publicity counselor. **S. A. Skillman,** S-P v.p. and general sales manager, described appointment as part of "highly aggressive merchandising and marketing campaign" to support car manufacturer's 1959 program.

George Greif has opened his own personal management office at 9424 Dayton Way, Beverly Hills, Calif. Telephone: Crestview 4-7138. Mr. Greif will be joined by producer Sanford Scott as firm associate. Greif's clients include Billy Eckstine and The Kirby Stone Four.

Langworth Feature Programs announces another 17 radio stations have signed to carry its *Jim Ameche Show,* which is now heard in 15 states from Florida to Alaska, President John D. Langlois has announced. Station sales average 5½ hours per week. Syndicated tape package features Mr. Ameche as m.c. of "middle-of-the-road" popular music program on which he does all music introductions, promotion announcements and local commercials in addition to providing music.

Buffalo (N. Y.) Evening News began 16-page weekend section called Tv-Radio Topics Oct. 4. Color and large art will be featured along with complete weekly programs of more than 30 radio and tv stations in western New York, nearby Pennsylvania and Ontario. Wilbur W. Doeblin, assistant chief copy editor of *News,* will handle Tv-Radio Topics.

NLRB Starts Hearings On AFTRA VTR Plea

The National Labor Relations Board last Tuesday started to hear testimony in New York on a petition by the American Federation of Television & Radio Artists asking NLRB to hold a referendum among performers to select a single union to represent them in the videotape commercial field.

The hearing was conducted before NLRB Examiner John J. Carmody, who announced he would hear testimony and send the record to the board in Washington for a decision. Representatives of the Screen Actors Guild, the Screen Extras Guild and the three television networks made brief statements on opening day in opposition to the petition and asked that it be dismissed.

One surprising move was a statement from Guy Farmer, representing BBDO, J. Walter Thompson and Young & Rubicam, in which the agencies reserved decision on their position with respect to the petition. During a preliminary NLRB hearing on the subject early last summer, these agencies had opposed the petition.

Saul Pryor, trial counsel for AFTRA, contended that tape is a "revolutionary" concept that is new and said performers should have the right to select the unit that is to represent them. He claimed that the production of tape commercials involves "exactly the same techniques" as the production of live commercials.

AFTRA has jurisdiction over live and taped commercials produced at networks and stations, while SAG has jurisdiction over filmed commercials produced at studios. Its latest contract signed with film studios (agencies sign letters of adherence to the contract) grants SAG jurisdiction over taped commercials.

William Berger, counsel for the Screen Actors Guild and Robert Gilbert, counsel for the Screen Extras Guild, both pointed out that their unions have contracts with film producers, granting them jurisdiction over tape produced there and characterized AFTRA's petition as an attempt to "grab" control of the VTR commercial field.

The hearing is expected to continue through this week.

Union Chief Says He Will Stay At WCFL Despite Meany Edict

William A. Lee, president of the Chicago Federation of Labor and WCFL there, its independent radio outlet, plans to continue in that post indefinitely despite a dual-job edict from AFL-CIO president George Meany.

Mr. Meany had ordered Mr. Lee to resign either his CFL post or the presidency of Teamsters' Local 734 (Chicago bakery drivers union). Mr. Lee announced his decision Tuesday after a CFL executive board meeting in Chicago.

Earlier, Mr. Lee reported some CIO forces want him to quit one of his positions and there were indications that the CIO (which merges officially in Illinois with the AFL in Peoria Oct. 6) covets WCFL, regarded as one of the country's more profitable independent stations. The teamsters were expelled from the AFL and CFL last Dec. 6.

MGA, Hecht-Hill-Lancaster Sign; AFM to File 'Unfairness' Charge

Musicians Guild of America last week announced the signing of a collective bargaining agreement with Hecht-Hill-Lancaster, independent film producer, on the same terms as that between MGA and the major motion picture producers [PERSONNEL RELATIONS, Sept. 1]. AFM, accusing the guild of exercising bargaining rights it does not have, stated that it is filing unfair labor practice charges immediately and that "a sweetheart agreement of this type will not be allowed to stand."

Another twist was added to the tangled legal affairs of Hollywood musicians when Eliot Daniel, president of AFM Local 47 filed an affidavit charging prejudice that disqualified Judge Bayard Rhone of Los Angeles Superior Court from hearing the petition of five musicians for a permanent restraining order to prevent AFM from trying them on charges of dual unionism. Judge Rhone had issued a temporary restraining order and was to have heard arguments on the motion for a permanent injunction last Monday. The temporary order, still in effect, has halted a hearing of about 100 members of local 47, accused of joining MGA, by a committee of the AFM International Executive Board [PERSONNEL RELATIONS, Sept. 29 and 22].

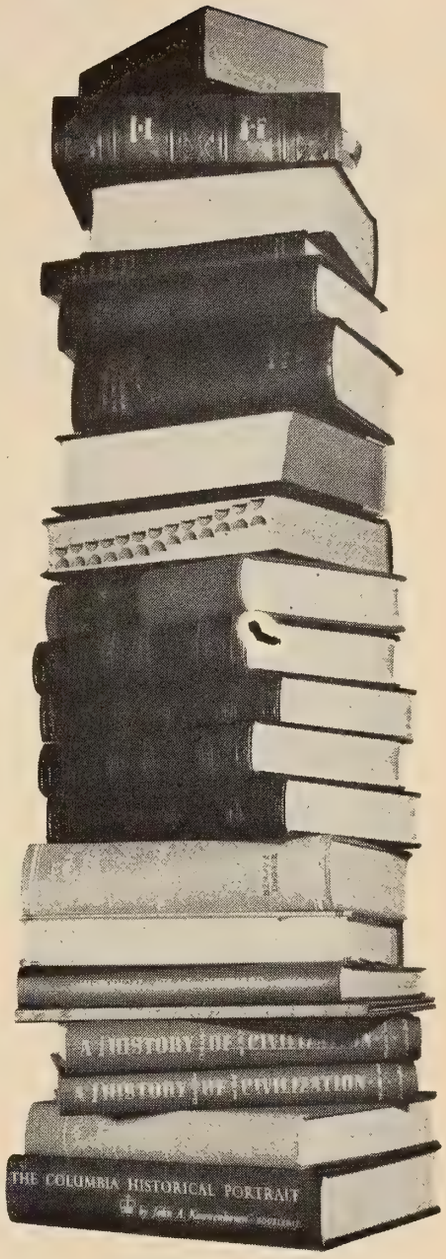
Also last week, the Los Angeles Superior Court dissolved a restraining order preventing AFM from interfering with the work opportunities of Cecil F. Read, chairman of MGA. Mr. Read said he had voluntarily withdrawn his legal action protesting his expulsion from AFM, but is retaining his suit for damages against that union.

Commenting on the court action, AFM president Herman Kenin said, "Read's dropping of the action concerning his expulsion is obviously a recognition of the rights of AFM to expel him for violating its constitution and bylaws.

"Perhaps the deepest significance of the removal of the injunction is the exploding of the promises Read has been making to musicians to extend similar protection to them if they will join him in breaking AFM union conditions. We regard this defeat for Read as a great victory for the principles of unionism, protection of union conditions, defense of contracts and validation of union constitutions and bylaws."

WGAW Adds $162,000 Residuals

Residual payments of $162,000 were collected during September by Writers Guild of America, West for its tv members, bringing re-run payments to $817,000 for the first nine months of this year, as against $343,000 for the entire year of 1957. John Schallert, tv contract administrator for WGAW, noted that the current high rate of collections of residuals would average about $1 million a year from now on.



It's Simply a Matter of Facts !

WOWO is the only single medium that effectively blankets a 56-county market.

WOWO reaches 2,285,720 people who buy over $2.5 billion worth of goods annually.

WOWO leads in every rating measurement in the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957



"JAXIE"

ROLLS OUT THE

RED CARPET

TO WELCOME

Kellogg

TO WFGA-TV's

GROWING FAMILY OF

PRESTIGE ADVERTISERS.

NBC - ABC

Represented nationally by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

IN PUBLIC INTEREST

PROMOTING SCIENCE • KQV Pittsburgh has launched a month-long "crash" campaign to inform local school students of the country's need for scientific manpower. Approximately 40 hours of program time covering 450 broadcast periods are being used. The informational series is directed to teachers and parents, as well as students.

VOTE BAIT • WGAR Cleveland has enlisted the aid of the mayors of 57 Cuyahoga County municipalities in a "get out the vote" campaign for the November elections, City officials have been informed that the city with the highest percentage of eligible voters going to the polls and voting will be presented a plaque for permanent community display. The winning municipality will also be the subject of a WGAR "salute" in a series of programs about its assets, growth and importance to the area.

INDUSTRYWIDE CHARITY • George Gobel has again accepted the campaign chairmanship of the annual charity fund raising campaign of the Radio, Television, Recording Advertising Charities (RTRA), which this year has a goal of $300,000 in behalf of eight major charities. Division chairmen include: John West, NBC, corporate gifts; M. J. Rockford, MCA, manpower; Emmett McGaughey, Erwin Wasey, Ruthrauff & Ryan, campaign promotion; Cy Pearson, Calif. Bank, allied industries; Dan Jenkins, TV Guide, publicists; Don Johnson, Lillick, Geary & Myers, law firms; Karel Pearson, NBC, talent agencies; June Kirkpatrick, Honig Cooper, Harrington & Miner, station reps; John Guedel, John Guedel Productions, business managers; J. Neil Reagan, McCann-Erickson, advertising agencies; Betty O'Hara, Dancer-Fitzgerald-Sample, production companies; Randy Wood, Dot Records, recording companies; Olan Soule, AFTRA, tv and radio artists; Jess Oppenheimer, writers; and Dick Woollen, KTTV (TV), tv film distributors.

FIRE AID • KLZ-TV Denver was swamped with offers of aid after reporting the plight of a family of seven whose home and possessions were destroyed by fire. Temporary residence, furniture, and other needs were furnished by viewers within 24 hours of the fire.

FUND TRAINING • WHTN-TV Huntington, W. Va., trained more than 900 Cabell-Wayne County United Fund volunteer workers with two early morning, hour-long telecasts.

SWINDLERS BEWARE • WSAI Cincinnati has a new service to help merchants avoid being swindled. When bad checks are being passed in the area, *Bad Check Alert* broadcasts complete details of the checks, and police descriptions of the person passing them.

BLOOD DONORS • WINS New York reported more than 40 pints of blood pledged in 15 minutes and donated within 24 hours after an appeal for blood to enable a three-year-old Long Island girl to undergo a rare heart operation.

MILESTONES

► Larry Payne, news director at WPON Pontiac, Mich., celebrated 25 years in radio Sept. 1.

► WBAP-TV Fort Worth, Tex., has celebrated its 10th anniversary.

► NBC Radio's *National Farm and Home Hour* commemorates its 30th anniversary during October. Allis-Chalmer Mfg. Co. (farm implements), Milwaukee, has sponsored the show for the past 14 years through Compton Adv., Milwaukee.

► Jerry Strong, WMAL-AM-TV Washington broadcaster received a new-term contract as a 25th anniversary present.

► KXOK St. Louis, observed 20th anniversary Sept. 19.

► WBZ-TV Boston has observed 10th anniversary.

► KSTL St. Louis has celebrated 10th anniversary.

► WCRB Waltham, Mass., has observed 10th anniversary.

► KDNT Denton, Tex., marks 20th year of broadcasting.

► WMC Memphis, Tenn., celebrated 20th year and 1,000th broadcast of *Young America Sings*. Sears, Roebuck & Co. has sponsored show since inception.

► WRC Washington celebrated 35th anniversary.

► CFQC Saskatoon, Sask., has marked its 35th anniversary.

► Ivan M. Miles, program director for WGST Atlanta, has marked his 20th year with station.



QUARTER CENTURY with NBC radio was marked by WIRE Indianapolis with presentation of anniversary plaque to Eugene C. Pulliam (c) owner of Indianapolis Broadcasting Inc., by Robert W. Sarnoff (r), NBC board chairman, and Matthew J. Culligan, executive vice president in charge of NBC radio network. Ceremonies took place in Mr. Sarnoff's office last month.

TV NETWORKS SALES AHEAD OF '57

Network tv gross time charges totaled more than $41.5 million in August, a gain of 6.8% over the same period a year ago, while for the January-August period, the total was over $365.6 million, a gain of 11.4%. The totals on billings, compiled by Leading National Advertisers-Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising.

Each of the networks scored increases in gross time sales, both for August and for the eight-month period. In August, ABC-TV increased 12.9%; CBS-TV, 6.3%, and NBC-TV, 5%. In the eight months, the respective percentage boosts were 24.8, 5.4 and 13.2.

CBS-TV, which in July suffered a slight setback because of several pre-emptions, was climbing upward once again in August. The network's billings had dipped into the $18 million level, lowest for the year, but in August had returned to a $19 million level. For ABC-TV and NBC-TV, however, August was the lowest billing month in the year.

Network Television Gross Time Billings

	August 1957	August 1958	% Change	Jan.-Aug. 1957	Jan.-Aug. 1958	% Change
ABC	$ 6,134,380	$ 6,923,735	+12.9	$ 52,578,094	$ 65,625,091	+24.8
CBS	18,240,823	19,383,736	+ 6.3	153,540,379	161,764,077	+ 5.4
NBC	14,473,677	15,202,021	+ 5.0	122,148,053	138,310,282	+13.2
Total	$38,848,880	$41,509,492	+ 6.8	$328,266,526	$365,699,450	+11.4

Month by Month—1958

	ABC	CBS	NBC	TOTAL
January	$9,168,609	$22,094,015	$18,344,111	$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July*	7,083,555	18,332,925	15,702,029	*41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492

*Figures revised as of 9/29/58

Lodge Makes Date With CBS Affiliates

Henry Cabot Lodge Jr., U. S. ambassador to the United Nations, will address the opening luncheon session of the CBS Radio Affiliates Assn. convention in New York Oct. 29-30, association President Charles C. Caley of WMBD Peoria, Ill., and CBS Radio President Arthur Hull Hayes are announcing today (Oct. 6).

Mr. Lodge has accepted an invitation to speak Oct. 29 at 1 p.m. at the luncheon at the Waldorf-Astoria's Starlight Roof. Dr. Frank Stanton, CBS Inc. president, will address the luncheon meeting Oct. 30.

Agenda for the two-day meeting was announced last week. Frank P. Fogarty of WOW Omaha, chairman of the convention committee, and affiliates chairman Caley predicted the meeting will be "one of the most important and interesting in the history of our association." It will be the association's fifth annual convention.

Mr. Hayes will greet the affiliates on opening day, and Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, will address the first afternoon session. The opening day also will include presentations by Louis Hausman, CBS Radio vice president in charge of advertising and promotion; John Karol, vice president in charge of network sales, and Howard Barnes, network programs vice president.

The annual banquet will be held the night of Oct. 29 with the network presenting an all-star entertainment program, officials reported.

The second day will consist of a closed session for affiliates, with network officials expected to be invited to answer questions.

The affiliates association's board of directors will meet on the day preceeding the convention to name a chairman, vice chairman and three directors-at-large for 1958-59.

In addition to affiliates, some 40 CBS Inc. and CBS Radio executives will be on hand for the convention.

Quiz Winners Claim Honesty

The Special Grand Jury in New York investigating tv quiz shows *Dotto* and *Twenty-One* continued to hear witnesses last week. A number of past contestants were heard. Two of them who had been on *Twenty-One*—David Mayer, a psychologist and a $47,500 winner last November, and Robert Leicester, a school administrator and

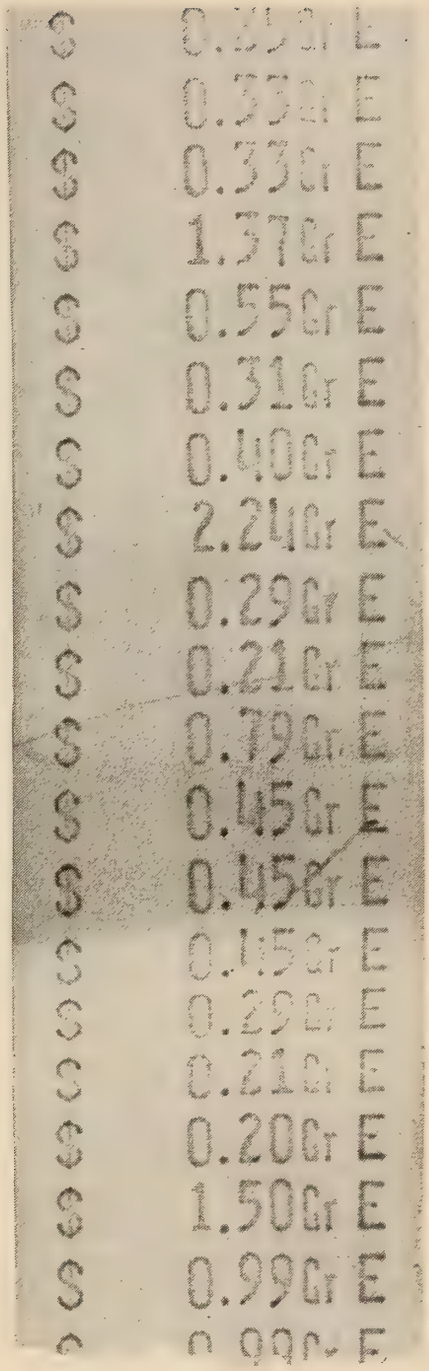
LINCOLN INCOME LIFE INSURANCE CO. BUYS MACKENZIE'S RAIDERS

On September 22nd we erred in the Mackenzie's Raiders ad that appeared in this magazine.

In reporting the Mackenzie's sponsors, a name other than that of the sponsor, **Lincoln Income Life**, appeared in the Oklahoma City and Louisville markets.

This is an error which we hasten to correct.

ZIV TELEVISION PROGRAMS, INC.



It's Simply a Matter of Sales!

Retail sales in metropolitan Fort Wayne totaled $281,916,000 in 1957. Retail sales in the area blanketed by WOWO, the 37th Radio Market, totaled over $2.5 billion, nine times as much!

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957



MUTUAL'S news and special events departments, through Hal Roach Studios, the network's parent, now have use of this new Convair plane. MBS President Alexander L. Guterma is pictured Sept. 27 alighting from the ship at Stewart A.F. Base, Newburgh, N. Y., when it transported Mutual's sportscasters and engineers to the Army vs. South Carolina football game. Name of ship, "Miss Bocaren," is derived from Mr. Guterma's children: Bobby (*Bo*), Carol (*car*) and Karen (*en*).

$48,500 winner in July—told newsmen they had no knowledge of alleged rigging.

Meanwhile, the tv quiz "Granddaddy," *The $64,000 Question*, scaled its ceiling on winnings back to its original $64,000 limit. At one time a winner could take away as much as $256,000.

RCA to Show Am-Tv Stereo

RCA has announced plans to stage a mass demonstration of stereophonic sound during a national simulcast of the *George Gobel Show* over NBC Radio and NBC-TV on Oct. 21 (8-9 p.m.). R. H. Coffin, RCA vice president, advertising, explained that sound from microphones on one side of the studio will be fed through the tv network audio system, while microphones on the other side will pick up the sound for the radio network. By placing an ordinary am radio approximately eight feet to the right of the tv set, the effect of stereophonic sound will be realized, he said.

NETWORK SHORTS

Keystone Broadcasting System has announced seven new affiliates for new total of 1,043 stations, according to Blanche Stein, station relations director. Newcomers are: KVON Napa, Calif.; WCLA Claxton and WTJH East Point (Atlanta), both Georgia; WANY Albany, KSRC Socorro, N. M.; KWRD Henderson, Tex., and KAYE Puyallup, Wash.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Peabody Awards Deadline Set

The U. of Georgia, administer of the George Foster Peabody annual radio-tv awards, last week reminded broadcasters of the Jan. 10, 1959, deadline for entries. Competition is in the seven categories: news, entertainment, education, children's shows, international understanding promotion, public service and writing. Winners will be announced at a Radio & Television Executives Society meeting in New York next April. Entries should be submitted to the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens.

BMI Plans Composer Awards

Broadcast Music Inc. will offer prizes totaling $9,250 to budding American and Canadian composers competing for student composer awards, BMI announced last week. The 1959 contest is the 7th annual composition race BMI has sponsored. With the 1958 awards—to be announced next June—the industry-supported music licensing organization will have granted an excess of $50,000 to develop new composing talent.

AWARD SHORTS

WNAR Norristown, Pa., honored by Gov. George M. Leader of Pennsylvania for its broadcast contribution to highway safety in state—continuous highway safety program. In making presentation to WNAR's Manager John M. Banzhoff, Gov. Leader cited safety record of Montgomery County in state which did not register single fatality over three major summer holidays.

Loyd Sigmon, v.p., KMPC Los Angeles, given Gold Mike Plaque by Southern California Broadcasters Assn. for his "exemplary leadership during two terms as chairman of the board of the SCBA."

Dinah Shore and husband **George Montgomery** have been named "Mr. and Mrs. American Citizen for 1958" by Los Angeles B'nai B'rith Lodge 487. NBC-TV singer and husband were chosen for "their consistent and energetic efforts in creating better understanding and tolerance among all peoples and in furthering American ideals."

Art Baker and his *Art Baker's Notebook*, KFI Los Angeles, given resolution by City Council of Los Angeles upon 20th anniversary of program. Council extended its congratulations for "outstanding community service" and wishes for continued performance of *Notebook*.

WFMT (FM) Chicago recipient of two awards—from Chicago chapter of Artists Equity Assn. for its *Fine Arts Guide* spotlighting artists' work and from Commerce and Industry Div. of Henry George School of Social Sciences, as "Company of the Month" for its "distinguished service."

Bob Emery, WBZ-TV Boston personality, m.c. of station's *Big Brother* children's program, awarded Citation of Merit by Na-



YOU MAY NEVER "NON-STOP" THE PACIFIC*—

BUT... You'll Make A Happy Landing In Kalamazoo-Battle Creek With WKZO Radio!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The WKZO Radio crew will navigate *sales* for you in Kalamazoo - Battle Creek every day and night, with an audience *43% larger* than that of the next station. The WKZO morning flight (6 a.m.-noon) averages as many passengers as the next *two* stations *combined*!

Make your reservations now — with Avery-Knodel — for a happy landing in Kalamazoo-Battle Creek and Greater Western Michigan.

**Marion "Pat" Boling did it from Manila to Pendleton, Ore. on August 1, 1958 — 6,979 miles!*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

SOLID HIT!

Brand-new half-hour film series built around sport with more active participants than any other game played in America. Over 25,000,000 men, women and children bowlers whose game expenditures are over *ten times* gate receipts of major league baseball.

BOWLING QUEENS

ABC FILMS, INC.

LAckawanna 4-5050
1501 BROADWAY, NEW YORK 36



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

AWARDS CONTINUED

tional Police Officers Assn. of America for his work to combat juvenile delinquency.

McCall's Magazine announces nominations for candidates for 1958 "McCalls awards to women in radio and television" will be open until Oct. 31. Publication's "Golden Mike" awards are given to woman broadcasters and executives in following categories: service to community, service primarily to women and service primarily to youth. In addition, award is made to "outstanding woman in radio and television" of year.

George Lewin, chief, Pictorial Engineering Office, Army Pictorial Center, L. I., N. Y., picked by Society of Motion Picture & Television Engineers to receive Samuel L. Warner Memorial Award for outstanding contributions to sound for motion pictures and Journal Award for outstanding paper published in Society's Journal during preceding year. Mr. Lewin is second man to receive two awards in one year.

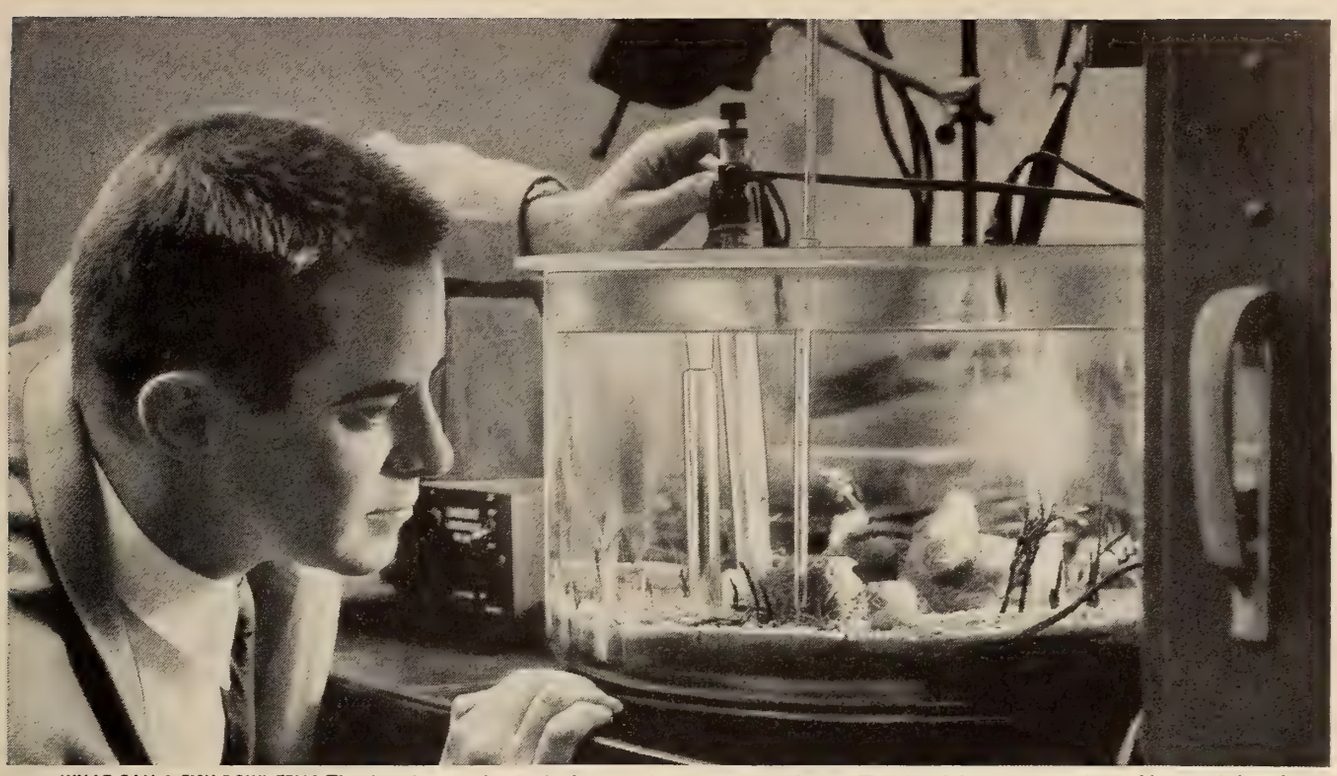
Los Angeles Sigalert System (partially developed by KMPC Los Angeles) was given Chevrolet "Safety Salute" at recent National Safety Council luncheon. Sigalert is broadcast alert system that has proved "invaluable" aid in informing public of disaster areas and in diverting traffic from congested spots.

Norman Knight, president of RKO Teleradio Pictures' Yankee Div., cited by Crevier-O'Shea (Comstock Foods) president Timothy O'Shea, with food firm's Comstock Merchandising Award. Citation was for "most outstanding promotion and merchandising of the pie filling on radio and tv in the entire country."

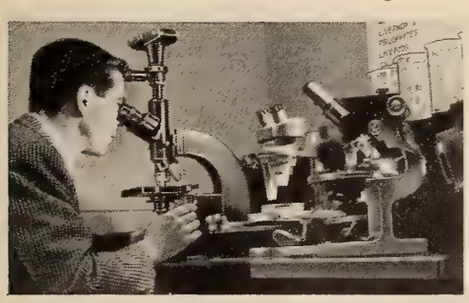
Charles Shaw, WCAU-TV Philadelphia news director, honored by Quaker City Lodge of B'nai B'rith for "consistently accurate and brilliant news reporting even in the face of grave personal danger" following his interview with General Raul Castro, brother of Cuban rebel leader Fidel Castro, and coverage of Cuban situation.

Voice of Democracy Contest announces that New Hampshire has been added to list of states in which broadcasters are sponsoring 1958-59 broadcast scripwriting contest. Voice of Democracy Contest is open to all 10th 11th and 12th grade students in all public, private and parochial schools throughout 49 states and District of Columbia. Awards include $1,500 college scholarship for top winner and free trip to Washington, D. C., for winner in each state. National sponsors are National Assn. of Broadcasters and Electronic Industries Assn. Veterans of Foreign Wars are cooperating in conducting contest.

WWL-TV New Orleans, La., has received citation from National Alliance of Television Service Assns. in "recognition of outstanding service and cooperation with local servicemen." Individual citations from NATSA were presented to Francis Jacob, chief of audio, Daniel F. Hynes, chief of video and Joseph E. Gros, chief of tv transmitter.



WHAT CAN A FISH BOWL TELL? The tiny plants and animals that grow in this "fish bowl" will be similar to those that grew in oceans fifty million years ago and more. The aim of this experiment is to add to man's knowledge of where to look for oil deposits. Pictured is Dr. F. G. Stehli.



HAY FEVER SUFFERERS may be interested to know that pollen is helpful—in the search for oil, that is. Here Dr. A. T. Cross studies traces of pollen in rock millions of years old to interpret underground formations. A comparatively new science, this study of ancient pollen opens previously explored areas to new examination.

THE SEARCH FOR OIL goes on in some of the most inaccessible regions in the world. And expensive, specially-built equipment like this "swamp buggy" is needed to overcome the obstacles of nature and to find more new oil every year than is taken out of the ground.

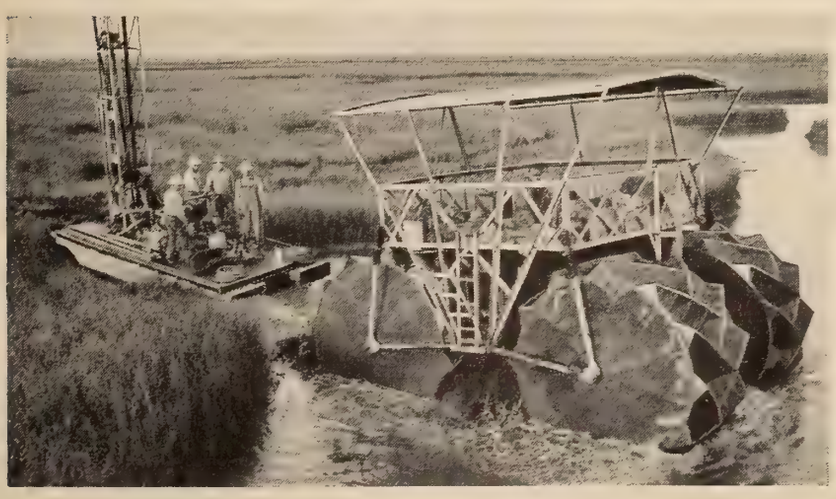
Time turned back 50 million years; Scientists seek new clues to oil!

Tiny marine plants and animals, very like those living when dinosaurs roamed the earth, are being grown today in a research laboratory.

In glass containers similar to fish bowls, scientists of Pan American Petroleum Corporation, a Standard Oil affiliate, have transplanted sand and sea water from an ocean shore line. Then, by controlling temperature, pressure and salt content, they have simulated the environment of plants and animals that grew 50 to 300 million years ago.

The chemical composition of the microscopic life that grows in the laboratory will offer more positive clues to the type of environment of ancient fossils; that is, whether the tiny animals lived and died in deep, shallow, or protected water.

This knowledge will help scientists to map ancient seas with greater accuracy, to pinpoint the location of prehistoric shore lines and barrier reefs where conditions were ideal for oil to form. Such knowledge will improve our ability to find oil in sufficient quantities to meet today's steadily increasing needs.



This is another example of the way research works at Standard and its affiliates to discover quicker, surer methods of finding oil, to keep the supply up and the price down.

As the result of such trail-blazing research work as the fish bowl project, America's proved underground reserves have grown larger, prices have remained reasonable, and America has been assured of an adequate supply to keep its defenses strong.

What makes a company a good citizen? One measure is a company's concern for the welfare of future generations. In our business, a "let-tomorrow-take-care-of-itself" attitude would be disastrous. Through research, we at Standard are working to make life more comfortable and secure for all—today and for the future.

STANDARD

STANDARD OIL COMPANY
(INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

CBC Board Holds First Meeting Under Newly-Established Limits

First meeting of the board of governors of the Canadian Broadcasting Corp. since legislation was passed recently establishing an independent Canadian broadcasting authority, is to be held Oct. 9 at Ottawa. The CBC board, which no longer has power to recommend new station licenses under the new legislation, will not hear any applications for new stations, but only for share transfers and power boost requests of existing radio and television stations.

Nine radio stations are requesting power boosts as follows:

CFAC Calgary, Alta., from 5 kw on 960 kc to 10 kw; CFJC Kamloops, B.C., from 1 kw to 10 kw day and 1 kw night on 910 kc; CJON St. John's, Nfld., from 5 kw on 930 kc to 10 kw; CHNS Halifax, N.S., from 5 kw to 10 kw on 960 kc; CFJR Brockville, Ont., from 250 to 1 kw day and 250 night on 1450 kc; CFPA Port Arthur, Ont., 250 w to 1 kw day and 250 w night on 1230 kc; CJRH Richmond Hill, Ont., to full-time operation from its present 500 w daytime on 1300 kc, with change to 1310 kc and power 1 kw day and 250 w night; CKRM Regina, Sask., from 5 kw on 980 kc to 10 kw day and 5 kw night; CKOM Saskatoon, Sask., from 5 kw to 10 kw on 1420 kc.

In addition, CKNX-TV Wingham, Ont., wants to increase from 20 kw video and 12 kw audio on ch. 8, to 90 kw video and 55 kw audio, with a directional antenna 793 feet above average terrain, and CJBR-TV Rimouski, Que., wants to up its power from 34 kw video and 19.4 kw audio on ch. 3 to 49.3 kw video and 28 kw audio, with a directional antenna 986 feet above average terrain.

CFRA-FM Ottawa, Ont., is applying for authority to operate a separate program service from CFRA Ottawa.

TAKE A GOOD LOOK AT THE GOOD LOOK STATION

WGAN-TV

CHANNEL 13

The Press Herald - Evening Express Station

NOW — your exclusive CBS Television Network affiliate in the BIG Portland, Maine, Market.

Represented by Avery-Knodel, Inc.

Rank Expected to Turnabout, Set Up Video Film Subsidiary

The (J. Arthur) Rank Organisation of Pinewood Studios (London, England)—which only few months ago insisted it would cut off theatrical films from tv—apparently has changed its mind. Reports from Great Britain (confirmed by Rank's U. S. representatives) have it that the studio is close to setting up tv film subsidiary. It's already partially in video field—owning one-third of Southern Television Ltd. (program producer and commercial station operator), Isle of Wight, along with Associated News Ltd. and Amalgamated Press Ltd.—as well as manufacturing interests (Rank Cintel Ltd. and Bush Radio Ltd.)

What made Rank change its mind? Nobody's talking but its annual report (issued in London a fortnight ago) speaks for itself. One page statistical breakdown with figures provided by theatre owners and the Post Office shows theatre attendance to have slipped from 1.1 billion tickets (in 4,709 theatres) in 1948 to 915 million tickets (4,194 theatres) last year. Conversely, tv set licenses have shot up to 7.5 million, of which 5 million were for sets equipped to carry Independent Television Authority's commercial telecasts. Rank tells its shareholders that at present rate of decline, theatre attendance should dip further to 700 million tickets by end of 1958.

Central Canada Broadcasters To Analyze Research Problems

Research will feature business sessions of the annual meeting of the Central Canada Broadcasters' Assn. at the Alpine Inn, Ste. Marguerite, Que., today and tomorrow (Oct. 6 and 7). Research methods have come under considerable criticism in Canada in the past year, and the largest regional association of independent stations hopes to be able to formulate standards as a result of this convention. These standards will then be brought before the annual meeting of the Canadian Assn. of Broadcasters next spring.

In addition to research, the CCBA expects to have leading U.S. broadcasters on hand for a discussion on practical operating and sales problems. Canadian Transport Minister George Hees is to be keynote speaker.

Coaxial Link In Next Decade Seen For British Commonwealth

A coaxial cable connecting the member nations of the British Commonwealth is to be built over the next 10 years, it was announced Sept. 24 at the Commonwealth Trade Conference held at Montreal, Que. The coaxial cable will be about 33,000 miles long and cost about $235 million, with bulk of it to be paid for by the United Kingdom government. Canada will undertake to pay about one-quarter of the cost.

The Commonwealth coaxial cable will permit a worldwide live network of television programs throughout the Commonwealth. It is being planned because of the success of the trans-Atlantic coaxial telephone cable now in use, which has proven more successful than expected. The worldwide coaxial cable is to be financed over a 20-year period.

COLORCASTS FOR WHOM?

Although Russia has indicated it will start colorcasting next year [INTERNATIONAL, Sept. 29], one U. S. broadcaster traveling in Europe notes that monochrome has not yet made very great inroads in the U.S.S.R.

John H. DeWitt Jr., president, WSM-AM-TV Nashville, who has returned from a tour of Czechoslovakia, Switzerland, Germany, Austria, France and Russia, observes that there were no tv sets in the Hotel Ucrina (Moscow's "newest and best") where he stayed. Had he discovered a tv receiver in the Soviet capital, Mr. DeWitt says, it would have to have been between 7-11 p.m. as "that's the extent of their schedule—and no competition, of course."

INTERNATIONAL SHORTS

Fremantle of Canada Ltd. has placed California National Production's series *The Life of Riley* in 11 more markets; *Medic* in additional nine, and *It's a Great Life* in eight more. Canadian Broadcasting Corp. for its tv network also purchased three CNP properties: *Gumby, The Adventures of Hiram Holiday* and *Panic!* Fremantle is CNP's distributor in Canada.

CKSO-TV Sudbury, Ont., plans to start 19 hours of telecasting daily early in October, first Canadian station to do so. Schedules are to start at 7 a.m. Previously station began broadcasting day at 12:30 p.m., operating to 1 a.m. Manager Wilf Woodill reports that films and kinescopes will be used during morning hours with live news, weather and sportcasts every hour. Telecasting will be in both French and English languages.

Bureau of Broadcast Measurement, Toronto, Ont., will hold fall survey for all radio and television stations in Canada Nov. 3-9. BBM has asked stations to "act in good faith" and not to put on unusual listener appeals during that week to affect survey accuracy.

Grey Adv. Co., N. Y., will open offices at Montreal, Que., before end of year to service Canadian Industries Ltd., Montreal (Terylene textile), account which it has recently obtained.

CJMS Montreal, Que., appoints Stephens-Towndrow as Toronto representative.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

delivers both—

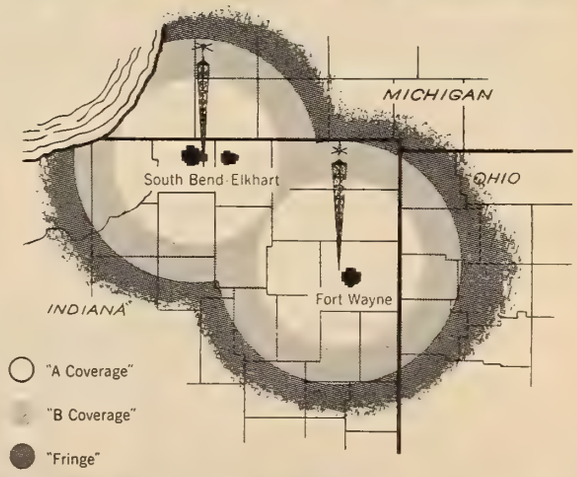
AT A 10% SAVINGS!

YOU NEED TWO TO RAKE UP in Indiana!



In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover *two* major markets —Fort Wayne and South Bend - Elkhart—with *one* combination buy which saves 10%. The coverage they get is *inside* coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly $3 Billion E.B.I.—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*



call your **H-R** man now!



wsjv 28 ABC — SOUTH BEND ELKHART

wkjg 33 NBC — FORT WAYNE

THE IMPACT OF EDITORIALIZING

- **It can build station's audience, new study shows**
- **Done well, it won't antagonize public or officials**

Editorializing pays.

The impact of opinion broadcasts is strong, bringing important results to stations, according to a 12-month survey conducted by the U. of Miami Radio-Tv-Film Dept.

Editorials arouse public opinion, influence officials and increase the size of the news audience, the university found.

The research project produced these significant conclusions:

• WTVJ (TV) Miami has disproved fears of displeasing the public, sponsors and public officials. These fears have deterred many broadcasters from editorializing.

• The interpretation of news is inspirational to the public and lends impetus for more curiosity about events. It provides the broadcaster with a vital new dimension of coverage.

• Editorializing enables the news operation, when backed by a solid staff and an accepted newscaster, to command the majority of news tuning for its area.

• Middle commercials are irritating.

The study was supervised by Sydney W. Head, chairman of the U. of Miami Radio-Tv-Film Dept. Over 40 trained student researchers interviewed 400 persons in an effort to learn the significance and effect of tv editorials on the life and thought of the community. The project was undertaken by Alvin Snyder, television news editor of the U. of Miami Radio-Tv-Film Dept., with the aid of a fellowship grant from the Kaltenborn Foundation.

Those interviewed were stratified by age, sex, education and income. The formula included content analysis of a sample of tv newscasts; structured interviews with news officials from each of the three tv stations under analysis, and observation of news operations.

WTVJ started editorializing Sept. 2, 1957. Ralph Renick, news director who later was promoted to vice president, includes the editorials in the last two or three minutes of his nightly state and local newscast.

The survey makes this observation about the impact of the editorials on tune-in: "Since initiation of the editorial the program rating, according to American Research Bureau, has doubled, giving it one of the highest ratings of any program, network or local, in town and indicating public acceptance of news with opinion." As vice president, Mr. Renick is regarded as the voice of management as well as the public voice of the station, the survey explains. He joined the station when it took the air in 1949. He writes all editorials himself.

Asked their reasons for watching the Renick program, the respondents gave these: Good newscaster, good voice, 25%; habit, 19%; editorial, 14%; more complete program, good coverage, 13%; precedes or follows popular program, 10%; convenient time, 9%; good film coverage, 4%; other, 2%; don't know, 4%.

The survey analysis showed the Renick program "has more definite appeal as respondents tune in less frequently for convenience or as a lark, which leads to a hypothesis that the editorial may perhaps lend more impetus for viewing than the respondent outwardly indicates." Only 3% of respondents voiced disfavor with the WTVJ editorials. The study adds, however, that there "is less criticism leveled at this newscast than at any other in town."

Besides arousing public opinion, according to the survey, the editorials have made local officials cognizant of popular public thought "and on numerous occasions these officials have made readjustments." Specific cases are cited.

The Ideal News Show

The survey offers "a profile of an hypothetically successful tv news operation." First of all, this operation would emphasize local news and give more complete news coverage. Some survey respondents contended trivial local news such as criminal offenses and accidents are unduly emphasized, adding they believe there is more important news.

"Quick" items were found to leave little impression and belief was voiced that stations should cut back on lesser news, programming in "more meaningful perspective" by covering fewer items in more depth. Brief items are not understandable on tv, it was explained.

Film should be used, according to the survey results, but with good judgment "so as not to sacrifice the news value of the item just for the sake of having something visual."

Frequent and middle commercials were described as "sources of irritation for respondents." A significant drop in recall was found for news items directly following middle commercials, leading to the conclusion that commercials should be presented at the start of the program and at the conclusion. This policy, it was felt, leads to greater acceptance of sponsor and more effective communication of information.

Respondents' comments indicated a loss of prestige for the newscaster who reads his own commercials. Programs having long-term personalities showed higher ratings regardless of the length of time the station has been on the air. Respondents indicated they built up a faith in long-term personalities and refer to them more frequently as "authoritative."

RAISING TUNE-IN

Editorializing was cited as one of major reasons why people watch the WTVJ (TV) news show which carries editorials. All respondents in the Miami survey were asked which tv news show they preferred. The 227 who said they preferred the WTVJ program were asked why they made that choice. Here are the principal reasons given and the percentage of respondents giving each:

Good newscaster, good voice	25%
Habit	19
EDITORIAL	14
More complete coverage	13
Precedes or follows popular show	10
Convenient time	9
Good film coverage	4
Other	2
Don't know	4
Total	100%

ASCAP Member Sues WLDB

Leroy and Dorothy Bremmer, owners of WLDB Atlantic City, have been sued by a music publishing firm on copyright infringement charges, the American Society of Composers, Authors & Publishers announced last week. ASCAP said DeSylva, Brown & Henderson, an ASCAP member, charged the station played four of its songs without authorization and asked the U. S. District Court for New Jersey for a restraining order and damages of at least $250 for each unauthorized performance, plus court costs and attorneys' fees.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

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98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City



Latest styles arrive early... on low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)	AIR EXPRESS Miles	Cost	YOU SAVE
OKLA. CITY to MINNEAPOLIS	714	$7.25	$1.25 to $6.89
NEW YORK to CEDAR RAPIDS	929	8.85	1.05 to 9.21
CHICAGO to SANTA FE	1123	10.45	1.30 to 10.54
L. A. to CORPUS CHRISTI	1347	12.85	2.55 to 11.39

Apply these typical examples to your shipping problems

To make a big splash in the market, manufacturers rush their swim suits to stores in hours—with Air Express. Save time and dollars, too! . . . Air Express, symbolized by the big "X," offers *you* the same high speed and low cost. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns. Prove it with a 'phone call.

AIR EXPRESS

GETS THERE FIRST** via **U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

DATELINES

Newsworthy News Coverage by Radio and Tv

CLEVELAND—Repeated police reports about a killing in downtown Cleveland aired by KYW-AM-TV there were attributed by the local homicide squad chief as being responsible for a man confessing to the shooting. The killing occurred at an intersection following a heated exchange between the occupants of two cars. For three days after the shooting the KYW stations broadcast the latest police reports on every newscast. After that time 19-year-old Alvanus Clark turned himself in to David Kerr, homicide chief. In an exclusive KYW-AM-TV interview Mr. Kerr revealed that the repeated reports convinced the confessed killer it was no use hiding any longer, according to the stations.

PHOENIX—KPHO in Arizona's capital reports its news wagon No. 4 was used by the military when communications in the area broke down due to a plane crash. An L-20 aircraft, taking off from nearby Papago Park airfield, struck a power pole and crashed with the loss of four lives. Johnny Green, KPHO's news director aired on-the-scene reports from the newscruiser and allowed military personnel to utilize the unit for their communications.

HURRICANE AREA—Stations in the path of hurricanes last week again proved of inestimable help to officials and public. Many outlets stayed on-air extra hours and sent staffers into danger areas to cover weather conditions.

Among the stations reporting their public services to BROADCASTING: WBTW (TV) Florence, S. C.; WNCT (TV) Greenville, WWOK and WBTV (TV) Charlotte, all North Carolina.

FORMOSA—John Raleigh, newscruiser operations head, WFIL Philadelphia, is in Formosa to report on the crisis there for Triangle Stations WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; WLBR-TV Lebanon, WFBG-AM-TV Altoona, and WFIL-AM-FM-TV, all Pennsylvania. His assignment is part of Triangle's expanded news coverage policy.

ALBUQUERQUE • ATLANTA • BALTIMORE
BANGOR • BAY CITIES • BIRMINGHAM • BIS
MARCK • BOSTON • BRISTOL • BUFFALO
CEDAR RAPIDS • CHATTANOOGA • CHEYENNE
CHICAGO • CHICO • CINCINNATI • COLO
RADO SPRINGS • COLUMBUS (Ga.) • COLUM
BUS (Ohio) • CORPUS CHRISTI • CLEVELAND
DALLAS • DAYTON • DAYTONA BEACH • DES
MOINES • ELKHART • EL PASO • ERIE
FORT MEYERS • FORT WAYNE • FRESNO
GRAND JUNCTION • GREEN BAY • HARLIN
GEN • HARTFORD • HOUSTON • INDIANAP
OLIS • JACKSONVILLE • JOHNSTOWN • KA
NSAS CITY • KNOXVILLE • LANSING • LOS
ANGELES • MEMPHIS • MIAMI • MINOT •
MONROE • NASHVILLE • NEW ORLEANS
NEW YORK • OMAHA • ORLANDO • OTTUM
WA • PEORIA • PETERSBURG • PHILADEL
PHIA • PHOENIX • PITTSBURGH • PORTS
MOUTH • PORTLAND (Ore.) • PRESQUE ISLE
PROVIDENCE • PUEBLO • QUINCY • RAPID
CITY • ROANOKE • ST. JOSEPH • ST. LOUIS
ST. PETERSBURG • SALT LAKE CITY • SAN
ANTONIO • SCHENECTADY • SCRANTON
SIOUX FALLS • SPRINGFIELD (Mo.) • TAMPA
TEXARKANA • TWIN FALLS • VALLEY CITY
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WILMINGTON

TPT SPOT NET

81% of all U.S. TV Homes are now covered by this new approach to SPOT television



DISCUSSING progress on a new tower for WIS-TV Columbia, S.C., are tower designer Furman L. Anderson Jr., (l) structural engineer of Kline Iron and Steel, Columbia, and Charles A. Batson, WIS-TV vice president and general manager. The 1,526-ft. tower will be the tallest man made structure in eastern America, it is claimed, and will increase station coverage from 29 counties to 57.

Meredith's Annual Statement Shows Broadcast Income Gains

Revenues of the broadcast properties of Meredith Publishing Co. totaled $10,514,762 for the fiscal year ended June 30, 1958 compared with $9,971,125 for the previous year, according to the company's annual statement. Total Meredith earnings were $49,720,636 in 1958 fiscal, a drop from the $53,071,711 a year ago. Broadcast revenues comprise 21% of the 1958 total.

The statement points out that broadcast income has been gaining steadily since the company entered the field in 1948. KRMG Tulsa, Okla., was purchased in December 1957 and Muzak was acquired for KCMO Kansas City. Other Meredith properties include WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb.; KPHO-AM-TV Phoenix, Ariz.; KCMO-TV Kansas City.

KWWL-TV Asks for Two-Way ID

Two Iowa tv stations, each covering the other's assigned city, have asked for dual-market identification.

KWWL-TV Waterloo asked FCC permission to identify itself as both a Cedar Rapids and Waterloo station. WMT-TV Cedar Rapids asked the Commission to allow it to identify itself as both a Waterloo and Cedar Rapids station.

WBPD Sets Nov. 3 as Target

Orangeburg, S. C., gets a third commercial am outlet when WBPD commences operations Nov. 3. Co-owners Clarence Jones and Gus Browning are general manager and technical director, respectively, WBPD also announced last week. The new daytimer, located at 144 Broughton S. W., is on 1580 kc with 1 kw.

Translator for Spencer, Iowa

A translator system for Spencer, Iowa, to rebroadcast the signals of Sioux City, Iowa, and Sioux Falls, S.D., is being planned by a local, non-profit corporation in Spencer, K&M Electronics Co. of Minneapolis has announced. The firm has signed a contract for Adler translator equipment to give three channel service to Spencer and Spirit Lake, Iowa.

WCBS-TV Announces Appointments To Metropolitan Sales Staff

Appointments to the newly-established sales staff of WCBS-TV New York (which until now used the services of CBS Television Spot Sales in the metropolitan area) were announced Thursday (Oct. 2) by sales manager Norman Walt. Representing WCBS-TV in New York on a local, regional and national basis:

Robert G. Baal, formerly sales service account executive at CBS-TV; Alfred Digiovanni, returning to CBS after three years absence—during which time he served at NBC sales development, WABD (TV) and WPIX (TV), both New York; Robert A. Innes, former Benton & Bowles timebuyer, and Tom Judge, another CBS returnee, having for the past 18 months been part owner and vice president of Closed Circuit Telecasting System Inc. and Westinghouse Broadcasting Co. national tv sales manager.

Also: Edward R. Kenefick, most recently

HOT COPY

WDXB Chattanooga decided to make the best of a "hot" situation by conducting a "fire sale." When an electrical fire in the studio offices temporarily disrupted the sales, copy and traffic departments of the station on Sept. 19, Steve French, station manager, offered advertisers 25% off rate card cost, provided that clients wrote their own copy and made delivery to the outlet. The offer was made for four days only.



Success assured . . . with *Ansco*

It's an awfully good feeling to inspect your footage and see clean, rich reds, fully saturated yellows and rich blues in every frame. And, as most smart cine men know, the new Ansco emulsions provide this ultimate in color quality.

Take Anscochrome Professional Camera Film Type 242 for example. Here is a film that is specifically designed to produce low contrast master reels of superb quality. Relatively fine grain and beautifully soft in rendition, Type 242 can be easily intercut with the exciting new Super Anscochrome emulsions.

Use Anscochrome Professional Camera Film Type 242 for all productions where the finest in versatility is needed. Use Super Anscochrome in available light situations (daylight or tungsten) where speeds of 100 are desirable.

YOUR SUCCESS WILL BE ASSURED.
Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation.

Ansco

Professional Motion Picture

COMMERCIAL, THEN A SHOT

A witness in a Des Moines homicide trial cited a commercial aired over KRNT-TV there as the basis for judging the time of the murder. The victim's neighbor testified that one of KRNT-TV's shows had just reached "the first commercial," when he heard a noise that "sounded like a shot."

a salesman at NBC; John McCrory, most recently assistant to the CBS-TV Spot Sales promotion director; James Osborn, salesman at CBS-owned WXIX (TV) Milwaukee, and Stan Schloeder, most recently with WABD (TV) New York as a salesman.

Other WCBS-TV sales appointments: Walter Stein, assistant research manager at CBS-TV Spot Sales, to WCBS-TV research and sales promotion director; William A. Morris, Procter & Gamble timebuyer at Compton Adv., to sales promotion manager, and Marion Hampden, sales service manager at CBS-TV Spot Sales, to commercial traffic manager.

KGMB Honolulu Stations Included In Giant $8 Million Hawaiian Deal

A syndicate of Oklahoma City oilmen and financiers have arranged to buy Consolidated Amusement Corp., 75% owner of Hawaiian Broadcasting System Ltd., for in excess of $8 million, it was announced last week. This is considered the largest, single corporate transaction in the history of Hawaii.

Consolidated Amusement Corp. owns 18 movie houses in Hawaii and large tracts of real estate in addition to its broadcast holding. Hawaiian Broadcasting System Ltd. is the licensee of KGMB-AM-TV and its satellites, KHBC-AM-TV Hilo and KMAU (TV) Wailuku. The other 25% of Hawaiian Broadcasting is owned by the *Honolulu Star-Bulletin*.

The Oklahoma City group, under the name of Hialand Development Corp., comprises Arthur L. Wood, a certified public accountant, president; Felix Simmons, Ardmore, Okla., banker; Kenneth E. McAfee, attorney; A. C. Martin, oil; John W. Nichols, oil; Eugene Jordon and Robert B. Bowers, transportation and oil; Thomas Walsh, Shawnee, Okla., banker; Lloyd W., C. Dale and Claire M. Miller, McPherson, Kan., construction company owners.

The transaction must be approved by 75% of the present stockholders of Consolidated Amusement Corp. It is hoped that this can be accomplished by Nov. 1, it was reported, after which application will be made to the FCC for approval to the transfer of control of the radio-tv stations. It is hoped the new owners can take over by Jan. 1, it was stated.

Mr. McAfee said that no change in the management or the personnel of the broadcast stations is contemplated. J. Howard Worrall is president-general manager of Hawaiian Broadcasting System Ltd. and vice president-director and largest single stockholder (3.5%) of Consolidated Amusement.

WLS Chicago Ownership To Remain Unchanged

Some trade reports to the contrary, American Broadcasting-Paramount Theatres Inc. has no option to purchase *Prairie Farmer's* interest in WLS Chicago and the station is not being "dressed up" as a prelude to being sold, Glenn Snyder, station manager, emphasized last week.

Mr. Snyder expressed his views in a letter to Chicago editors, protesting trade paper stories he claimed are "entirely contrary to fact."

Said Mr. Snyder: "Let me say definitely that [AB-PT] who is our fellow stockholder in WLS, has not now, nor have they ever had, any option to buy *Prairie Farmer's* interest in WLS. There is the customary agreement that if either party desires to dispose of their interest, the other is given first refusal. As an officer of the corporate licensee of WLS for some 25 years, I can say most specifically that no such desire has been expressed on the part of either of the parties concerned." AB-PT and WLS Inc. each own 10,000 shares of common stock in the station.

LONG & SHORT OF IT

Installation of KHJ-TV Los Angeles' Ampex videotape recorder means more work for the station but less for one of its sponsors.

A local automobile dealer, Yeakel Bros., is putting its $350,000 annual broadcast advertising budget into KHJ-TV's VTR as the brothers, who always present their own commercials, find they can tape a week's supply of spots in one day at the studio. KHJ-TV has scheduled a total of 29 extra air hours weekly to air its backlog of movies in which the taped commercials are played back.

STATION SHORTS

KTBC Austin, Tex., has begun 24-hour programming.

KPIX (TV) San Francisco has announced gift of $4,000 to KQED (TV) San Francisco to help buy necessary equipment to increase power of educational station. KPIX, Westinghouse television station, was first donor.

KTWO-TV Casper, Wyo., has doubled tv schedule by starting programming at 7 a.m. New rate card establishing class C time became effective with new hours.

WDEV Waterbury, Vt., has increased daytime power from 1 kw to 5 kw.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KGMB-AM-TV HONOLULU, T. H. • Sold to Hialand Development Corp. of Oklahoma City, Okla., by Consolidated Amusement Co. as part of a more than $8 million package deal, including theatres, real estate and other broadcast properties (see story, at left). KGMB-TV is on ch. 9 and is affiliated with CBS. KGMB is on 590 kc with 5 kw and is also a CBS affiliate.

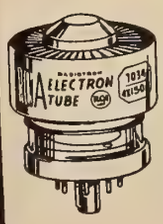
KWIP MERCED, CALIF. • Sold to a group headed by Maxwell Hurst, formerly comptroller of WATV Newark, N. J., by Joseph Gamble Stations Inc. for $141,500. The sale was handled by Allen Kander & Co. KWIP is on 1580 kc with 500 w, day.

WPAX MONTGOMERY, ALA. • Sold to Ralph M. Algood and Grover Wise, who also own WDNG Anniston, Ala., by Thomas A. Martin and Walter Knabe for $125,000. The sale was handled by Blackburn & Co. WPAX is on 1600 kc with 1 kw and is affiliated with ABC and MBS.

WSKI MONTPELIER, VT. • Sold to Daniel Ruggles III, commercial manager of WCCM Lawrence, Mass., by a group headed by E. E. Erdman for $105,000. The sale was handled by Allen Kander & Co. WSKI is on 1240 kc with 250 w and is affiliated with ABC.

KPLT PARIS, TEX. • Sold to Ron C. Litteral, who also owns KGKB Tyler, Tex., by Boyd Kelly and Lewis O. Seibert, for approximately $83,000. Blackburn & Co. say most specifically that no such desire has been expressed on the part of either of the parties concerned." AB-PT and WLS Inc. each own 10,000 shares of common stock in the station.

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IMMEDIATE DELIVERY ON
RCA 7034 ←

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.



See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

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NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Why do diabetic doctors live longer than other diabetics?

Anyone who develops diabetes can take hope from the personal experiences of doctors who have the disease. They have proved that by strict adherence to treatment, they can live almost as long and as actively with the disease as without it.

When mild diabetes is discovered early, it can often be controlled by diet alone, or by diet and exercise. In other cases, a combination of insulin, diet and exercise may be required.

New compounds, taken by mouth, appear to be beneficial in selected cases, usually those who have mild diabetes which developed after age 40. Their use, however, requires strict medical supervision . . . and their true place in diabetes treatment awaits further study.

Anyone at any age can develop diabetes, but your chances of doing so are increased . . . *if you are overweight; if diabetes has occurred in your family; if you are between the ages of 40 and 65.*

Today, about one million people in our country have diabetes and are getting treatment. Another million Americans have the disease, but are completely unaware of it. This is because diabetes, early in its course, causes no noticeable symptoms, and may not until it is well advanced.

So, everyone should have periodic health examinations, including simple tests for diabetes. And no one should delay seeing the doctor if any of the following common symptoms of diabetes should occur . . . *weight loss despite constant hunger and excessive eating, increased fatigue during normal activities, excessive thirst and frequent urination.*



If diabetes is found, the usual reward for obedience to the doctor's orders is added years of comfort and of life. Doctors know this . . . and that is why those of them who have diabetes live longer than other diabetics.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

handled sale. KPLT: 1490 kc with 250 w.

WRNB NEW BERN, N. C. • Sold to William W. Jefferay, formerly vice president and general manager of KXLW St. Louis, by WBOF-TV Inc. for $80,000. The sale was handled by Paul H. Chapman Co. and Howard S. Frazier Inc. WRNB is on 1490 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 108.*

WRRR ROCKFORD, ILL. • Sold to Radio Rockford Inc. by Rock River Broadcasting Co. for $246,000 plus payment of $80,200 over a five-year period to certain stockholders of assignor as consultants. Radio Rockford is owned by the *Kankakee Daily Journal,* licensee of WKAN Kankakee, Ill. WRRR is on 1330 kc with 1 kw, day, directional antenna.

WBRK PITTSFIELD, MASS. • Sold to Kingston Broadcasting Corp., WKNE Corp., Robert T. Colwell, W. A. H. Birnie and Luette S. and Joseph K. Close by Leon Podolsky and others for $500 and $214,500 in loans. New owners have interests in WKNE-AM-TV Keene, N. H., WKTV Brattleboro, Vt., and WKNY-AM-TV Kingston, N. Y. WBRK is on 1340 kc with 250 w and is affiliated with MBS.

WMMA MIAMI, FLA. • Sold to Stephany Wyszatycki, wife of Leon Wyszatycki (WWOL-AM-FM Buffalo, N. Y.) by Frieda Broadcasting Corp. for $175,000 plus agreement that assignor not compete for five years. WMMA is on 1260 kc with 5 kw, day, directional antenna.

KOPY ALICE, TEX. • Sold to Leon S. Walton by Jules J. Paglin and Stanley W. Ray Jr. for $150,000. KOPY is on 1070 kc with 1 kw, directional antenna night.

WSHE SHEBOYGAN, WIS. • Sold to Central States Broadcasting Co. by Lake Shore Broadcasting Co. for $80,000. Central States' president, William E. Walker, has interests in WMAM-AM-TV Marinette, WBEV Beaver Dam, both Wisconsin, KCLN Clinton, Iowa, while other stockholders have interests in WBEV and KCLN. WSHE is on 1330 kc with 1 kw, day, and 250 w, night, and is affiliated with ABC.

KRTV (TV) GREAT FALLS, MONT. • Sold to Snyder & Assoc. (Dan Snyder, president) by Robert R. and Francis N. Laird for $65,680. KRTV is on ch. 3.

KBYE OKLAHOMA CITY, OKLA. • Sold 54% to Mrs. Bernice L. Lynch, mother of Mike Lynch, manager of the station, by Glenn G. Griswold and RAB President Kevin B. Sweeney for $2,700. KBYE is on 890 kc, 1 kw, day, with ABC.



EDUCATION

NBC-TV Continental Classroom Commences in 300 Schools Today

More than 300 colleges and universities throughout the U. S. will carry NBC-TV's *Continental Classroom* college course in atomic age physics, planned for high school science teachers for credit toward graduate degrees. The telecasts start today (Oct. 6) from 6:30-7 a.m., Monday through Friday, until next June.

Dr. James R. Killian Jr., special assistant to President Eisenhower for science and technology, is launching the project. He is guest on today's premiere. Dr. Harvey E. White, teacher and author of physics textbooks, is principal instructor of the course.

ETV Comes to Southwest Indiana For Year's Trial Over WTVW (TV)

The Southwestern Indiana Educational Television Council began regular etv programming over WTVW (TV) Evansville, Ind., this month.

Half the $150,000 cost to conduct the 12-month experiment will be met by the council, composed of Southwestern Indiana Superintendents Assn. members; the other half was contributed by the Ford Foundation's Fund for the Advancement of Education.

Apart from the 11,000 students in 16 schools who see the programs daily, the etv sessions may be watched by viewers at home. WTVW makes studios and equipment available to the council on school days between 8 a.m.-noon on a cost basis.

WBTV (TV) Gives ETV Half-Hour

WBTV (TV) Charlotte, N. C., has begun participation in "The North Carolina In-School Tv Experiment," a local hookup originating at WUNC-TV Chapel Hill, N. C. WBTV is contributing the Monday through Friday 9-9:30 a.m. slot for a course on American History that will be seen by students in 17 Charlotte high and junior high schools as well as home viewers. More than 1,000 students are taking the subject for high school credit.

EDUCATION SHORTS

WMCA New York, in association with New York U., presents *America's Literary Heritage,* program on literature, each Tuesday (8:05-8:30 p.m.).

City College of New York (Baruch School of Business and Public Administration) offers new graduate course in advertising research this fall.

U. of Georgia has initiated use of closed circuit tv in its Henry W. Grady School of Journalism and College of Business Administration. Accounting course is offered simultaneously to both schools through use of tv.

California Western U., San Diego, and **XETV (TV) Tijuana, Mex.** (San Diego), have combined to present educational tv over XETV with Monday-Friday *Cal Western Hour.* In future curriculum it is planned that both Spanish and English will be taught on program.



THREE female "vampires" strolled the streets of New York recently to celebrate the debut (Sept. 22) of Zacherley as host of *Shock Theatre* on WABC-TV New York, and the premiere of its *Son of Shock* series which started Oct. 2. The street promotions included three models, dressed as ghoul girls in black leotards and opera capes, wigs and white make-up, who toured Manhattan and Queens handing out buttons which read "I Like Zacherley"—Channel 7—"Shock Theatre." Following each girl were men carrying signs with similar announcements, topped by a raven. Zacherley delivered gifts of gnarled monster hands to be worn as gloves to timebuyers and account executives in the city's major agencies. WABC-TV also plans to issue membership cards for viewers who join the station's official "Shock Club."

CBS Films 'Televisit' Guests

A half-hour film was produced by CBS Newsfilms of the 49 housewives-newspaperwomen from 49 states, who visited New York City for a week from Sept. 13-20. They were guests of CBS-TV as part of "CBS Daytime Televisit Week" [PROGRAMS & PROMOTIONS, Sept. 15].

The film is being sent to the local CBS-TV affiliate, which sponsored the event in association with the hometown newspaper and CBS-TV for telecast this week. The film covers over-all shots of activities during the week and a one-minute closeup of each woman reporter, inserted in the film footage intended for her local tv station. One sidelight was that KDKA-TV Pittsburgh sent out a crew to the home of Mrs. Joan C. Guldenschuh of Wexford, Pa., a distaff reporter in New York that week, and expected to see dishes piled up in the sink and dust under the rugs. But everything was spic and span. The footage was used on the station.

WTVH (TV) Films L. R. Report

Mobile newsreel coverage of a national news story is claimed by WTVH (TV) Peoria, Ill., with a filmed report of racial integration developments in Little Rock, Ark. The station dispatched George Ray, editorial associate, and Jack Bradley, chief photographer, to Little Rock the past fortnight, together with its mobile newsreel unit comprising a camera with 600 ft. of sound-on-film and a Fairchild 16mm rapid developing machine. Films were photographed, processed and flown to Peoria and carried by WTVH on the same day. Commentary by Mr. Ray was included with the film report. Harold V. Phillips, general manager of WTVH, noted that local viewers thus could "associate a local tv newsman with the scene of a national news story" and that it was the first time a Peoria newsreel unit had participated in such a story.

KFEQ-TV Extends Appreciation

KFEQ-TV St. Joseph, Mo., which started telecasting Sept. 27, 1955, last month celebrated its fifth anniversary by sponsoring a free water show and a "Night on the Town" promotion.

More than 10,000 persons attended the performance of Tommy Bartlett's water ski group, held at a local lake. The show was promoted by on-air announcements and contests on three KFEQ-TV programs. For the station's second birthday event, names and addresses, taken from area telephone books, were flashed on the screen at frequent intervals. Viewers who called within 30 minutes after their names appeared won dinners for two at a local restaurant and two tickets to a theatre.

Skyscraper Gets KCBS Treatment

Crown-Zellerbach is building a skyscraper in downtown San Francisco and KCBS San Francisco's Jane Todd naturally thought it might be a good idea to broadcast right from the site of the rising building. So she did. KCBS reports that their "Jane," a young woman "with many 'firsts' to her credit," recorded one of her afternoon shows from the sixth floor of the construction last month, interviewing officials of Crown-Zellerbach, the architectural firm which designed the structure, and members of the building firm erecting it.

WADK Spurs Welcome for Yachts

A last minute celebration for the American Cup winner, the *Columbia,* was spurred by WADK Newport, R. I., and its news director Gerry Nevins on his public opinion forum program (12-1:30 p.m.) Sept. 26. Mr. Nevins suggested that residents turn out to welcome the winning vessel and the vanquished *Sceptre* when the yachts returned later that day to their moorings in New-

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

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YOUR NEW CBS BASIC is

The SELLibrated (and only full powered) station in the

GOLDEN VALLEY

(Central Ohio)

WHTN TV

CHANNEL 13

Huntington-Charleston, W. Va.

serving 4 states and 5 prime cities

A COWLES OPERATION

Get the dollars and cents story from Edward Petry Co., Inc.

HOTEL New Weston

MADISON AT 50TH

English Lounge

Meeting place of show business

So close at hand So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL Berkshire

MADISON AT 52ND

Barberry Room

Where the celebrities go after theatre

KNOTT HOTELS

port. The city of Newport offered fire apparatus for water displays, sirens and police assistance. The mayor and city manager greeted the returning yachts from aboard the harbormaster's boat. The U.S. Navy was contacted and offered to send tugs to the harbor. An estimated 15,000 persons were on hand at 4 p.m. when the yachts returned to the harbor. WADK broadcast reports of the reception with its mobile unit.

WGN-TV Starts Color Tv Series

A presentation of classic and contemporary books for children forms the basis for a new color television series sponsored by Marshall Field & Co. on WGN-TV Chicago. Entitled *The Storyteller*, the nightly children's program features Val Bettin as narrator, and original illustrations to dramatize his readings. The "Storyteller" actually is a book-end figurine which comes to life on tv. Jim McGinn, tv producer at DePaul U., handles production for the Chicago department store and WGN-TV.

RAB Brochure Tells How to Win

A new Radio Advertising Bureau brochure, entitled "Win the Election With Radio Advertising," which outlines how political candidates can better their chances of winning the election through use of radio, is currently being distributed to RAB members.

Welk Show Stereocasts Expanded

ABC-TV and ABC Radio stereocasts of *The Plymouth Show, Starring Lawrence Welk* (Wed., 7:30-8:30 p.m.), first launched Sept. 10 in five cities and later extended to seven, was expanded on Oct. 1 to 75 cities through the networks' facilities. Stereophonic effect is through fm audio in tv transmission and am radio. Its extension is the result of critical and Plymouth dealer acclaim, ABC noted, citing good test results reported by Jack W. Minor, assistant general manager, Chrysler Corp.'s Plymouth division. On radio, the program is on entire network (190 additional cities). Grant Adv. is Plymouth's agency.

WHTN-AM-TV Features Education

WHTN-AM-TV Huntington, W. Va., is utilizing its facilities for educational purposes on two levels, according to recent reports from the stations.

WHTN last week began a new current events series designed to "stimulate junior and senior high school student interest in contemporary affairs." The lectures are under the supervision of Marshall College, and *The Huntington Advertiser* will publish background articles on the subjects to be covered.

Also last week, WHTN-TV helped to train 900 United Fund volunteers in their own homes in preparation for their October collection campaign. The program was designed for fund workers but the general public was also able to learn more about the needs of the general United Fund at the same time, according to WHTN-TV.

WHYY-TV Resumes Russian Course

Non-commercial, educational station WHYY-TV Philadelphia will launch Russian language lessons this Wednesday (Oct. 8) at 3 p.m. The weekly, half-hour series of lessons for all ages is sponsored jointly by the Philadelphia Board of Education and the U. of Pennsylvania. Evening language lessons were presented last summer under the same university instructor, Dr. Anna Pirscenok. WHYY-TV will furnish study guides for viewers.

WMNI Covers Airport Dedication

The dedication of the new airport terminal building at Columbus, Ohio, was covered in a 4½-hour broadcast Sept. 21 by WMNI Columbus, the only station to broadcast the entire ceremonies, according to WMNI. In addition, WMNI described an air show following the dedication. Activity coverage was provided from three locations: Neil Collins was stationed at ground level with a mobile unit to cover the airport's apron area; News Director Ken Ellis described aerial displays from the building's 10th floor cat-walk, and John Piet served as "central control" operator on the ninth floor to coordinate switches between remote locations.

Ad Congratulates Rival Station

A newspaper ad in the *Rochester* (N.Y.) *Democrat and Chronicle* Sept. 22 was used by WVET Rochester, to congratulate another Rochester radio station, WBBF, for being rated the No. 1 Rochester station for the third straight month, according to C. E. Hooper surveys. The congratulatory announcement was signed "from WVET . . . now No. 2 and climbing like a rocket." The ad included a plug for WVET, as well, by showing pictures of four of its personalities and their program time segments.

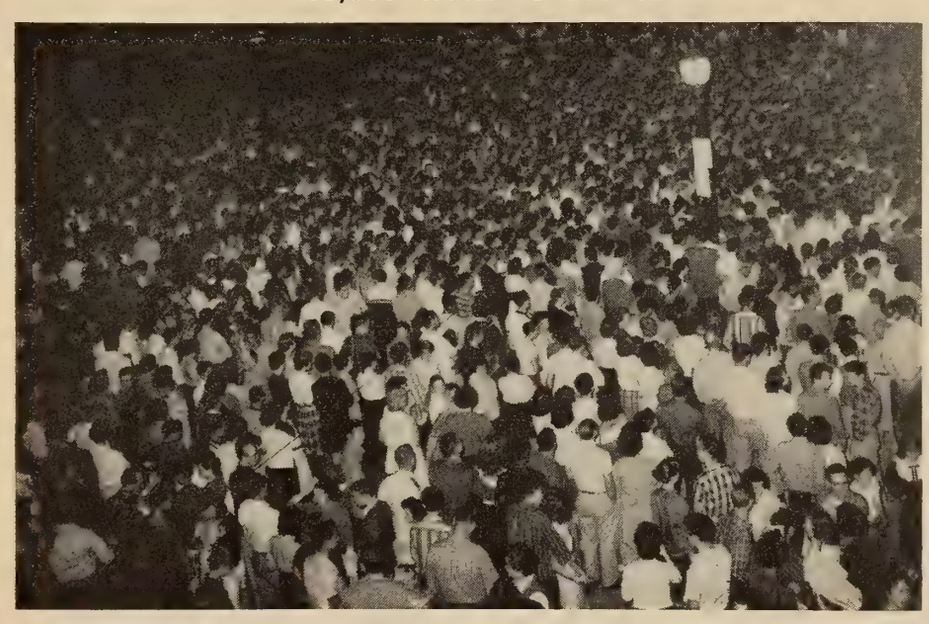
KOCO-TV Previews Doctors

KOCO-TV Enid-Oklahoma City held a dinner party and sneak preview of ABC-TV's *Donna Reed Show* on Sept. 21 for Oklahoma City pediatricians and their wives in order to get their criticisms of the series in which Donna Reed stars as the wife of a pediatrician. Guests, including 20 Campbell soup (sponsor of the program) representatives and their wives, were asked to answer four questions following the showing of the pilot film. According to KOCO-TV, their comments indicated that the show would have a successful season.

WCPO D.J. Has Special Day

Bill Dawes, WCPO Cincinnati d.j., was honored by the city of Cincinnati Sept. 24 when Mayor Donald D. Clancy proclaimed the day as "Bill Dawes Day in Cincinnati" in recognition of Mr. Dawes' 20th year of broadcasting in the city.

35,000 CAME TO DANCE



A police-estimated crowd of 35,000 turned out Sept. 26 for WBZ Boston's Good Neighbor Block Party, staged to help the Brockton (Mass.) Old Colony Assn. For Mental Health.

For three weeks prior to the party WBZ invited listeners to suggest how money raised by a block party could best be spent to benefit a community. More than 2,000 replies came from listeners throughout New England requesting WBZ to hold the event in their neighborhood for a local organization. Each day five listeners were awarded phonograph albums.

It was decided that the funds raised by the party would go toward the $100,000 the Old Colony Assn. is raising to construct a mental health center in nearby Brockton. On-air announcements, interviews with Brockton's mayor and citizens and newspaper ads were used to publicize the event.

On the day of the party, declared by the mayor as "Founders Fund Day for the Child Guidance Clinic," Legion Parkway was roped off and a bandstand constructed. Lester Lanin's band with guest stars Jerry Vale and Joni James, services donated by WBZ, played and sang for the hordes of dancers in the Parkway (see cut).

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. RAIDT

ROBERT RAIDT resigns as account executive with McCann-Erickson to join Monroe F. Dreher Inc., N.Y., as v.p. in charge of merchandising and member of plans board. Mr. Raidt was formerly director of advertising for Bayuk Cigars Inc., Philadelphia.

HUGO HAMMER, art director, Dozier-Eastman & Co., L.A., named v.p. and will continue to supervise art and production departments as well as assume increasingly important role in client contact and account supervision activities. **PHIL D. McHUGH,** president of McHugh Adv. Inc., joins Dozier-Eastman as v.p., bringing with him all McHugh accounts, majority of which are in consumer field.

JOHN E. MARTIN, copy chief, BBDO Minneapolis, elected v.p.

ERNEST W. EVERSZ, formerly v.p. and associate copy director at Leo Burnett Co., Chicago, rejoins Foote, Cone & Belding, Chicago, as v.p. and copy director.

ROBERT L. MOORE JR., head of Sheraton Corp. of America's public relations division for past three years, and former television producer, named v.p. of Sheraton Central Credit Club Inc.

GERTRUDE BROOKS, previously copy group supervisor, Grey Adv., to Dancer-Fitzgerald-Sample, N.Y., in same capacity.

DONALD H. WALLACE, previously with Tatham-Laird Inc., as tv writer-producer, joins Clinton E. Frank Inc., both Chicago, in newly-created post of tv and copy supervisor. **JOHN D. KENNER,** formerly with Waldie & Briggs, Chicago, to Clinton E. Frank as account executive on Fort Howard Paper Co. account.

DON OSTEN, formerly chief space buyer at Gardner Adv. Co., St. Louis, promoted to media group supervisor. **WILLIAM A. LAHRMANN JR.,** assistant media group supervisor, named chief space buyer.

ROBERT J. GILLEN JR., formerly with J. M. Mathes Inc., N.Y., handling Northam Warren Corp. and Economic Labs accounts, to Hazel Bishop Inc., N.Y., as station relations manager, coordinator of advertising and merchandising.

HARVEY J. COMITA, formerly with Anderson-McConnell Adv., to Kenyon & Eckhardt, both Los Angeles, as research manager.

JOHN BERGLAND, formerly with Burke Dowling Adams, Inc., joins Charles Bowes Adv., both Los Angeles, as production manager.

DON STOTTER, producer-director for past eight years at WHIO-TV Dayton, Ohio, resigns to form own advertising firm, Don Stotter Adv. Address: 333 W. First St., Dayton. Mr. Stotter was formerly announcer with WING and WONE, both Dayton.

JOHN E. McCULLOUGH, formerly tv art director for Doyle Dane Bernbach, N.Y., joins W. B. Doner & Co., Philadelphia, as art director.

JOHN F. McDANIEL, formerly general manager of sales and distribution at Hotpoint Co., Chicago, appointed general sales manager of new division-wide sales department. He will be responsible for sales of all products (appliances, tv receivers, etc.) to distribution and coordination of advertising, merchandising, promotion, product service and training plans. **C. C. GRAMER,** formerly manager of distribution planning, named manager of market development. **J. A. CARLSON** appointed manager of tv sales planning.

WILLIAM M. CAMPBELL, formerly with Certified Grocers of California as assistant advertising manager, to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan Inc. as senior merchandising executive and member of merchandising plans board.

GEORGE FONDERSMITH, formerly head art director with Joseph Katz Co., joins VanSant, Dugdale & Co., both Baltimore, as art director. **GEORGE N. LUCAS,** previously with S. A. Levyne as v.p. and copy chief, to VanSant, Dugdale as copy supervisor.

HUNTLY BRIGGS, formerly with Lear Inc., as advertising projects supervisor, joins Harrington & Miner, L.A., as account executive to Hoffman Labs & Aeronutronics Systems Inc.

WILLIAM M. GALBRAITH, formerly with Pillsbury Mills, advertising manager of food products at Armour & Co. and with Earle Ludgin & Co., Chicago agency, to H. W. Kastor & Sons Adv. Co., Chicago, as account executive. **PAUL P. MILLER,** previously with Henri, Hurst & McDonald and Young & Rubicam, to Kastor in similar capacity.

FRITZ HELLMAN, with Fuller & Smith & Ross copy department since 1957, to copy director, succeeding **GORDON K. ZERN,** appointed account executive for FSR account Cool-Ray Inc.

CONNIE BARBER, estimator at Ted Bates & Co., to Hicks & Griest, N.Y., as supervisor of radio-tv estimating.

MARJORIE CAMP, formerly with Grey Adv. and Lennen & Newell, and **MILTON OST,** previously at Kastor, Hilton, Chesley & Clifford, to copy staff of Reach, McClinton, N.Y. Miss Camp assigned as senior copywriter on Playtex Bras (International Latex) and Mr. Ost as senior copywriter on Isodine Pharmacals.

HOWARD W. COLEMAN, formerly station manager of WMAQ Chicago, to public relations department of J. Walter Thompson Co., Chicago.

MISS FAYTHE VENT, formerly with Anderson-McConnell Adv., L.A., as director of media, joins American Research Bureau in Los Angeles office in client service capacity. **MRS. PAT SANDERS,** member of Los Angeles ARB staff, moves into new duties in client services, primarily with tv stations on West Coast.

HAROLD A. STROFEL, formerly with Alex T. Franz Inc. and Waldie & Briggs, both Chicago, to copy staff of Clinton E. Frank Inc., Chicago.

LEONARD V. STRONG, formerly with Grey Adv., joins Ted Bates' copy department in New York.

HERBERT GANDEL, space buyer in Kudner Agency, N.Y., media dept., to assume additional duties as radio-tv timebuyer, succeeding **MARJORIE C. SCANLAN,** resigned.

FILM



MR. GARRISON

JOHN G. GARRISON, formerly Central Division manager of Official Films Inc., appointed national syndication director of Guild Films Co., N.Y.

WILLIAM FINESHRIBER, director of international operations for Screen Gems, has left on three-month around-the-world sales and survey tour.

BRUCE D. COLEN, formerly with CBS-TV as associate producer, to CBS-TV Film Sales Inc. in charge of program development.

DR. HERBERT T. KALMUS, president and general manager, Technicolor Corp., named honorary member of Society of Motion Picture and Television Engineers. Membership recognizes his pioneering work in color over past 40 years.

JOHN MAY, 36, sales executive for Screen Gems Inc., New York, in southern area since 1957, was killed Sept. 23 when private plane in which he was riding crashed near Salisbury, N.C. Mr. May previously had been associated with sales staff of Ziv Television Programs, WXEX-TV Richmond and WMTW-TV Portland, Me.

NETWORKS

ROBERT W. SARNOFF, chairman of board of NBC, to serve on 1958 publicity committee of Muscular Dystrophy Assn. of America Inc.

DAVID W. HEARST, publisher of *Los Angeles Herald Express,* and **BLAIR A. WALLISER,** MBS ex-



NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP

PROMOTION PROGRAM

For Information
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WVET RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!

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ecutive v.p., elected to MBS board of directors.

G. E. (BUCK) HURST, formerly sales manager of WCBS New York, named Pacific Coast network sales manager for CBS Radio. Mr. Hurst's previous experience includes managing Los Angeles office of CBS Radio Spot Sales and national sales manager for KMOX St. Louis.

STATIONS


MR. FOELLINGER

KENNETH A. FOELLINGER, presently comptroller and assistant treasurer of Centlivre Brewing Corp., Fort Wayne, Ind., appointed business manager and assistant secretary of WFBM-AM-TV Indianapolis, effective Nov. 1. Mr. Foellinger will replace **ANDREW J. MURTHA,** who returns to Time Inc., N.Y., owners of WFBM-AM-TV, for new executive duties.

R. S. (BUD) NIELSEN, formerly with KOB-TV Albuquerque, N.M., named general sales manager of KDUB Stations (KDUB-AM-TV Lubbock, KPAR-TV Sweetwater and KEDY-TV Big Spring, all Texas). **JOHN HENRY,** previously with WEEQ-TV La Salle, Ill., as general manager, appointed national sales manager of KDUB Stations.


MR. WAGNER

MORTON J. WAGNER, executive v.p.-eastern division director, Bartell Family Radio, named general manager of KYA San Francisco. Mr. Wagner, with Bartell since 1952, retains supervision of WAKE Atlanta, WILD Boston and WYDE Birmingham. **LEE BARTELL,** the group's managing director, who has been supervising KYA, returns to KCBQ San Diego.

GORDON MASON named sales manager for KNX Los Angeles and CBS Radio Pacific Network. He has been director of sales development for KNX-CPN, succeeds **MAURIE WEBSTER,** named general manager of KCBS San Francisco [PEOPLE, Sept. 29].

CHARLES R. DICKOFF, general manager, WBEV Beaver Dam, Wis., adds duties as station relations director of Walker Group of radio stations (WRRR Rockford, Ill.; KCLN Clinton, Iowa; WSHE Sheboygan, Wis., and WSJM St. Joseph, Mich.—latter two recently purchased and are pending FCC approval). **TOM FAILE,** WBEV sales manager, elevated to assistant general manager, and **DUANE WENDT,** WBEV program director, promoted to business manager.

CLIFFORD A. FROHNHOEFER, formerly controller, WOR-AM-TV New York, named controller and assistant treasurer of WAVY-AM-TV Portsmouth, Va. **CARRINGTON R. HENSLEY,** former superintendent, Southland Life Insurance Co., appointed account executive of WAVY. **RON CARNEY** and **LEE LEONARD** join WAVY as air personalities.

JIM RISNER, formerly with KSYD-AM-TV Wichita Falls, Tex., to KRMS Osage Beach, Mo., as station manager.

WILLIAM P. DIX JR., formerly assistant general manager in charge of sales, WOR-AM-TV New York, named assistant general manager of WGR-TV Buffalo, N.Y.

CLAUDE (BUDDY) YOUNG, WEBB Dundalk, Md., personality since its founding, appointed assistant general manager of station. Mr. Young was former All American at U. of Illinois and professional football star with Baltimore Colts.

C. P. (CHUCK) DWYER, local sales manager of WTVN-TV Columbus, Ohio, promoted to assistant general manager and will continue to oversee local sales. Mr. Dwyer succeeds **R. C. WIEGAND,** resigned to become general manager of WKYT (TV) Lexington, Ky.

KEITH WELDY, formerly sales representative for WCMR Elkhart, Ind., appointed secretary of Allegan County Broadcasters Inc., which plans to build 250 w am station in Allegan, Mich. Mr. Weldy will also serve as station manager.

DAVID J. MATTIS, WDIA Memphis production director for past six years, promoted to assistant station manager.

JON ARDEN, WCKT (TV) Miami promotion manager, promoted to manager of sales promotion, merchandising and marketing. **SYMON COWLES,** formerly with ABC Radio as assistant director of sales promotion and exploitation, named manager of audience promotion and publicity at WCKT.

NORMAN NESBITT, formerly with KGA Spokane, Wash., and previously with KOA Denver, joins KLOK San Jose, Calif., as head of station staff.

LEE EHRLICH, WTRY Troy, N.Y., local sales manager, promoted to commercial manager.

RICHARD E. SHIREMAN, television sales manager of WISM-TV Milwaukee, has resigned and will announce his new association shortly.

TOM GILLIES, WTRL Bradenton, Fla., d.j., adds duties as station program director. **DICK DOTY,** WTRL president and general manager, elected to board of directors of Bradenton Chamber of Commerce.

MRS. CLARENCE JONES named program director, WBPD Orangeburg, S. C., 1 kw daytimer, scheduled to begin broadcasting Nov. 3. Other WBPD appointments: **MRS. GUS BROWNING,** traffic manager; **MISS JO ANNE BROWNING,** commercial manager; **MRS. BOBBIE LANCASTER,** woman's director; and **EMORY HUFF,** local time sales.

WILLIAM E. MacDONALD, formerly with KFAB Omaha, Neb., appointed agricultural director of Stuart stations (KFOR Lincoln, KRGI Grand Island, both Nebraska, and KMNS Sioux City, Iowa). Mr. MacDonald is charter member of National Assn. of Radio and Television Farm Directors.

JANE STRAETER appointed assistant to merchandising director, WIL St. Louis Balaban station. Miss Straeter will coordinate Community Club Awards activities.

DOUG ROBERTSON, former member of KUSC-FM Los Angeles programming department, joins KXOA Sacramento, Calif., as copywriter and public service director.

JACK ROSENBERG, sports coordinator-writer for WGN-TV Chicago baseball telecasts, appointed sports editor of WGN-AM-TV. He fills vacancy created by death of **FRANK KORCH.**

THOMAS W. CALENBERG, formerly with WBIW Bedford, Ind., as staff announcer, to WGL Fort Wayne, Ind., as news editor, succeeding **NORM GERON,** resigned to accept appointment with State Dept.

THOMAS C. CURETON, art director and production services' supervisor, WIS-TV Columbia, S.C., named promotion manager. **R. BRUCE COPELAND,** previously with WBML Macon, Ga., appointed assistant to Mr. Cureton in areas of sales promotion, merchandising and research, and **MISS MARTEE HARDEN** made assistant in program promotion. **JOHN BONDESON** resigns as WIS-TV promotion manager to accept post with national public relations firm.

MARTIN RATNER to manager of WNTA-TV Newark (New York City) film department. **MARVIN SCHLAFFER,** formerly film director, moves to live production.

AL CROUCH, previously news director of KENT Shreveport, La., to KNUZ Houston in similar capacity.

MIKE McMANUS appointed to newly-created post of radio production supervisor for WNBF-AM-FM Binghamton, N.Y.

ORVILLE RENNIE, promotion manager at KOA Denver, Colo., named coordinator of radio-tv network program opportunities for 1959 Colorado "Rush to Rockies" centennial by Gov. Stene McNichols. Statewide observance starts Jan. 1.

SAM ELBER, program director, WERE Cleveland, resigns to become program director of WGBS Miami.

GIL BAHR, formerly with KANN Stinton, Tex., and presently supervisor of music programming for KUAM Agana, Guam, adds duties as program director of KUAM-AM-TV.

CARL BAILEY, KBIG Santa Catalina, Calif., d.j. since its founding in 1952, elevated to special events director for station, effective Nov. 1.

JAMES E. HARDEN JR., former CBS news film reporter-writer and editor at WBBM Chicago, to WGN-AM-TV Chicago as news writer and editor.

H. A. (MICKEY) McFADDEN, formerly with WPAT Paterson, N.J., joins WNTA Newark sales department as account executive.

DON RUPERT, formerly v.p. of Bell Formica, Milwaukee, to WRIT Milwaukee as account executive. WRIT is Balaban station.

NORRIS KALAR, previously with KLIF, joins KBOX, both Dallas, as account executive. KBOX is Balaban station.

VAN RUBENSTEIN and **RUDY WISSLER** appointed KNXT (TV) Los Angeles account executives. **ROBERT COLE** named national spot sales representative for station.

DAVID SEATON, previously with WICE Providence, R.I., joins WJAR-TV Providence as account executive in local sales.

PETER LYMAN, formerly radio-tv director and account executive with Frederick E. Baker & Assoc., Seattle, advertising and public relations firm, joins KREM-AM-FM-TV Spokane, Wash., on sales development staff.

United Press International news produces!

REPRESENTATIVES

RICHARD R. RICKER, sales manager at WNBQ (TV) Chicago past 17 months, to Central Div., NBC-TV Sales staff as account executive.

BILL PIPHER, sales manager of WTVH (TV) Peoria, Ill., will join Edward Petry & Co. around Nov. 1 as midwestern radio sales manager of station representative firm, succeeding **JOHN ASHENHURST,** who retires first of year. Mr. Pipher joined WTVH in June 1955 after previous service as account executive at WIRL Peoria. Mr. Pipher will be replaced at WTVH by **DAVID J. SCHLINK,** assistant sales manager past three years.

ROBERT E. GALEN, formerly director of research and promotion of RKO Television, to McGavren-Quinn Corp., as director of research and sales development.

ROBERT D. GILMAN, formerly eastern sales man-

ager, WNAC-AM-TV Boston, appointed to New York sales staff of H-R Television Inc.

PROGRAM SERVICES



MR. ROBBINS

RICHARD N. ROBBINS, publicity director for Community Club Services Inc., N.Y., promoted to public relations director for all three divisions: radio & tv sales division of Community Club awards and Lucky Lyrics, Community Club awards newspaper division and Community Club surveys. **MRS. IRENE RUNNELS** appointed director of market research and Community Club awards director for all Balaban radio stations.

OLIVER DANIEL, director of Broadcast Music Inc. contemporary music projects, has been named National Music Council representative to International Music Council General Assembly and Congress to be held in Paris, France, Oct. 20-30. Mr. Daniel will be only official American representative to Congress.

DONALD E. HARDIN, previously promotion-publicity and continuity director, WTVN (TV) Columbus, Ohio, joins southern Ohio edition of *Tv Guide* as promotion representative. **RICHARD S. ZAVON,** manager of Kentucky edition of *Tv Guide,* named manager of magazine's Minnesota edition.

PROFESSIONAL SERVICES

L. D. TEEGARDEN, formerly executive v.p. of Radio Corp. of America, joins Mayer & Dibrell & Co., Philadelphia management consulting firm, as v.p. and member of board of directors. Mr. Teegarden joined RCA in 1930 as district sales manager, working in various merchandising departments until 1953 when he was elected corporation's first executive v.p.

MARY A. KELLY, associate producer of NBC-TV's *Today* program for past seven years, has resigned to enter field of personal management, representing, among others, Betsy Palmer, television panelist.

JAMES J. HAYES, formerly with NBC, to Phil Dean Assoc., N.Y., on special projects promotion and exploitation.

JEANNE KING, formerly assistant to radio-tv columnist Faye Emerson, joins Arthritis and Rheumatism Foundation as assistant radio-tv director for November campaign.

MANUFACTURING

ELLERY W. STONE, president, American Cable & Radio Corp. (ITT affiliate) since 1950, elected chairman of board of directors. **BERTRAM B. TOWER,** formerly v.p.-finance, appointed president succeeding Mr. Stone, previously president of International Standard Electric Corp. Mr. Tower was formerly with public accounting firm of Arthur Andersen & Co., N.Y.

HARRY SCHECTER, general manager of Zenith Radio Corp. of New York, elected v.p.

WILLIS L. WOOD appointed national service manager of Admiral Corp., Chicago. Mr. Wood will direct activities of newly-merged divisions of accessories, national service and parts.

L. GEORGE HOTH, formerly merchandising manager of consumer products department of Borden Chemical Co., N.Y., appointed manager of advertising and merchandising for company.

ROBERT E. BROOKER, president, Whirlpool Corp., St. Joseph, Mich., has announced that customer services will become function of his office. **ROBERT P. LEWIS,** director of customer relations for past two years, will continue in that post.

GEORGE TALLENT, supervisor of quality control for semiconductor operations, CBS-Hytron (Div. of CBS Inc.), Danvers, Mass., elevated to manager of quality control for semiconductors. **E. P. LAFFIE,** chief quality control engineer, promoted to manager of quality control in receiving tubes.

WILLIAM H. KAISER JR., with General Electric since 1948, appointed district equipment sales manager for GE receiving tubes, Chicago.

M. L. BOLOTIN, former field engineer for Texas Instruments Inc., named midwest supervising sales engineer for Semiconductor Div., Hoffman Electronics Corp., Evanston, Ill. **WILLIAM E. HEGBERG,** newly-appointed field engineer, assigned as consultant in Ohio and Michigan areas under Mr. Bolotin.

TRADE ASSNS.



MR. DAVIS

JOHN WILLIAM (JACK) DAVIS, media director and secretary-treasurer of Honig-Cooper, Harrington & Miner, San Francisco advertising agency, elected chairman of Northern California Council of American Assn. of Advertising Agencies for 1958-59. Mr. Davis has been with Honig-Cooper for 20 years.

RICHARD HUGHES, Edward Petry & Co., elected president, Radio & Television Representatives Assn. of Atlanta. Other officers: **GREG MURPHY,** Katz Agency, vice president; **GEORGE CRUMBLEY,** Headley-Reed Co., secretary-treasurer. Board of directors will include **CHARLES DILCHER,** v.p. of John Blair & Co.; **ED BRANDT,** Paul H. Raymer Co.; **DICK HUNTER,** George P. Hollingbery Co., and **BART ISBELL,** Peters, Griffin & Woodward.

JOSEPH D. PORTANOVA, styling v.p. of consumer products division, Hoffman Electronics Corp., L.A., elected 1958-59 chairman of Southern California chapter, Industrial Designers Institute. Mr. Portanova succeeds **GORDON MACKAY,** Emerson-Johnson-Mackay Inc., industrial designers. Other new officers are **JOHN D. COLEMAN,** vice chairman; **ROBERT M. EMERSON,** secretary, and **GEORGE A. JERGENSON,** treasurer.

CLYDE M. HUNT, engineering v.p. of Washington Post Broadcast Div., appointed member of board of directors of District of Columbia Society of Professional Engineers. Mr. Hunt fills unexpired term of **DEAN MARTIN MASON,** dean of school of engineering at George Washington U.

THOMAS A. WRIGHT, media department manager at Leo Burnett Co., elected director on board of Chicago Broadcast Advertising Club and named program chairman.

J. F. (JACK) RAY, v.p. of General Controls Co., L.A., elected v.p. of Pacific Coast Gas Assn. for two-year term.

GUY CUNNINGHAM, previously with CBS, to Television Bureau of Advertising national sales division.

EDUCATION

DR. H. K. NEWBURN, former president of Educational Television & Radio Center, Ann Arbor, Mich., named consultant to The Ford Foundation, for which Dr. Newburn will make study of faculty personnel policies in selected state universities.

DR. ALVA C. TODD, lecturer and former consulting engineer, consultant for Farnsworth Electronics Co. and engineer at WSBT South Bend, and WBAA Lafayette, both Indiana, named to faculty of Illinois Institute of Technology.

INTERNATIONAL

BRUCE McLEAN, v.p. of Needham, Louis & Brorby of Canada Ltd., Toronto, and **PAUL C. HARPER JR.,** executive v.p. of parent company at New York, appointed directors of Canadian subsidiary, bringing director to five. Others are **MAURICE H. NEEDHAM, JOHN A. WILLOUGHBY,** and **MAX D. ANWYL,** latter two, officers at Toronto office.

TED KAVANAGH, 66, one of Great Britain's leading script writers and comedians died. Mr. Kavanagh was best known for his work on *It's That Man Again* radio series during World War II.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
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NEW YORK 22, N.Y.
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QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
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47th
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according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

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Scott County, Iowa, Rock Island County, Illinois
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TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up & Live*, sust., L.
NBC-TV No network service.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Dean Pike*, sust., L.
CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *College News Conference*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV 12-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Open Hearing*, sust., L; 1:30-2 No network service.
CBS-TV 1-2 No network service.
NBC-TV 1-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust., L.

2-3 p.m.

ABC-TV 2-3 No network service.
CBS-TV 2-3 *Pro-Football*, L, part.
NBC-TV 2-2:30 *Watch Mr. Wizard*, sust., L; 2:30-3 *Pro All-Star Exhibition Basketball*, Bayuk Cigars, L.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *Roller Derby*, sust., L.
CBS-TV 3-4 *Pro-Football*, (cont.).
NBC-TV 3-4 *Basketball*, (cont.).

4-5 p.m.

ABC-TV 4-4:30 *Roller Derby*, (cont.); 4:30-5 *Bowling Stars*, American Machine & Foundry, F.
CBS-TV 4-5 *Pro-Football*, (cont.).
NBC-TV 4-5 *Basketball*, (cont.).

5-6 p.m.

ABC-TV 5-5:30 *Paul Winchell Show*, Hartz, General Mills, L; 5:30-6 *Lone Ranger*, General Mills, Cracker Jack, Smith Bros., F.
CBS-TV 5-5:30 *The Last Word*, sust., L; 5:30-6 *The Original Amateur Hour*, L.
NBC-TV 5-5:30 *Comment*, sust.; F (10/5); 5:30-6 *Youth Wants to Know*, sust., F. (10/5, 12, 19) 5-6 *Omnibus*, Aluminium Ltd., st. 10/26, L.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:25 *Small World*, Renault Motors, L; 6:25-6:30 *CBS News*, sust., L.; 6:30-7 *Twentieth Century*, Prudential Life Insurance, F.
NBC-TV 6-6:30 *Meet the Press*, Pan American Airways, L; 6:30-7 *Outlook*, sust., F.

7-8 p.m.

ABC-TV 7-7:30 *You Asked for It*, Skippy Peanut Butter, F; 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soups, F; 7:30-8 *Jack Benny Show*, L&F, alternating with *Bachelor Father*, American Tobacco, F.
NBC-TV 7-7:30 *Noah's Ark*, sust., F; st. 10/19 *Saber of London*, Sterling Drug, F.; 7:30-8 *Northwest Passage*, RCA, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick* (cont.); 8:30-9 *Law Man*, R. J. Reynolds, General Mills, F.
CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars, Eastman Kodak, L.
NBC-TV 8-9 *The Steve Allen Show*, Greyhound, DuPont, Polaroid, Timex, L.

9-10 p.m.

ABC-TV 9-9:30 *87th Precinct*, sust., F; 9:30-10 *Encounter*, sust., L.
CBS-TV 9-9:30 *GE Theatre*, General Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Dinah Shore Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *Encounter*, (cont.); 10:30-11 No network service.
CBS-TV 10-10:30 *$64,000 Question*, Revlon, P. Lorillard, L; 10:30-11 *What's My Line*, Kellogg, Helene Curtis, L.
NBC-TV 10-10:30 *Loretta Young Show*, Procter & Gamble, F; 10:30-11 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service.
NBC-TV 7-8 *Today*, Alden Rug Mills, Amity Leather Products, California Prune Advisory Bd., Drexel Furniture, Grove Labs, Hanes Knitting Co., Insurance Co. of North America, Knapp-Monarch Co., National Assn. of Insurance Agents, Niagara Therapy, Rock of Ages Inc., Washington State Potato Commission, part., L.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo*, L; 8:45-9 *CBS Morning News*, L.
NBC-TV 8-9 *Today* (cont.).

9-10 a.m.

ABC-TV No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 *Today* (cont.)

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *For Love or Money*, Lever & sust., L; 10:30-11 *Play Your Hunch*, Gerber, Scott, Lever, L.
NBC-TV 10-10:30 *Dough Re Mi*, Mentholatum, Armour, L.; 10:30-11 *Treasure Hunt*, Pond's, Toni, Dow, Alberto-Culver, Heinz, Brillo, Pillsbury, Frigidaire, General Mills, Procter & Gamble, Mentholatum, Lever, Sterling Drug, Corn Products, L.

11 a.m.-Noon

ABC-TV 11-11:30 *Day In Court*, part.*; 11:30-12 *The Peter Lind Hayes Show*, part.*
CBS-TV 11-11:30 *Arthur Godfrey Time*, Standard Brands, General Foods, Armour, Bristol-Myers, Pharma-Craft, Libby, Glamorene, U. S. Steel, Ronson, General Mills, L.; 11:30-12 *Top Dollar*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Pond's Lever, Sunshine, Sterling Drug, Alberto-Culver, Corn Products, Whitehall, Standard Brands, Sandura. Pillsbury, Miles, Mentholatum, General Mills, L.; 11:30-12 *Concentration*, Lever, Armour, Frigidaire, Heinz, Pillsbury, General Foods, Nabisco, Pond's, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Peter Lind Hayes Show*, (cont.); 12:30-1 *Mother's Day*, part.*
CBS-TV 12-12:30 *Love of Life*, American Home Products, Pharmaceuticals, Atlantis, Quaker Oats, Lever, Scott, and sust., L; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble, L; 12:45-1 *Guiding Light*, Procter & Gamble, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Dow, Procter & Gamble, Toni, Standard Brands, Heinz, Sunshine, Pillsbury, Alberto-Culver, General Mills, L; 12:30-1 *It Could Be You*, Whitehall, Mentholatum, Pond's, Procter & Gamble, Alberto-Culver, Armour, Corn Products, Brillo, Standard Brands, Pillsbury, Miles, L.

1-2 p.m.

ABC-TV 1-1:30 *The Liberace Show*, part.*; 1:30-2 No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, Procter & Gamble, Pillsbury, Swift, American Home Products, Sterling Drug, Miles, Libby, L.
NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV 2-2:30 *Chance for Romance;* part.*; 2:30-3 No network service.
CBS-TV 2-2:30 *Jimmy Dean Show*, Libby, Miles, Gerber, Kodak, Lever, General Mills, Johnson & Johnson, & sust., L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken o' the Sea, Atlantis, L.
NBC-TV 2-2:30 *Truth or Consequences*, Alberto-Culver, sust., L; 2:30-3 *Haggis-Baggis*, Mentholatum, Alberto-Culver, Brillo, Lever, General Mills, Pond's, L.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part.*; 3:30-4 *Who Do You Trust*, Beechnut-Life Savers; General Foods, Johnson & Johnson, American Home Foods, Bristol-Myers, Drackett Co., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive, & sust., L; 3:30-4 *The Verdict Is Yours*, General Mills, Toni, Swift, Atlantis, Standard Brands, Bristol-Myers, Johnson & Johnson, Sterling, Scott, L.
NBC-TV 3-3:30 *Today Is Ours*, Procter & Gamble, Sterling Drug, Nabisco, Heinz, Armour, L; 3:30-4 *From These Roots*, Procter & Gamble, Alberto-Culver, Frigidaire, Miles, L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, Eastco; General Mills, Lever, Vick, American Home Foods, 5th Ave. Candy, Welch, L.
CBS-TV 4-4:15 *The Brighter Day*, Procter & Gamble, L; 4:15-4:30 *Secret Storm*, American Home Products, Quaker Oats, General Mills, General Foods, Scott, L; 4:30-5 *Edge of Night*, Procter & Gamble, Standard Brands, Atlantis, Pet Milk, Swift, Pillsbury, Sterling Drugs, L.
NBC-TV 4-4:30 *Queen for a Day*, Procter & Gamble, Pond's, Standard Brands, Miles, Corn Products, Pillsbury, Alberto-Culver, Whitehall, Brown & Williamson, L; 4:30-5 *County Fair*, Sterling Drug, Lever, Frigidaire, Nabisco, Heinz, Sandura, L.

5-6 p.m.

ABC-TV 5-5:30 (Mon., Wed., Fri.) *American Bandstand*, (cont.); (Thurs.) *Tales of the Texas Rangers*, Sweets Co., F; 5:30-6 (Mon., Wed., Fri.) *Mickey Mouse Club*, Sweets Co., Mattel, General Mills, Bristol-Myers, Procter & Gamble, Mars Inc., Nabisco, F; (Tues., Thurs.) *Adventure Time*, Procter & Gamble, Mars, Nabisco, General Mills, Mattel, Miles Labs, Bristol-Myers, F.
CBS-TV No network service.
NBC-TV No network service.

6-7 p.m.

ABC-TV 6-7 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, Brown & Williamson, Whitehall, L.
NBC-TV No network service.

7-7:30 p.m.

ABC-TV 7-7:15 No network service; 7:15-7:30 *News*, sust., L; 7:30-8 No network service.
CBS-TV 7-7:15 No network service; 7:15-7:30 *News*, Goodyear, Whitehall, L.
NBC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:30-1 a.m. *The Jack Paar Show*, Amity Leather, Block Drug, Bristol-Myers, Coopers, F. M. Engineering, Niagara, N. A. Phillips, Pharma-Craft, Philip-Morris, Polaroid, L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Jubilee, U. S. A.*, Williamson-Dickie, L.

*ABC-TV participating sponsors in Mon.-Fri. 11 a.m.-3:30 p.m. block include: American Home Foods division, American Home Products Corp., Beech-Nut, Bristol-Myers, Drackett Co., General Foods Corp., Johnson & Johnson, Armour & Co., Lever Bros., General Mills, Shulton, Sunshine Biscuits, Reynolds Metals, Chesebrough-Pond's, Minnesota Mining, Nestle, Amana Refrigeration, and Gillette Co.

CURRENT REPORT ON TV'S

TELESTATUS, the quarterly situation report on present and planned tv stations, will not be published this quarter. The information ordinarily provided in that report is contained in even greater detail in the current 1958 YEARBOOK now in the mails. Individual copies of YEARBOOK are available at $4 a copy. TELESTATUS will be resumed in the first issue of next quarter, Jan. 5, 1959.

CBS-TV 7:30-8 *Name That Tune,* American Home Products, L.
NBC-TV 7:30-8 *Tic Tac Dough,* Procter & Gamble, L.

8-9 p.m.

ABC-TV 8-8:30 *Jubilee, U. S. A.,* (cont.); 8:30-9 *Bold Journey,* Ralston-Purina, F.
CBS-TV 8-8:30 *The Texan,* Brown & Williamson, F; 8:30-9 *Father Knows Best,* Scott Paper Co., F.
NBC-TV 8-8:30 *Restless Gun,* Procter & Gamble, Sterling Drug, F; 8:30-9 *Tales of Wells Fargo,* American Tobacco, Buick, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone,* Firestone Tire & Rubber, L; 9:30-10 *Anybody Can Play,* Reynolds Tobacco, L.
CBS-TV 9-9:30 *Danny Thomas Show,* General Foods, F; 9:30-10 *Ann Sothern Show,* General Foods, F.
NBC-TV 9-9:30 *Peter Gunn,* Bristol-Myers, F; 9:30-10 *Alcoa Goodyear Theatre,* Alcoa, alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *This Is Music,* L; 10:30-10:45 *John Daly & the News,* Whitehall, L; 10:45-11 No network service.
CBS-TV 10-11 *Desilu Playhouse,* Westinghouse, F.
NBC-TV 10-10:30 *The Arthur Murray Party,* P. Lorillard, L; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne,* alternating with *Sugarfoot,* Johnson & Johnson, Harold Ritchie, Nat'l Carbon Co., American Chicle, F.
CBS-TV 7:30-8 *Stars in Action,* sust., F.
NBC-TV 7:30-8 *Dragnet,* Bulova, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot,* (cont.); 8:30-9 *Wyatt Earp,* General Mills, Procter & Gamble, F.
CBS-TV 8-8:30 *Number Please,* Brown & Williamson, L; 8:30-9 *To Tell the Truth,* Carter, Marlboro, L.
NBC-TV 8-9 *George Gobel Show,* RCA, alternating with *Eddie Fisher Show,* L&M, L.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman,* Miles Labs, Ralston-Purina, Procter & Gamble, F; 9:30-10 *Naked City,* Brown & Williamson, Quaker Oats, F.
CBS-TV 9-9:30 *Arthur Godfrey,* Pharmaceuticals, Toni, L; 9:30-10 *Red Skelton,* S. C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *George Burns Show,* Colgate, F; 9:30-10 *The Bob Cummings Show,* R. J. Reynolds, F.

10-11 p.m.

ABC-TV 10-10:30 *Confession,* sust., L; 10:30-11 No network service.
CBS-TV 10-11 *Garry Moore,* Revlon, Kellogg, Pittsburgh Plate, L.
NBC-TV 10-10:30 *The Californians,* Singer, Lipton, F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *The Plymouth Show—Lawrence Welk,* Plymouth, L.
CBS-TV 7:30-8 *Invisible Man,* sust., F.
NBC-TV 7:30-8 *Wagon Train,* Ford, Nat'l Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Lawrence Welk* (cont.); 8:30-9 *Ozzie & Harriet,* Eastman Kodak, Quaker Oats, F.
CBS-TV 8-9 *Pursuit,* sust., F.
NBC-TV 8-8:30 *Wagon Train* (cont.); 8:30-9 *The Price Is Right,* Lever, Speidel, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show,* Campbell Soup, Shulton, F; 9:30-10 *Patti Page,* Oldsmobile, L.
CBS-TV 9-9:30 *The Millionaire,* Colgate, F; 9:30-10 *I've Got a Secret,* R. J. Reynolds, L.
NBC-TV 9-9:30 *Milton Berle Starring in the Kraft Music Hall,* Kraft, L; 9:30-10 *Bat Masterson,* Kraft, Sealtest, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights,* Miles Labs, L; 10:45-11 *John Daly & the News,* sust., L.
CBS-TV 10-11 *U. S. Steel Hour,* U. S. Steel, alternating with *Armstrong Circle Theatre,* Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life,* Procter & Gamble, L; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin,* National Biscuit, F.
CBS-TV 7:30-8 *I Love Lucy,* Clairol, Pillsbury, F.
NBC-TV 7:30-8 To be announced.

SPECIAL PROGRAMS

CBS-TV

Oct. 8: 8-9 p.m.
High Adventure With Lowell Thomas, United Motors, Div. of General Motors.
Oct. 15: 10-11 p.m.
The Ginger Rogers Show, Pontiac Div. of General Motors.
Oct. 16: 8:30-9:30 p.m.
Little Women, Sheaffer.
Oct. 28: 7:30-9 p.m.
DuPont Show of the Month, DuPont.
Nov. 4: 9-11 p.m.
Election Night Coverage.
Nov. 10: 10-11 p.m.
The Sound of Jazz, Timex.
Nov. 13: 9:30-11 p.m.
DuPont Show of the Month, DuPont.
Nov. 29: 9-10 p.m.
Victor Borge Show, Pontiac.
Nov. 30: 9-11 p.m.
Wonderful Town, General Time, Carlings.
Dec. 6: 7:30-8:30 p.m.
High Adventure With Lowell Thomas, Delco.
Dec. 9: 9-10 p.m.
The Gift of the Magi, Sheaffer.
Dec. 13: 12 noon-1 p.m.
Young People's Concerts, sust.
Dec. 18: 9:30-11 p.m.
DuPont Show of the Month, DuPont.

NBC-TV

Oct. 12: 6:30-7:30 p.m.
Swiss Family Robinson, Rexall Drug.
Oct. 14: 9-10 p.m.
The Bob Hope Show, Buick Div. of General Motors.
Oct. 17: 9-10 p.m.
The Fred Astaire Show, Chrysler Corp.
Oct. 18: 9-10 p.m.
Jerry Lewis Show, Timex.
Oct. 23: 8-9 p.m.
Gateways to the Mind, AT&T.
Oct. 27: 8-9 p.m.
Shirley Temple's Storybook, "Rapunzel," Nat'l Dairy Products, Hills Bros., John H. Breck.
Nov. 4: 9 p.m. to conclusion.
Election Returns, sust.
Nov. 12: 7:30-8:30 p.m.
Shirley Temple's Storybook, "Ali Baba," Nat'l Dairy Products, Hills Bros. & Breck.
Nov. 20: 9-10:30 p.m.
Hallmark Hall of Fame, "Kiss Me Kate," Hallmark Cards.
Nov. 21: 8-9 p.m.
The Bob Hope Show, Buick Div. of General Motors.
Nov. 22: 9-10 p.m.
Dean Martin Show, Timex.
Nov. 23: 6-7 p.m.
The Strange Case of the Cosmic Rays, AT&T.
Nov. 25: 8-9 p.m.
Shirley Temple's Storybook, "Emperor's New Clothes," Nat'l Dairy Products, Hills Bros., Breck.
Dec. 10: 9-10 p.m.
Jerry Lewis Show, Timex.
Dec. 14: 7-8 p.m.
Hallmark Hall of Fame, "Christmas Tree," Hallmark Cards.
Dec. 21: 8-9 p.m.
Shirley Temple's Storybook, "Mother Goose," Nat'l Dairy, Hills Bros., Breck.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents,* Reynolds Metals, Kellogg Co., Hill Bros., F.
CBS-TV 8-8:30 *December Bride,* General Foods, F; 8:30-9 *Yancy Derringer,* S. C. Johnson, F.
NBC-TV 8-8:30 *The Ed Wynn Show,* L&M, Bulova, F; 8:30-9 *Twenty-One,* Pharmaceuticals Inc., L.

9-10 p.m.

ABC-TV 9-9:30 *Man With a Camera,* GE, F; 9:30-10 *77 Sunset Strip,* American Chicle, Whitehall, Carter, Ritchie, F.
CBS-TV 9-9:30 *Zane Grey Theatre,* S. C. Johnson, General Foods, F; 9:30-10 *Playhouse 90,* American Gas Assn., Kimberly-Clark, All State Insurance, F.
NBC-TV 9-9:30 *Behind Closed Doors,* L&M, Whitehall, F; 9:30-10 *The Ford Show,* Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip,* (cont.); 10:30-11 No network service.
CBS-TV 10-11 *Playhouse 90,* (cont.).
NBC-TV 10-10:30 *You Bet Your Life,* Lever, Toni, F; 10:30-11 To be announced, P. Lorillard.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Leave It to Beaver,* Miles, Ralston, F.
CBS-TV 7:30-8 *Your Hit Parade,* American Tobacco, L.
NBC-TV 7:30-8 *Jefferson Drum,* sust., F.

8-9 p.m

ABC-TV 8-8:30 *Zorro,* Seven-Up, A.C. Sparkplug, F; 8:30-9 *The Real McCoys,* Sylvania, F.
CBS-TV 8-8:30 *Trackdown,* Socony Mobil Oil, American Tobacco, F; 8:30-9 *Jackie Gleason,* Lever, Pharmaceuticals, L.
NBC-TV 8-9 *The Further Adventures of Ellery Queen,* RCA, L.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Chevy Showroom,* Chevrolet, L; 9:30-10 *Rough Riders,* P. Lorillard, F.
CBS-TV 9-9:30 *Phil Silvers,* Reynolds, Schick, F; 9:30-10 *Lux Playhouse,* Lever alternating with *Schlitz Playhouse,* Schlitz, F.
NBC-TV 9-9:30 *M-Squad,* American Tobacco, Bulova, F; 9:30-10 *The Thin Man,* Colgate, F.

10-11 p.m.

ABC-TV 10-10:30 *Stars of Jazz,* sust., L; 10:30-11 No network service.
CBS-TV 10-10:30 *The Lineup,* Procter & Gamble, F; 10:30-11 *Person to Person,* P. Lorillard, and sust., L.
NBC-TV 10-10:45 *Calvacade of Sports,* Gillette, L; 10:45-11 *Fight Beat,* Bristol-Myers, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Heckle & Jeckle,* sust., F; 10:30-11 *Mighty Mouse,* General Foods, Colgate-Palmolive, alts., F.
NBC-TV 10-10:30 *Howdy Doody,* Continental Baking, L; 10:30-11 *Ruff & Reddy,* General Foods, Mars Inc., L/F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-12 *Captain Kangaroo,* Gerber, General Mills, alts., L.
NBC-TV 11-11:30 *Fury,* Borden, General Foods, F; 11:30-12 *Circus Boy,* Mars Inc., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-1 *Jimmy Dean Show,* sust., L.
NBC-TV 12-12:30 *True Story,* Sterling Drug, L; 12:30-1 *Detective's Diary,* Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *The Lone Ranger,* General Mills, Nestle, alts., F; 1:30-2 No network service.
NBC-TV 1-1:15 *Wheaties Sports Page,* General Mills, L; 1:15-conclusion, *National Collegiate Football,* Sunbeam, Libby-Owens-Ford, Bayuk Cigars, L., with *Football Scoreboard,* Kemper Ins., following games.

2-7:30 p.m.

ABC-TV 5-6 *All-Star Golf,* Miller Brewing, Reynolds Metals, F.
CBS-TV 2-conclusion *Pro-Hockey,* L.
NBC-TV No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show,* Beechnut Life Savers, L.
CBS-TV 7:30-8 *Perry Mason,* Nat'l Carbon, Sterling Drug, and sust., F.
NBC-TV 7:30-8 *People Are Funny,* R. J. Reynolds, Toni, F.

8-9 p.m.

ABC-TV 8-9 *Billy Graham,* Billy Graham Evangelistic Assn., L.
CBS-TV 8-8:30 *Perry Mason,* (cont.); 8:30-9 *Wanted—Dead or Alive,* Brown & Williamson, F.
NBC-TV 8-9 *Perry Como Show,* Sunbeam, American Dairy, Kimberly-Clark, RCA-Whirlpool, Noxzema, Chemstrand, L.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party,* Dodge, L.
CBS-TV 9-9:30 *The Gale Storm Show,* Nestle and sust., F.; 9:30-10 *Have Gun, Will Travel,* Lever, Whitehall, F.
NBC-TV 9-9:30 *Steve Canyon,* L&M, F; 9:30-10 *Cimarron City,* sust., F.

10-11 p.m.

ABC-TV 10-10:30 *Music From Manhattan,* Manhattan Shirt, L; 10:30-11 No network service.
CBS-TV 10-10:30 *Gunsmoke,* L&M, Remington Rand, F; 10:30-11 No network service.
NBC-TV 10-10:30 *Cimarron City,* (cont.); 10:30-11 *Brains & Brawn,* L&M, L.

RADIO NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; seg., segmented. All times are NYT. The CBS Radio schedule applies only to the week Sept. 28-Oct. 4.

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News,* co-op; 7:05-7:30 *America's Top Tunes,* co-op; 7:30-7:35 *News;* 7:35-8:00 *America's Top Tunes,* co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class,* Radio Bible Class; 8:30-9 *Wings of Healing,* Dr. Thomas Wyatt.
CBS 8-8:15 *CBS News,* sust.; 8:15-8:30 No network service; 8:30-9 *Sunday Morning Gatherin',* co-op.
MBS 8-8:05 *News,* co-op.; 8:05-8:30 *America's Top Tunes,* co-op; 8:30-8:35 *News;* 8:35-9 *America's Top Tunes,* co-op.
NBC 8-8:05 *News,* sust.; 8:05-8:15 *Great Choirs of America,* sust.; 8:15-8:30 *Faith in Action,* sust., 8:30-9 *Bible Study Hour,* Evangelical Foundation.

9-10 a.m.

ABC 9-9:05 *Weekend News,* sust.; 9:05-9:30 No network service; 9:30-10 *Voice of Prophecy,* Voice of Prophecy Inc.
CBS 9-9:15 *CBS Radio World News Roundup,* seg.; 9:15-9:30 *The Music Room,* sust.; 9:30-10 *Church of the Air,* sust.
MBS 9-9:30 *Wings of Healing,* Wings of Healing; 9:30-10 *Back to God,* Christian Reformed Church.
NBC 9-9:05 *News,* sust.; 9:05-9:15 *World News Roundup,* co-op.; 9:15-9:30 *Art of Living,* sust.; 9:30-10 *Voice of Prophecy,* Voice of Prophecy Inc. (split network with *Bible Study Hour* on remainder.)

10-11 a.m.

ABC 10-10:05 *Weekend News,* sust.; 10:05-10:30 *Message of Israel,* sust.; 10:30-10:55 *Negro College Choirs,* sust.; 10:55-11 *Weekend News,* sust.
CBS 10-10:05 *Robert Trout,* Chevrolet; 10:05-10:30 *E. Power Biggs,* sust.; 10:30-11 *Invitation to Learning,* sust.
MBS 10-10:30 *Radio Bible Class,* Radio Bible Class; 10:30-11 *Voice of Prophecy,* Voice of Prophecy.
NBC 10-10:05 *News,* sust.; 10:05-10:30 *National Radio Pulpit,* sust.; 10:30-11 *Monitor,* part. (Split network with *Voice of Prophecy* on part and *Bible Study Hour* on remainder.)

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian in Action,* sust.; 11:55-12 *Weekend News,* sust.
CBS 11-11:05 *CBS News,* sust.; 11:05-11:15 *Charles Collingwood,* seg.; 11:15-11:30 *As Others See Us,* sust.; 11:30-12 *Salt Lake City Tabernacle Choir,* sust.
MBS 11-11:15 *Frank & Ernest,* Dawn Bible Students Association; 11:15-11:30 *How Christian Science Heals,* First Church of Christ Scientist; 11:30-11:35 *News,* American Telephone and Telegraph Company; 11:35-12 *UN News Around the World,* sust.
NBC 11-12 *Monitor,* part. (11:30-12 split network with *Voice of Prophecy* on part and *Bible Study Hour* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:35 *Weekend News,* sust.; 12:35-12:55 *Moods in Melody,* sust.; 12:55-1 *Weekend News,* Reynolds.
CBS 12-12:05 *Robert Trout,* Chevrolet; 12:05-12:30 *Vincent Lopez Orchestra,* sust.; 12:30-1 *Freddy Martin Orch.,* sust.
MBS 12-12:05 *News,* co-op.; 12:05-12:30 *Insight—With Arnold Michaelis.* co-op.; 12:30-12:35 *Sports News,* Quaker State Oil Refining Corp.; 12:35-12:45 *America's Top Tunes,* co-op.; 12:45-1 *How Christian Science Heals,* First Church of Christ Scientist.
NBC 12-12:30 *Monitor,* part.; 12:30-1 *The Eternal Light,* sust. (split network with *Voice of Prophecy).*

1-2 p.m.

ABC 1-1:15 *It's Your Business,* sust.; 1:15-1:30 *As We See It,* sust.; 1:30-1:55 *Pilgrimage,* sust.; 1:55-2 *Weekend News,* R. J. Reynolds.
CBS 1-1:05 *CBS News,* sust.; 1-1:55 *The Best in Music,* seg.; 1:55-2 *CBS News,* sust.
MBS 1-1:15 *News,* co-op.; 1:15-1:30 *Keep Healthy;* 1:30-2 *Lutheran Hour,* Lutheran Laymen's League.
NBC 1-1:30 *Monitor,* part.; 1:30-2 *The Lutheran Hour,* Lutheran Layman's League (split network with *Eternal Light*).

2-3 p.m.

ABC 2-2:30 *Oral Roberts,* Oral Roberts Evangelistic Assn.; 2:30-3 *Herald of Truth,* Highland Churches of Christ.
CBS 2-3 *Football,* seg.
MBS 2-2:05 *News;* 2:05-2:30 *America's Top Tunes,* co-op.; 2:30-2:35 *News,* AT&T; 2:35-3 *America's Top Tunes,* co-op.
NBC 2-2:30 *Monitor,* part.; 2:30-3 *The Catholic Hour,* sust.

3-4 p.m.

ABC 3-3:05 *Weekend News,* Reynolds; 3:05-3:10 *Speaking of Sports,* sust.; 3:10-3:30 *Sammy Kaye Serenade,* sust.; 3:30-4 *Hour of Decision,* Billy Graham Evangelistic Assn.
CBS 3-4 *Football,* seg.
MBS 3-3:05 *News,* co-op.; 3:05-3:30 *America's Top Tunes,* co-op.; 3:30-3:35 *News;* 3:35-4 *America's Top Tunes,* co-op.
NBC 3-4 *Monitor,* part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour,* Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class,* Radio Bible Class.
CBS 4-4:45 *Football,* seg.; 4:45-5 No network service.
MBS 4-4:05 *News,* co-op.; 4:05-4:30 *America's Top Tunes,* co-op.; 4:30-4:35 *News;* 4:35-5 *America's Top Tunes,* co-op.
NBC 4-5 *Monitor,* part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce,* World Vision Inc.; 5:30-6 *Back to God,* Christian Reformed Church.
CBS 5-5:05 *Robert Trout,* Chevrolet; 5:05-5:30 *Yours Truly Johnny Dollar,* seg.; 5:30-5:55 *FBI in Peace and War,* seg.; 5:55-6 *The Ford Road Show,* Ford.
MBS 5-5:05 *News,* co-op.; 5:05-5:30 *Reporter's Roundup,* co-op.; 5:30-5:35 *Sports News;* 5:35-5:45 *America's Top Tunes,* co-op.; 5:45-6 *News—Gabriel Heatter,* 20-sec. AT&T adjacency.
NBC 5-6 *Monitor,* part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines,* R. J. Reynolds; 6:15-6:30 *Paul Harvey News,* Banker's Life & Casualty Co.; 6:30-6:45 *Quincy Howe,* sust.; 6:45-7 *George Sokolsky,* co-op.
CBS 6-6:05 *CBS News,* sust.; 6:05-6:30 *Indictment,* seg.; 6:30-6:55 *Gunsmoke,* seg.; 6:55-7 *Robert Trout,* Chevrolet.
MBS 6-6:05 *News,* co-op.; 6:05-6:15 *America's Top Tunes,* co-op.; 6:15-6:30 *Dr. Poling Answers,* Christian Herald; 6:30-6:35 *News,* National L. P. Gas Council; 6:35-7 *Bill Stern's Sports Beat,* co-op.
NBC 6-6:15 *Monitor,* part.; 6:15-6:30 *On the Line with Bob Considine,* Mutual of Omaha; 6:30-6:32:50 *Monitor,* part.; 6:32:50-7 *Meet the Press,* sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports,* sust.; 7:05-7:15 *White House Report,* sust.; 7:15-7:30 *Overseas Assignment,* sust.; 7:30-7:55 No network service; 7:55-8 *Weekend News,* R. J. Reynolds.
CBS 7-7:25 *Frontier Gentleman,* seg.; 7:25-7:30 No network service; 7:30-7:35 *Patti Page,* General Motors; 7:35-8 *Sez Who,* seg.
MBS 7-7:30 *Wings of Healing,* Wings of Healing; 7:30-7:35 *News,* Ex-Lax 20-sec. adjacency; 7:35-8 *Reporter's Roundup,* co-op.
NBC 7-8 *Monitor,* part.

8-9 p.m.

ABC 8-8:05 *Speaking of Sports,* sust.; 8:05-8:30 *This Is the Challenge,* American Foundation for the Blind; 8:30-8:55 *Disaster!,* American National Red Cross; 8:55-9 *Weekend News,* Reynolds.
CBS 8-8:05 *CBS News,* sust.; 8:05-8:55 *Mitch Miller Show,* seg.; 8:55-9 *Patti Page Show,* General Motors.
MBS 8-8:30 *Hour of Decision,* Billy Graham Evangelical Association; 8:30-9 *Lutheran Hour,* Lutheran Laymen's League.
NBC 8-9 *Monitor,* part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports,* sust.; 9:05-9:30 No network service; 9:30-9:55 *College News Conference,* sust.; 9:55-10 *News,* R. J. Reynolds.
CBS 9-9:05 *CBS News,* sust.; 9:05-9:30 *The World Tonight,* sust.; 9:30-10 *Face the Nation,* sust.
MBS 9-9:05 *News,* co-op.; 9:05-9:30 *Music Beyond the Stars,* co-op.; 9:30-9:35 *Sports News;* 9:35-9:45 *Virgil Pinkley—News,* sust.; 9:45-10 *Dan Smoot Show,* co-op.
NBC 9-10 *Monitor,* part.

10-11 p.m.

ABC 10-10:15 *Erwin Canham,* sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time,* Assemblies of God.
CBS 10-10:05 *Wells Church and the News,* Oldsmobile; 10:05-10:15 *Sunday Sports Resume,* seg.; 10:15-10:30 *Glenn Miller Orch. with Ray McKinley,* sust.; 10:30-11 *Church of the Air,* sust.
MBS 10-10:30 *Marian Theatre;* 10:30-10:35 *News—John T. Flynn,* America's Future; 10:35-10:45 *News—John T. Flynn,* co-op.; 10:45-11 *Music Beyond the Stars,* co-op.
NBC 10-10:30 *Hour of Decision,* Billy Graham Evangelistic Society (split network with *Monitor,* part., on remainder of network); 10:30-11 *Youth Wants to Know,* sust.

11 p.m-Midnight

ABC 11-11:05 *Weekend News,* Reynolds; 11:05-11:55 No network service; 11:55-12 *Late News,* sust.
CBS 11-11:10 *CBS News,* sust.; 11:10-11:30 *Chuy Reyes Orch.,* sust.; 11:30-12 *Dance Orchestra,* sust.
MBS 11-11:05 *News,* co-op.; 11:05-11:30 *Music Beyond the Stars,* co-op.; 11:30-11:35 *News,* AT&T 20-sec. adjacency; 11:35-12 *Music Beyond the Stars,* co-op.
NBC 11-12 *Monitor,* part. (11-11:30 split network with *Hour of Decision* on remainder).

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *News,* sust.; 12:05-1 No network service.
MBS No network service
NBC 12-12:05 *News,* sust.; 12:05-1 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *Musical Variety,* Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer News;* 7:50-7:55 No network service; 7:55-8 *Ned Calmer,* Reynolds.
MBS 7-7:05 *News,* co-op.; 7:05-7:30 *America's Top Tunes,* co-op.; 7:30-7:35 *Colgate Sportsreel with Bill Stern,* Colgate-Palmolive; 7:35-8 *America's Top Tunes,* co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World;* 8:15-8:55 No network service; 8:55-9 *Paul Harvey News,* Beltone.
CBS 8-8:15 *World News Roundup,* co-op.; 8:15-8:55 No network service; 8:55-9 *Musical Variety,* Reynolds.
MBS 8-8:15 *News,* co-op.; 8:15-8:30 *America's Top Tunes,* co-op.; 8:30-8:35 *Colgate Sportsreel with Bill Stern,* Colgate-Palmolive; 8:35-9 *America's Top Tunes,* co-op.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club,* part., Campana, American Cyanamid, Kretschmer, Appian Way Pizza, Kitchen Art Food, Sandura, Clairoil, KVP, Mentholatum, Scholl, Magla Products, Wright Silver Polish, Niagara.
CBS 9-9:15 *CBS Radio News of America,* co-op.; 9:15-9:20 *Musical Variety,* Reynolds; 9:20-10 No network service.
MBS 9-9:15 *Robert F. Hurleigh News,* co-op.; 9:15-9:30 *America's Top Tunes,* co-op.; 9:30-9:35 *News,* Seeman Bros., Camels, General Foods; 9:35-10 *America's Top Tunes,* co-op.
NBC 9-9:05 *News,* part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup,* co-op.; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:25 No network service; 10:25-10:30 *Commentary—Linton Wells;* 10:30-10:55 No network service; 10:55-11 *Late News,* Ex-Lax.
CBS 10-11 *Arthur Godfrey Time,* part.
MBS 10-10:05 *News,* co-op.; 10:05-10:30 *Kate Smith,* co-op.; 10:30-10:35 *News,* Pepsi-Cola, General Foods; 10:35-10:40 *Bill Stern Sportsreel,* Colgate-Palmolive; 10:40-10:45 *Boris Karloff Presents,* co-op.; 10:45-10:50 *Gaylord Hauser,* co-op.; 10:50-10:55 *Fred Robbins—Assignment Hollywood,* co-op.; 10:55-11 *The Big Decision,* co-op.
NBC 10:10:05 *News,* part.; 10:05-11 *My True Story,* part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary—Bob Fleming,* sust.; 11:30-11:55 No

network service; 11:55-12 *Late News,* General Foods, Pepsi-Cola.
CBS 11-11:05 *Ned Calmer,* Reynolds; 11:05-11:30 *Whispering Streets,* seg.; 11:45-12 *Howard Miller,* Wrigley.
MBS 11-11:05 *News,* co-op.; 11:05-11:30 *Kate Smith,* co-op. and Reader's Digest; 11:30-11:35 *News,* Seeman, L. P. Gas Council, Pepsi-Cola, Ex-Lax, General Foods; 11:35-12 *Queen for a Day,* co-op.
NBC 11-11:05 *News,* part.; 11:05-12 *Bert Parks' Bandstand,* part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey,* co-op.; 12:15-12:20 *Sunshine Boys,* Sterling Drugs; 12:20-12:55 No network service; 12:55-1 *Late News,* General Foods, Pepsi-Cola.
CBS 12-12:05 *Larry Lesueur,* Miles Labs; 12:05-12:15 *Peter Lind Hayes and Mary Healy,* Staley; 12:15-12:30 *Backstage Wife,* part.; 12:30-12:45 *Romance of Helen Trent,* part.; 12:45-1 *Our Gal Sunday,* part.
MBS 12-12:05 *News,* co-op.; 12:05-12:15 *America's Top Tunes,* co-op.; 12:15-12:30 *The Answer Man,* co-op. and Hudson Vitamin; 12:30-12:35 *News,* Helene Seager, Gen. Foods, Pepsi-Cola; 12:35-1 No network service.
NBC 12-12:05 *News.,* part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News,* Ex-Lax, Gen. Foods.
CBS 1-1:15 *This Is Nora Drake,* part.; 1:15-1:30 *Ma Perkins,* part.; 1:30-1:45 *Young Dr. Malone,* part.; 1:45-2 *The Road of Life,* part.
MBS 1-1:15 *News,* Cedric Foster, co-op.; 1:15-1:30 *America's Top Tunes,* co-op.; 1:30-1:35 *News —Gabriel Heatter,* General Foods, Hudson Vitamins; 1:35-2 *America's Top Tunes,* co-op.
NBC 1-1:05 *News,* part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News,* Gen. Foods.
CBS 2-2:05 *News With Bill Downs;* 2:05-2:15 *The Right to Happiness,* part.; 2:15-2:30 *Second Mrs. Burton,* part.; 2:30-2:45 *The Couple Next Door,* part.; 2:45-3 *Just Entertainment.*
MBS 2-2:05 *News,* co-op.; 2:05-2:30 *America's Top Tunes,* co-op.; 2:30-2:35 *News,* General Foods, Pepsi-Cola, Ex-Lax; 2:35-3 *America's Top Tunes,* co-op.
NBC 2-2:05 *News,* part.; 2:05-2:30 *Don Ameche's Real Life Stories,* part.; 2:30-2:45 *One Man's Family,* part.; 2:45-3 *The Affairs of Dr. Gentry,* part.

3-4 p.m.

ABC 3-3:25 No network service; 3:25-3:30 *Commentary—Linton Wells,* sust.; 3:30-3:55 No network service; 3:55-4 *Late News,* General Foods.
CBS 3-3:30 *Houseparty,* part.; 3:30-3:45 No network service; 3:45-3:50 *Musical Variety,* sust.; 3:50-4 No network service.
MBS 3-3:05 *News,* co-op.; 3:05-3:30 *America's Top Tunes,* co-op.; 3:30-3:35 *News;* 3:35-4 *America's Top Tunes,* co-op.
NBC 3-3:05 *News,* part.; 3:05-3:30 *Five Star Matinee,* part.; 3:30-3:45 *Woman in My House,* part.; 3:45-4 *Pepper Young's Family,* part.

4-5 p.m.

ABC 4:4:25 No network service; 4:25-4:30 *Commentary—Don Goddard,* sust.; 4:30-4:55 No network service; 4:55-5 *Late News,* Pepsi-Cola.
CBS 4-4:55 No network service; 4:55-5 *CBS News,* sust.
MBS 4-4:05 *News,* co-op.; 4:05-4:30 *America's Top Tunes,* co-op.; 4:30-4:35 *News,* Ex-Lax; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes,* co-op.
NBC 4-4:05 *News,* part.; 4:05-4:55 No network service; 4:55-5 *Richard Harkness,* Ralston Purina.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary—Don Goddard;* 5:30-5:55 No network service; 5:55-6 *Late News,* sust.
CBS 5-6 No network service (Fri.) 5:30-5:45 *U.N. On the Record,* sust.
MBS 5-5:05 *News,* co-op.; 5:05-5:30 *America's Top Tunes,* co-op.; 5:30-5:35 *News,* Seeman, Pepsi-Cola, Ex-Lax; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes,* co-op.
NBC 5-5:05 *News,* part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends* (local station participation); 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe,* co-op.; 6:30-6:40 *John Daly,* GMC (Cadillac); 6:40-6:45 *Paul Harvey,* Midas, Reynolds; 6:45-6:50 *Late Sports,* GMC Trucks; 6:50-7 No network service.

CBS 6-6:05 *Allan Jackson,* sust.; 6:05-6:45 No network service; 6-45-7 *Lowell Thomas,* Delco.
MBS 6-6:05 *News,* Gabriel Heatter, co-op.; 6:05-6:30 (Mon.-Thurs.) *America's Top Tunes,* co-op.; (Fri.) *The Big Decision,* co-op.; 6:30-6:35 *News,* Rid-X, Camel; 6:35-7 *America's Top Tunes,* co-op.
NBC 6-6:05 *News,* part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra,* Sun Oil Co., and co-op., and sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan,* AFL-CIO; 7:15-7:55 (Mon., Tues., Thurs., Fri.) No network service; 7:55-8 *Late News,* sust.; 7:30-8 (Wed.) *Plymouth Show With Lawrence Welk,* Plymouth.
CBS 7-7:05 *Sports Time With Phil Rizzuto,* Reynolds; 7:05-7:30 *Amos 'n' Andy Music Hall,* seg.; 7:30-7:35 *Business News With Walter Cronkite,* Hertz; 7:35-7:45 *Answer Please,* seg.; 7:45-8 *Edward R. Murrow With the News,* sust.
MBS 7-7:15 *Fulton Lewis Jr.,* co-op.; 7:15-7:30 *Assignment People;* 7:30-7:35 *News—Gabriel Heatter,* Hudson Vitamins, Rid-X, AT&T, Seeman; 7:35-8 (Mon.) *Magic of Music,* co-op.; (Tues.) *The Army Hour;* (Wed.) *Family Theatre;* (Thurs.) *By the People;* (Fri.) *Lombardoland, USA.*
NBC 7-7:05 *News,* part.; 7:05-7:15 No network service; 7:15-7:30 *Alex Dreier,* co-op.; 7:30-7:45 *News of the World,* part.; 7:45-8 *Life and the World,* part.

8-9 p.m.

ABC 8-8:25 (Mon., Tues., Thurs., Fri.) No network service; 8:25-8:30 *Commentary, Quincy Howe,* sust.; 8-8:30 *Plymouth Show,* cont.; 8:30-8:55 No network service; 8:55-9 *Late News,* sust.
CBS 8-8:30 (Mon.) *Robert Q. Lewis Show,* seg.; 8-8:25 (Tues.-Thurs.) *Robert Q. Lewis,* seg.; 8:25-8:30 *Patti Page Show,* Gen. Motors; 8:30-8:35 *CBS News,* sust.; 8:35-9 (Mon.) *Burt & Gloria,* sust.; (Tues.) *Mood Piece,* sust.; (Wed.) *Upbeat, Wednesday Night,* sust.; (Thurs.) *Stuart Foster Show,* sust.; (Fri.) *The Light Touch,* sust.
MBS 8-8:05 *News,* co-op.; 8:05-8:30 *The World Today,* Hudson Vitamins; Ex-Lax, AT&T, Quaker State Oil, Seeman; 8:30-8:35 *Bill Stern,* AT&T; 8:35-9 *Capital Assignment,* co-op.
NBC 8-8:05 *News,* part.; 8:05-8:30 (Mon.) *You Bet Your Life,* part.; (Tues.) *Nightline,* part.; (Wed.) *People Are Funny,* part.; (Thurs.) *Nightline,* part.; (Fri.) *Monitor,* part.; 8:30-9 (Mon.-Thurs.) *Nightline,* part.; 8:30-9 (Fri.) *Monitor,* part.

9-10 p.m.

ABC 9-9:55 No network service; 9:55-10 *People in the News,* sust.
CBS 9-9:05 *Robert Trout,* Chevrolet; 9:05-9:25 *The World Tonight,* seg.; 9:25-9:30 *News Analysis With Eric Severeid;* 9:30-10 (Mon.) *Capitol Cloakroom,* sust.; (Tues.) *The Last Word,* sust. (Wed.) *The Leading Question,* sust.; (Thurs.) *Earl Bostic Quintet,* sust.; (Fri.) *Ralph Flanagan Orch.,* sust.
MBS 9-9:05 *News,* co-op.; 9:05-9:15 *UN Radio Review;* 9:15-9:30 *Music Beyond the Stars,* co-op.; 9:30-9:35 *News,* AT&T; 9:35-10 *Music Beyond the Stars,* co-op.
NBC 9-10 (Mon.-Thurs.) *Nightline,* part.; (Fri.) 9-9:55 *Monitor,* part.; 9:55-10 *News,* part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook,* AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 *Labor Rackets Hearings,* sust.; 10:55-11 *Late News,* sust.
CBS 10-10:05 *CBS News With Douglas Edwards,* Oldsmobile; 10:05-10:30 *Clair Perrault Orch.,* sust.; (Tues. & Wed.) *Bill Snyder Trio,* sust.; (Thurs.) *Andy Powell Orch,* sust.; (Fri.) *Stan Kenton Orch.,* sust.; 10:30-11 (Mon.) *Leon Kelner Orch.,* sust.; (Tues.) *Clair Perrault Orch.,* sust.; (Wed. & Thurs.) *Jonah Jones Orch.,* sust.; (Fri.) *Lenny Herman Orch.,* sust.
MBS 10-10:05 *News,* co-op.; 10:05-10:30 *Music Beyond the Stars,* co-op.; 10:30-10:35 *News,* AT&T; 10:35-11 *Music Beyond the Stars,* co-op.
NBC 10-10:05 (Mon.-Thurs.) *News,* part.; 10:05-10:30 (Mon.) *International Bandstand,* sust.; (Tues.-Thurs.) *Treasury of Music,* sust.; (Fri.) 10-10:30 *Boxing,* Gillette; 10:30-10:45 (Mon.-Thurs.) *News of the World* (rpt.), part.; 10:45-11 (Mon.-Thurs.) *Life and the World* (rpt.), part.; (Fri.) 10:30-11 *Sports Highlights,* part.

11 p.m-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News,* sust.
CBS 11-11:10 *CBS News,* sust.; 11:10-11:30 (Mon. & Thurs.) *Cass Harrison Orch.,* sust.; (Tues. & Fri.) *Dance Orch.,* sust.; (Wed.) *Earl Bostic Quintet,* sust.; 11:30-12 (Mon.-Wed.) *Chuy Reyes Orch.,* sust.; (Thurs. & Fri.) *Dance Orch.,* sust.
MBS 11-11:05 *News,* co-op.; 11:05-11:30 *Music Beyond the Stars,* co-op.; 11:30-11:35 *News,* AT&T, Quaker State Oil; 11:35-12 *Music Beyond the Stars,* co-op.
NBC 11-11:05 *News,* part.

[NOTE: NBC programs, except those listed co-op., fully sponsored, or sustaining, are sold to various network participating sponsors.]

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News,* co-op.; 7:05-7:30 *America's Top Tunes,* co-op.; 7:30-7:35 *News,* R. J. Reynolds; 7:35-8 *America's Top Tunes,* co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:05 *News Around the World,* sust.; 8:05-8:55 No network service; 8:55-9 *Weekend News,* R. J. Reynolds.
CBS 8-8:15 *World News Roundup,* co-op.; 8:15-9 No network service.
MBS 8-8:05 *News,* co-op.; 8:05-8:30 *America's Top Tunes,* co-op.; 8:30-8:35 *News,* R. J. Reynolds; 8:35-9 *America's Top Tunes,* co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News,* R. J. Reynolds.
CBS 9-9:15 *News of America,* co-op.; 9:15-9:30 *Man Around the House,* seg.; 9:30-9:45 *CBS Radio Farm News,* seg.; 9:45-10 *Garden Gate,* seg.
MBS 9-9:05 *News,* co-op.; 9:05-9:30 *America's Top Tunes,* co-op.; 9:30-9:35 *News,* Camel, Pepsi-Cola; 9:35-10 *America's Top Tunes,* co-op.
NBC 9-9:05 *News,* 9:05-10 *Monitor,* part.

10-11 a.m.

ABC 10-10:55 No network service; 10:55-11 *Weekend News,* R. J. Reynolds.
CBS 10-10:05 *Allan Jackson & the News,* Chevrolet; 10:05-11 *Galen Drake Show,* seg.
MBS 10-10:05 *News,* co-op.; 10:05-10:30 *America's Top Tunes,* co-op.; 10:30-10:35 *News,* Camel, Pepsi-Cola; 10:35-11 *America's Top Tunes,* co-op.
NBC 10-11 *Monitor,* part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* Reynolds.
CBS 11-11:05 *Allan Jackson & the News,* Chevrolet; 11:05-11:55 *Robert Q. Lewis Show,* seg.; 11:55-12 *Business News With Bill Downs,* Hertz.
MBS 11-11:05 *News,* co-op.; 11:05-11:30 *America's Top Tunes,* co-op.; 11:30-11:35 *News,* Nat'l L. P. Gas Council, Ex-Lax; 11:35-12 *America's Top Tunes,* co-op.
NBC 11-12 *Monitor,* part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News,* sust.; 12:30-12:55 *The American Farmer,* sust.; 12:55-1 *Weekend News,* Reynolds.
CBS 12-12:05 *Allan Jackson & the News,* Chevrolet; 12:05-12:30 *Amos 'n' Andy Music Hall,* seg.; 12:30-12:55 *Gunsmoke,* seg.; 12:55-1 *Business News With Bill Downs,* Hertz.
MBS 12-12:05 *News,* co-op.; 12:05-12:30 *Wheel of Chance,* co-op.; 12:30-12:35 *Sports News,* Camel; 12:35-1 *Wheel of Chance.*
NBC 12-12:25 *National Farm and Home Hour,* Allis-Chalmers (limited network only remainder of stations available are sustaining) (split network with *Monitor);* 12:25-12:30 *Alex Dreier,* Morton Salt; 12:30-12:45 *Red Foley,* Hess & Clark; 12:45-1 *Monitor,* part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports,* sust.; 1:05-1:30 *Andy Reynolds Ranch Boys,* sust.; 1:30-1:55 *Shake the Maracas,* sust.; 1:55-2 *Weekend News,* Reynolds.
CBS 1-1:05 *Allan Jackson & the News,* Chevrolet; 1:05-1:30 *City Hospital,* seg.; 1:30-1:45 *Adventures in Science,* sust.; 1:45-2 *Entertainment USA,* sust.
MBS 1-1:05 *News,* co-op.; 1:05-1:15 No network service; 1:15-1:30 *America's Top Tunes;* 1:30-1:35 *News,* Pepsi-Cola, Camel; 1:30-2 *All-Service Football Games,* Philco.
NBC 1-2 *Monitor,* part.

2-3 p.m.

ABC 2-2:55 *Notre Dame Football,* Pontiac; 2:55-3 *Weekend News,* Reynolds.
CBS 2-2:05 *Allan Jackson & the News,* Chevrolet; 2:05-2:30 *Vincent Lopez Orch.,* sust.; 2:30-3 *Clair Perrault Orch.,* sust.
MBS 2-2:05 *News,* co-op.; 2:05-2:30 *All Service Football,* cont.; 2:30-2:35 *News;* 2:35-3 *All Service Football,* cont.
NBC 2-3 *Monitor,* part.

3-4 p.m.

ABC 3-3:55 *Notre Dame Football,* cont.; 3:55-4 *Weekend News,* Reynolds.
CBS 3-3:05 *Allan Jackson & the News,* Chevrolet; 3:05-3:30 *Lenny Herman Orch.,* sust.; 3:30-4 *Earl "Fatha" Hines Orch.,* sust.
MBS 3-3:05 *News,* co-op.; 3:05-3:30 *Football,* cont.; 3:30-3:35 *News;* 3:35-4 *Football,* cont.
NBC 3-4 *Monitor,* part.

4-5 p.m.

ABC 4-4:55 *Notre Dame Football,* cont.; 4:55-5 *Weekend News,* Reynolds.
CBS 4-4:05 *Allan Jackson & the News,* Chevrolet; 4:05-4:30 *Dance Orch.,* sust.; 4:30-5 *U. S. Army Show,* sust.
MBS 4-4:05 *News,* co-op.; 4:05-4:30 *Football,* cont.; 4:30-4:35 *News;* 4:35-5 *Football,* cont., or *America's Top Tunes,* co-op.
NBC 4-5 *Monitor,* part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports,* sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News,* R. J. Reynolds.
CBS 5-5:05 *CBS News,* sust.; 5:05-5:30 *Jazz Central,* sust.; 5:30-6 *Make Way for Youth,* sust.
MBS 5-5:05 *News,* co-op.; 5:05-5:30 *America's Top*

Tunes, co-op.; 5:30-5:35 *Sports News,* Quaker State Oil; 5:35-6 *America's Top Tunes,* co-op.
NBC 5-6 *Monitor,* part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour,* sust.; 6:30-6:35 *Speaking of Sports,* sust.; 6:30-6:55 No network service; 6:55-7 *Weekend News,* Reynolds.
CBS 6-6:05 *CBS News,* sust.; 6:05-6:30 *New Orleans Jazz Band,* sust.; 6:30-6:55 *Saturday at the Chase,* sust., 6:55-7 *CBS News,* sust.
MBS 6-6:05 *News,* co-op.; 6:05-6:15 *America's Top Tunes,* co-op.; 6:15-6:30 *Viewpoint;* 6:30-6:35 *News,* National L. P. Gas Council; 6:35-7 *America's Top Tunes,* co-op.
NBC 6-7 *Monitor,* part.

7-8 p.m.

ABC 7-7:30 *At Ease,* sust.; 7:30-7:35 *Speaking of Sports,* sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News,* Reynolds.
CBS 7-7:05 *Sports Time With Phil Rizzuto;* 7:05-7:10 No network service; 7:10-7:30 *Sports Feature,* seg.; 7:30-7:35 *The Patti Page Show,* Gen. Motors; 7:35-8 *Suspense,* seg.
MBS 7-7:05 *News,* co-op.; 7:05-7:30 *Hawaii Calls;* 7:30-8 *Word of Life Hour,* Word of Life.
NBC 7-8 *Monitor,* part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show,* sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News,* Reynolds.
CBS 8-8:05 *CBS News,* sust.; 8:05-8:30 *World Tonight,* seg.; 8:30-9 *New York Philharmonic;* with five-minute intermission for *CBS News With Wells Church,* Oldsmobile.
MBS 8-8:05 *News,* co-op.; 8:05-8:30 *Bandstand, U. S. A.,* co-op.; 8:30-8:35 *Sports News,* AT&T; 8:35-9 *Bandstand, U. S. A.,* co-op.
NBC 8-9 *Monitor,* part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show,* sust.; 9:25-9:30 *Speaking of Sports,* sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News,* Reynolds.
CBS 9-10 *New York Philharmonic,* continued.
MBS 9-9:05 *News,* co-op.; 9:05-9:30 *Bandstand, U. S. A.;* 9:30-9:35 *News;* 9:35-10 *Bandstand, U. S. A.*
NBC 9-10 *Monitor,* part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports,* sust.; 10:35-10:55; No network service; 10:55-11 *Weekend News,* Reynolds.
CBS 10-10:30 *New York Philharmonic,* cont.; 10:30-11 *Lenny Herman Orch.,* sust.
MBS 10-10:05 *News,* co-op.; 10:05-10:30 *Music Beyond the Stars,* co-op.; 10:30-10:35 *News,* National L. P. Gas Council; 10:35-11 *Music Beyond the Stars,* co-op.
NBC 10-10:30 *Monitor,* part.; 10:30-11 *Grand Ole Opry,* Reynolds (limited network only with remainder of stations available on sustaining basis).

11 p.m-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* sust.
CBS 11-11:10 *CBS News,* sust.; 11:10-11:30 *Bill Snyder Trio,* sust.; 11:30-12 *Earl Bostic Quintet,* sust.
MBS 11-11:05 *News,* co-op.; 11:05-11:30 *Music Beyond the Stars,* co-op.; 11:30-11:35 *News,* Quaker State Oil, AT&T; 11:35-12 *Music Beyond the Stars,* co-op.
NBC 11-12 *Monitor,* part.
[NOTE: All NBC programs listed as participating are sold to various sponsors on a participation basis. *On-The-Hour News* is sponsored on a major-minor commercial basis by various advertisers.]

Midnight-1 a.m.

ABC, NBC, MBS No network service.
CBS 12-12:05 *CBS News,* sust.; 12:05-1 No network service.

Advertisement

Murray Carpenter

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 25 through Oct. 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Wailuku, Maui, Hawaii—Radio Honolulu Ltd. ch. 8 (180-186 mc); ERP 1.933 kw vis., .967 kw aur., ant. height above average terrain 5,764 ft., above ground 26 ft. Estimated construction cost $38,816, first year operating cost $25,000, revenue (satellite operation). P. O. address 1170 Auahi St., Honolulu. Studio location 1170 Auahi St. Transmitter location Wailuku (summit of Mt. Haleadala). Geographic coordinates 20° 42' 41" N. Lat., 156° 15' 26" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Ellis, Hodson, Chaffetz and Masters, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KONA-TV Honolulu.** Application is for satellite to rebroadcast KONA-TV programs in Maui. Announced Oct. 1.

High Point, N. C.—High Point Tv Co. ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1106 ft., above ground 1075 ft. Estimated construction cost $1,100,000, first year operating cost $750,000, revenue $750,000. P. O. address Box 1590, High Point. Studio location High Point. Trans. location near New Market. Geographic coordinates 35° 50' 30.4" N. Lat., 79° 51' 4.7" W. Long. Trans., ant. GE. Legal counsel Philip J. Hennessey Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Ownership: **George W. Lyles Jr.** (17%), owner of 15% of **WTNC Thomasville, N. C.**; wholesale food distributor **George E. Hutchens** (18%); publisher **David A. Rawley** (18%); box manufacturer **I. Paul Ingle** (17%); **Dorothy P. Terry,** publishing interests (18%), and **Holt McPherson** (12%), owner of 69% of **WOHS-AM-FM Shelby, N. C.** Announced Oct. 1.

Existing Tv Stations

APPLICATION

WSIL-TV Harrisburg, Ill.—Cp to operate on ch. 3, 60-66 mc, ERP, vis. 100 kw, aur. 50 kw, ant. height above average terrain 882 ft.; trans. location 2 miles west of **Creal Springs, Ill.**; studio location 21 West Poplar Street, Harrisburg, Ill.

Translators

APPLICATIONS

Maupin, Ore.—Maupin Tv Corp. Ch. 72, ERP 100 w. P. O. address % Estel L. Stovall, Maupin. Estimated construction cost $6,573, first year operating cost $700. To rebroadcast programs of **KOIN-TV Portland, Ore.** Announced Oct. 1.

Wallowa Valley, Ore.—Wallowa Valley Tv Assn. Inc.—Ch. 71, ERP 130.2 w. P. O. address % Wayne McFetridge, Enterprise, Ore. Estimated construction cost $11,020, first year operating cost $3,500. To rebroadcast programs of **KHQ-TV Spokane, Wash.** Announced Oct. 1.

New Am Stations

ACTIONS BY FCC

Anderson, Calif.—Universal Electronics Network.—Granted 1580 kc, 1 kw D. P. O. address John F. Carter, 100 Montgomery St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $45,000. Owners are **Dante P. Lembi** and **Louis O. Kelso** (each 50%). Mr. Lembi is investment and property management expert; Mr. Kelso is attorney. Announced Oct. 1.

Westport, Conn.—Westport Bcstg. Co.—Granted 1260 kc, 1 kw D. P. O. address % Norman J. Bernstein, P. O. Box 373, Westport. Estimated construction cost $20,000, first year operating cost $55,000, revenue $70,000. Principals include Pres. **Paul Zabin** (20%), owner children's apparel shops; Vice Pres. **George H. Cardozo** (10%) freelance photographer; Vice Pres. **Robert P. Keim** (5%) account executive, Adv. Council Inc.; Treas. **Philip Langner** (12%), manager Westport Country Playhouse; Sec. **Norman J. Bernstein** (15%), attorney; **Lawrence Langner** (6.5%), attorney, co-owner and director, The Theatre Guild; **Armina Marshall Langner** (6.5%), co-owner and director, The Theatre Guild, and Asst. Treas. **Garo W. Ray** (15%), consulting radio engineer, owner of Cine-Video Productions Inc. Announced Oct. 1.

Beacon, N. Y.—West Shore Bcstg. Co., 1260 kc, 1 kw D. P. O. address % Alfred Dresner, 66 Court St., Brooklyn, N. Y. Estimated construction cost $17,131, first year operating cost $26,855, revenue $36,000. Principals include **Samuel Babbit** (35%), manufacturer of sample card printing and promotion works; **Saul Dresner** (20%), director M. C. Schwerin Research Corp., program commercial testing; **Alfred Dresner** (20%), attorney; **Leonard Wechsler** (Bob Leonard) (20%), announcer WRIT Milwaukee, Wis., and **Robert Gessner** (5%), chief engineer WVOS Liberty, N. Y. Announced Oct. 1.

APPLICATIONS

West Memphis, Ark.—Crittenden County Bcstg. Co., 730 kc, 250 w D. P. O. address 401 S. 21st St., West Memphis, Tenn. Estimated construction cost $17,298, first year operating cost $64,100, revenue $72,000. Owners are sheeting and painting contractor **R. E. Blackford** (75%), and advertising man **Hugh Murphy** (25%). Announced Sept. 24.

Ojai, Calif.—Rex O. Stevenson, 1320 kc, 500 w D. P. O. address 3560 Washington St., San Francisco. Estimated construction cost $25,700, first year operating cost $36,000, revenue $47,000. Mr. Stevenson, sole owner, has numerous business interests in San Francisco. Announced Sept. 29.

Marathon, Fla.—Key Bcstg. Co., 1300 kc, 500 w D. P. O. address % John W. Betts, Maysville, Ky. Estimated construction cost $87,740, first year operating cost $50,000, revenue $60,000. Ownership: **Gilmore N. Nunn,** one-third (30% of **WBIR-AM-FM-TV Knoxville, Tenn.**); **J. M. Finch Sr.** and **Charles P. Clarke,** each 22.22% (each 48% of **WFTM Maysville, Ky.**), and **J. W. Betts,** 22%, (WFTM general manager). Announced Sept. 25.

Palmetto, Fla.—James A. McKechnie, 1220 kc, 1 kw D. P. O. address 724 Allen St., Syracuse, N. Y. Estimated construction cost $40,636. first year operating cost $68,000, revenue $75,000. Mr. McKechnie, sole owner, is with WNDR Syracuse. Announced Sept. 25.

Winfield, Kan.—Courtney Bcstg. Co. 1550 kc, 250 w D. P. O. address 3576 W. 11th St., Wichita, Kan. Estimated construction cost $16,423, first year operating cost $42,767, revenue $46,120. **Ira E. Courtney, KAKE Wichita** chief engineer, is sole owner. Announced Sept. 24.

Irvine, Ky.—Irvenna Bcstg. Co. 1550 kc, 1 kw D. P. O. address Box 26, Pineville, Ky. Estimated construction cost $15,257, first year operating cost $29,500, revenue $35,000. **South C. Bevins,** sole owner, is general manager, WMLF Pineville, Ky. Announced Sept. 26.

Baton Rouge, La.—Tiger Bcstg. Co. 1550 kc, 1 kw D. P. O. address % Louis Alford, McComb, Miss. Estimated construction cost $15,324, first year operating cost $36,000, revenue $50,000. Principals are theatre-owner **Theodore G. Solomon** (50%), and **Albert M. Smith** and **Louis Alford,** each 25%, who each own one-third of **WAPF McComb, WMDC Hazlehurst** and **WDAL Meridian, all Mississippi.** Announced Sept. 26.

Beverly, Mass.—WKOX Inc. 1550 kc, 1 kw D. P. O. address Mount Wayte, Framingham, Mass. Estimated construction cost $28,693, first year operating cost $55,000, revenue $65,000. Applicant is licensee of **WKOX Framingham.** Announced Oct. 1.

Ellsworth, Me.—Hancock Bcstg. Co. 1400 kc, 250 w unl. P. O. address 21 Collins St., Caribou, Me. Estimated construction cost $34,510, first year operating cost $63,600, revenue $85,000. **Forest S. Tibbetts**, sole owner, is president of **WFST Caribou, Me.** Announced Sept. 24.

Minneapolis, Minn.—Hennepin Bcstg. Assoc. 690 kc, 1 kw D. P. O. address 304 Builders Exchange Bldg., Minneapolis. Estimated construction cost $53,139, first year operating cost $75,000, revenue $90,000. Owners are **Mr.** and **Mrs. Albert S. Tedesco** who also own **KDUZ Hutchinson** and **KAGE Winona**, both **Minnesota.** Announced Sept. 30.

Portsmouth, N. H.—Seacoast Bcstg. Corp. 1380 kc, 1 kw unl. P. O. address 70 Court St., Portsmouth. Estimated construction cost $32,944, first year operating cost $60,000, revenue $65,000. Applicant has 12 stockholders none of whom owns over 9%. Announced Sept. 24.

Princeton, N. J.—Greater Princeton Bcstg. Co. 1350 kc, 1 kw, 5 kw, LS, unl., DA-2. P.O. address Box 351, Coatesville, Pa. Estimated construction cost $84,525, first year operating cost $60,000, revenue $85,000. Equal partners **William S. Halpern** and **Louis M. Seltser** also share ownership of **WCOF Coatesville, Pa.** Announced Sept. 26.

Santa Fe, N. M.—Santa Fe Bcstg. Co. 970 kc, 1 kw D. P. O. address 5841 Yolanda Dr., Ft. Worth, Tex. Estimated construction cost $22,250, first year operating cost $55,000, revenue $60,000. **Jim E. H. Speck**, sole owner, formerly owned 51% of KJIM Ft. Worth. Announced Sept. 25.

Canandaigua, N. Y.—Radio Station WESB, 1550 kc, 250 w D. P. O. address 43 Main St., Bradford, Pa. Estimated construction cost $27,200, first year operating cost $58,000, revenue $60,000. Applicant is licensee of **WESB Bradford.** Announced Sept. 24.

Midwest City, Okla.—Bomber Bcstg. Co. 1220 kc, 1 kw D. P. O. address 819 S. W. 30th, Oklahoma City. Estimated construction cost $41,737, first year operating cost $60,000, revenue $80,000. Equal partners are theatre-owner **R. Lewis Barton** and school superintendent **Oscar V. Rose.** Announced Sept. 26.

Sapulpa, Okla.—Creek County Bcstg. Co. 1550 kc. 250 w D. P. O. address Radio Station KLCO Ponteau, Okla., % R. B. Bell. Estimated construction cost $10,390, first year operating cost $24,000, revenue $36,000. Co-owners are **Mr.** and **Mrs. R. B. Bell** who also own **KLCO Poteau.** Announced Sept. 24.

Klamath Falls, Ore.—Ralph J. Silkwood, 1250 kc, 5 kw D. P. O. address Box 1372, Medford, Ore. Estimated construction cost $27,000. Mr. Silkwood, sole owner, also has 5% interest in **KDOV Medford.** Announced Sept. 26.

Loudon, Tenn.—Loudon County Bcstg. Co. 1360 kc, 500 w D. P. O. address % Stanley Cravens, Jamestown, Tenn. Estimated construction cost $25,151, first year operating cost $26,000, revenue $38,000. Owners are **Mr.** and **Mrs. Stanley Cravens.** He owns one-third of **WCLC Jamestown, Tenn.** Announced Oct. 1.

Existing Am Stations

ACTIONS BY FCC

WDOE Dunkirk, N. Y.—Granted change from DA-2 to DA-N, continuing operation on 1410 kc, 500 w unl.; engineering condition. Announced Oct. 1.

WVOL Nashville, Tenn.—Granted change of operation on 1470 kc from 1 kw D to 1 kw N, 5 kw LS, DA-2, and change station location to **Berry Hill;** engineering conditions. Announced Oct. 1.

APPLICATIONS

WCPC Houston, Miss.—Cp to change frequency from 1320 kc to 940 kc, increase power from 5 kw to 10 kw (daytime); install directional ant. daytime and install new trans.

KUIN Grants Pass, Ore.—Mod. of cp to increase daytime power from 1 kw to 5 kw and install new trans.

WRAK Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Lancaster, Calif.—Cordell Fray—Granted 107.9 mc, 20.3 kw. P.O. address 8046 Fulton Ave., N. Hollywood. Estimated construction cost $25,849, first year operating cost $28,000, revenue $36,000. Mr. Fray, sole owner, is Universal Pictures film editor. Announced Oct. 1.

Roswell, N. M.—Taylor Bcstg. Co.—Granted 97.1 mc, 2.88 kw. P.O. address Box 525, Roswell. Estimated construction cost $8,696, first year operating cost $14,568, revenue $18,876. Applicant is licensee of **KIBM Roswell.** Announced Oct. 1.

Eugene, Ore.—Music Inc.—Granted 97.9 mc, 3.56 kw. P.O. address 66 Prall Lane. Estimated construction cost $10,619, first year operating cost $18,000, revenue $24,000. Principal owner, **Lytle N. Young** (51%), is in advertising. Announced Oct. 1.

Amarillo, Tex.—Plains Radio Bcstg. Co.—Granted 93.1 mc, 14.5 kw. P.O. address KGNC Amarillo. Estimated construction cost $14,360, first year operating cost $8,000. Applicant is licensee of **KGNC Amarillo** and **KFYO Lubbock,** both **Texas. Globe-News Pub. Co.,** licensee of **KGNC-TV Amarillo,** owns 81% of applicant. Announced Oct. 1.

APPLICATIONS

St. Petersburg, Fla.—Trans-Chord Inc., 99.5 mc, 31 kw. P.O. address 3770 Ocean Dr., Vero Beach, Fla. Estimated construction cost $34,883, first year operating cost $37,785, revenue $44,500. Owners are **Harry C. Offutt Jr.** (93%) and others. Mr. Offutt is in oil and natural gas, etc. Announced Oct. 1.

Waxahachie, Tex.—Richard Tuck Enterprises, 93.5 mc, .345 kw. P.O. address Box 731, Waxahachie. Estimated construction cost $2,685, first year operating cost $2,400, revenue $3,600. Applicant is owner of **KBEC Waxahachie.** Announced Sept. 30.

Madison, Wis.—Badger Bcstg. Co., 101.5 mc, 45 kw. P.O. address 3800 Regent St., Madison. First year operating cost $10,800. Applicant is licensee of **WIBA Madison.** Announced Sept. 30.

Existing Fm Stations

ACTION BY FCC

WBNY-FM Buffalo, N. Y.—Granted mod. of SCA to change type trans. and specify new subcarrier frequencies and renewal of license and SCA to multiplex, by letter, denied request for further extension of temporary authority to operate on simplex basis, but allowed such operation to continue to Oct. 31. Announced Oct. 1.

Ownership Changes

ACTIONS BY FCC

KCRE Crescent City, Calif.—Granted assignment of license from **John K. Perry** and **Robert E. Grey** to **Del Norte Bcstg. Co. (Melvin D.** and **Aldine T. Marshall,** who own **KNEL Arcata, Calif.);** consideration $45,000. Announced Oct. 1.

KHOK Golden, Colo.—Granted transfer of control from **Grand Canyon Bcstrs. Inc.** to **A. V. Bamford** (interest in **KHEY El Paso, Tex.,** and **KMOP Tucson, Ariz.), Nels Johnson** and **Horace Dodgen Smith;** consideration $39,637. Announced Oct. 1.

WMMA Miami, Fla.—Granted assignment of license to **Stephany Wyszatycki,** wife of **Leon Wyscatycki (WWOL-AM-FM Buffalo, N. Y.);** consideration $175,000 and agreement that assignor not compete for five years. Announced Oct. 1.

WRRR Rockford, Ill.—Granted assignment of license to **Radio Rockford Inc. (Kankakee Daily Journal,** licensee of **WKAN Kankakee,** sole stock subscriber); consideration $246,000 plus payment of $80,200 over five-year period to certain stockholders of assignor as consultants. Announced Oct. 1.

KVCL Winnfield, La.—Granted assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White** to **Edward R. Hall,** tr/as **Winn Bcstg. Co.;** consideration $35,000. Announced Oct. 1.

WBRK Pittsfield, Mass.—Granted transfer of

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Ray V. Hamilton

Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Schroeder Hotel, Milwaukee, next Monday and Tuesday (13-14).

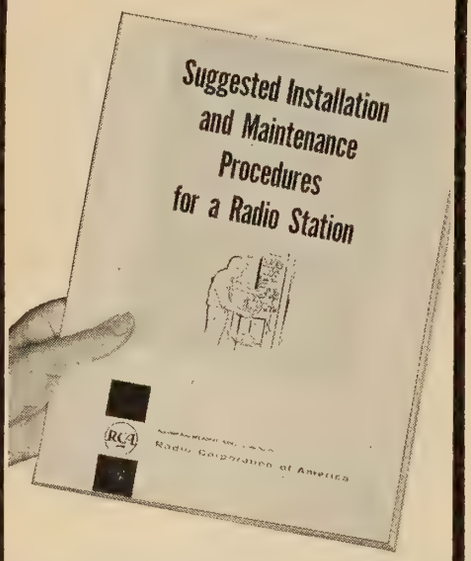


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control from **Leon Podolsky**, et al., to **Kingston Bcstg. Corp., WKNE Corp., Robert T. Colwell, W. A. H. Birnie** and **Luette S.** and **Joseph K. Close**; consideration $500 and $214,500 in loans. Transferees have interest in **WKNE-AM-TV Keene, N. H.; WKVT Brattleboro, Vt.,** and **WKNY-AM-TV Kingston, N. Y.** Announced Oct. 1.

KRTV (TV) Great Falls, Mont.—Granted assignment of cp from **Robert R.** and **Francis N. Laird** to **Snyder & Assoc. (Dan Snyder**, president); consideration $65,680. Announced Oct. 1.

KBYE Oklahoma City, Okla.—Granted transfer of control from **Glenn G. Griswold** and **Kevin Brendon Sweeney** to **Mrs. Bernice L. Lynch**; consideration $2,700 for 54% interest. Announced Oct. 1.

WCRE Cheraw, S. C.—Granted assignment of license from **E. G. Robinson Jr.** and **William R. Wagner** to **Ben Ackerman**, tr/as **Radio Cheraw** (half owner of **WSTN St. Augustine, Fla.**); consideration $24,000. Announced Oct. 1.

KOPY Alice, Tex.—Granted transfer of control from **Jules J. Paglin** and **Stanley W. Ray Jr.** to **Leon S. Walton**; consideration $150,000. Announced Oct. 1.

KCMR McCamey, Tex.—Granted assignment of license from **Jim Sample** and **Donald Boston** to **Robert E. Stuart**, tr/as **The Stuart Co.**; consideration $30,000. Announced Oct. 1.

KLOQ Yakima, Wash.—Granted transfer of control from **Robert S. McCaw** and **Tom Olsen** to **William E. Shela** and **Warren J. Durham**; consideration $24,201. Announced Oct. 1.

WSHE Sheboygan, Wis.—Granted assignment of license to **Central States Bcstg. Co. (William E. Walker**, president, has interest in **WMAM-AM-TV Marinette, WBEV Beaver Dam, Wis., WRRR Rockford, Ill.,** and **KCLN Clinton, Iowa**; two other stockholders have interests in WBEV WRRR and KCLN); consideration $80,000. Announced Oct. 1.

APPLICATIONS

KBLF Red Bluff, Calif.—Seeks transfer of control (51%) of licensee **(Tehama Bcstg. Co.)** from **R. G. Frey** and **Rawlins Coffman** to **Lynn** and **Winnie Elaine Smoot** for $25,000. Mr. Smoot is in real estate. Announced Sept. 26.

KCOB Newton, Iowa—Seeks assignment of license from **Richard C. Brandt, William C. Brandt, William M. Bryan** and **Eddie Erlbacher**, d/b as **Newton Bcstg. Co.**, to **Richard C. Brandt** for $6,250 each to William C. Brandt and Mr. Bryan and $5,850 to Mr. Erlbacher. Announced Sept. 29.

KLUE Shreveport, La.—Seeks assignment of license from **Twin City Bcstg. Co.** to **Kenwil Inc.** for $65,000. **David Kent**, who will be two-thirds owner, is in advertising. Announced Sept. 25.

WMRC Milford, Mass.—Seeks transfer of 100% of licensee **(Milford Bcstg. Corp.)** from **David M. Myers** to **W.H.A.V. Bcstg. Co.** for $25,000. Purchaser, licensee of **WHAV Haverhill, Mass.**, is owned by **Edward I. Cetlin** (50%) and **Henry R.** and **Morris Silver**, each 25%. Announced Sept. 30.

KBON Omaha, Neb.—Seeks assignment of license from **Inland Bcstg. Co.** to **Goldenrod Bcstrs. Inc.** (equal partners **Joe Gratz** of Warwick and Legler and **Maurice M. Fleischl** of WMCA New York) for $170,000. Announced Sept. 26.

WSEN Baldwinsville, N. Y.—Seeks transfer of control of permittee **(Century Radio Corp.)** from **Robert L. Stockdale** to Mr. Stockdale (41.5%), **Donald C. Menapace** (25⅛%) and **James A. Lowery Jr.** (33⅓%). Mr. Menapace is in real estate. Mr. Lowery is with WOHI East Liverpool, Ohio. Announced Sept. 30.

WBAI (FM) New York, N. Y.—Seeks assignment of license from **Louis Schweitzer** to **WBAI FM Inc.** Corporate change. No control change. Announced Sept. 29.

WCBT Roanoke Rapids, N. C.—Seeks acquisition of positive control of licensee by **J. W. Crew Jr.** through transfer of 30% from **S. Ellis Crew.** No cash involved. J. W. Crew's ownership will thus be increased to 70%. Announced Sept. 25.

KUIK Hillsboro, Ore.—Seeks assignment of license from **Tualatin Valley Bcstrs. Inc.** to equal partners **Ronald L. Rule**, announcer, KOIN-AM-FM-TV Portland, Ore.; **James L. Dennon**, store manager; **John P. Gillis**, food broker, and **Donald F. Stellges**, KEX Portland, assistant program director. Purchase price: $62,500. Announced Sept. 25.

KITE San Antonio, Tex.—Seeks assignment of license and cp from **Radio KITE Inc.** to **Connie B. Gay Inc.** Corporate change. No control change. Announced Sept. 29.

KTUE Tulia, Tex.—Seeks assignment of license from **Clint Formby** and **Marshall Formby**, d/b as **KTUE Bcstrs.** to **KTUE Radio Inc.** Corporate change. No control change. Announced Sept. 29.

KPKW Pasco, Wash.—Seeks assignment of license from **Western Radio Corp.** to **Robin Hill** for $38,500. Mr. Hill is selling his one-third interest in KWG Stockton, Calif. Announced Sept. 26.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Aug. 27 initial decision, as amended by Commission, granting applications of **West Shore Bcstg. Co.** and **The Westport Bcstg. Co.** for new am stations to operate on 1260 kc, 1 kw D, DA, in **Beacon, N. Y.,** and **Westport, Conn.**, respectively. Comr. Ford not participating. Announced Oct. 1.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by **Mid-America Bcstrs. Inc.** (KOBY), **San Francisco, Calif.**, for stay of April 22 action assigning call letters KOFY to **Intercontinental Bcstg. Corp.'s** am station in **San Mateo.** (On July 30 Commission, on petition by KOBY, ordered hearing but did not stay assignment of call letters to KOFY.) Announced Sept. 26.

By memorandum opinion and order, Commission dismissed Aug. 27 petition and denied Sept. 3 petition, both filed by **Anthony Wayne Television Corp.**, for stay of July 23 decision which granted application of **The Community Bcstg. Co.** for new tv station to operate on ch. 11 in **Toledo, Ohio**, and denied competing applications of **The Toledo Blade Co., Unity Corp., The Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co.,** and **Anthony Wayne.** Comr. Cross not participating. Announced Sept. 26.

Commission on Oct. 1 directed preparation of document looking toward granting applications of **Pompano Beach Bcstg. Corp.** for new am station to operate on 980 kc, 1 kw DA, D, in **Pompano Beach, Fla.,** and **Louis G. Jacobs** for new station on 990 kc, 5 kw DA, unl., in **Miami-South Miami, Fla.**, both with conditions. Initial decision of Aug. 13 looked toward these grants.

Commission on Oct. 1 directed preparation of document looking toward granting application of **Department of Education of Puerto Rico** for new tv station to operate on ch. 3 in **Mayaguez, P. R.**, and denying competing application of **Sucesion Luis Pirallo-Castellanos.** Initial decision of Oct. 16, 1957, looked toward this action.

By memorandum opinion and order, Commission denied petition by **The Monocacy Bcstg. Co., Gettysburg, Pa.**, and dismissed motion by **The Price Bcstrs Inc., Frederick, Md.**, to delete issue and to enlarge issues, respectively, in proceeding on their am applications and that of **Times** and **News Publishing Co.** (WGET), **Gettysburg.** Announced Oct. 1.

By memorandum opinion and order, Commission denied petition by **KSTP Inc.** (KSTP), **St. Paul, Minn.**, for reconsideration or rehearing directed against May 21 grant of application of **Broadcasters of Burbank Inc.**, to change facilities of **KBLA Burbank, Calif.**, from 1490 kc, 250 w unl., to 1500 kc, 10 kw DA-1, unl. Announced Oct. 1.

Cookeville Bcstg. Co., Cookeville, Tenn.; Carthage Bcstg. Co., Carthage, Tenn.—Designated for consolidated hearing applications for new am stations to operate on 1350 kc—Cookeville with 1 kw and Carthage with 500 w. Announced Oct. 1.

Russell G. Salter, Aurora, Ill.—Designated for

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hearing application for new am station to operate on 1580 kc, 250 w DA, D; made **WNMP Evanston, Ill.**, party to proceeding. Announced Oct. 1.

Routine Roundup

By memorandum opinion and order, Commission denied requests for waiver of Sec. 3.293 of rules to permit continued functional music operation on simplex basis by fm stations KEEZ San Antonio, Tex.; WBFM New York, N. Y.; WDDS-FM Syracuse, N. Y.; WWDC-FM Washington, D. C.; WPKM Tampa, Fla.; WPEN-FM Philadelphia, Pa.; WMIT Clingmans Peak, N. C.; WLDM Oak Park, Mich.; WKJF Pittsburgh, Pa.; KMLA and KRKD-FM Los Angeles, Calif.; KDFC San Francisco, Calif.; KBMS Glendale, Calif.; WMMW Meriden, Conn., and KCFM St. Louis, Mo.; also denied requests of WBFM and WPEN-FM for stay of multiplex requirement of Sec. 3.293; but allowed all these stations to continue simplex operation to Oct. 31. Comr. Ford issued dissending statement concurred in by Comr. Craven. Announced Oct. 1.

Following stations were granted SCA to engage in functional music operation on multiplex basis: KDEN-FM, KDEN Bcstg. Co., Denver, Colo.; WGR-FM, Transcontinent Television Corp., Buffalo, N. Y.; Transcontinent Television Corp., Rochester, N. Y., and WMFM, Earl W. Fessler, Madison, Wis.

ACTIONS ON MOTIONS

By Commissioner John S. Cross on September 29

Granted petition by Broadcast Bureau for extension of time to Oct. 2 to file exceptions to initial decision re am application of Liberty Bcstg Co., Liberty, Tex.

Granted petition by Broadcast Bureau for extension of time to Oct. 3 to file exceptions to initial decision re am applications of Northside Bcstg. Co. and Southwestern Indiana Bcstrs. Inc., both Jeffersonville, Ind.

By Chief Hearing Examiner James D. Cunningham on September 26

Scheduled hearings for Nov. 28 in following am. proceedings: Johnston Bcstg. Co., Pensacola, Fla.; Venice-Nokomis Bcstg. Co., Venice, Fla., et al.

By Hearing Examiner Millard F. French on September 29

Continued hearing presently scheduled for Oct 8 to date to be set by subsequent order and scheduled a prehearing conference for Oct. 8 in matter of assignment of call letters KOFY to Intercontinental Broadcasting Corp. for its standard broadcast station at San Mateo, Calif.

By Hearing Examiner Charles J. Frederick on September 29

Scheduled prehearing conference for Oct. 31 on am. applications of Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis.

Hearing scheduled for Oct. 31 is continued to date to be announced in subsequent order re am application of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y.

By Hearing Examiner Thomas H. Donahue on September 26

On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of record of prehearing conference held Sept. 15 re am applications of Pan American Radio Corp., Tucson, Ariz., and Vernon G. Ludwig, Benson, Ariz., is corrected in certain particulars.

By Hearing Examiner Herbert Sharfman on September 29

Scheduled hearing for Oct. 8 re application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. Mex., for mod. of cp.

By Hearing Examiner Elizabeth C. Smith on September 26

Granted petition by Mace, Groves and Mace, South Gastonia, N. C. for continuance of date for engineering conference from Sept. 29 to Oct. 27, and from Oct. 3 to Nov. 3, at 9 a.m., for further prehearing conference in proceeding involving its am application and that of Unicoi Bcstg. Co. (WEMB), Erwin, Tenn.

By Hearing Examiner Isadore A. Honig on September 29

Continued prehearing conference from Oct. 9 to Oct. 10 at 9 a.m., re am applications of Standard Bcstg. Corp., and Clifford C. Harris, Oswego, N. Y.

By Chief Hearing Examiner James D. Cunningham on September 26

Granted petition by Arnold J. Stone, Alameda, Calif., to dismiss without prejudice his application for fm facilities, and retained in hearing status application of Patrick Henry and David D. Larsen, partnership, for fm facilities in Alameda.

Denied petitions by NAB and Cargill Inc., insofar as they request right to cross-examine witnesses and present evidence with respect to cost study phase in private line-leased facility-data transmission proceeding (AT&T and Western Union); petition is otherwise granted and petitioners are allowed participation in proceeding to extent specified in Sept. 25 memorandum opinion and order.

Granted petition by County Bcstg. Co., Clarion, Pa., for continuance of date for exchange of written lay testimony from Oct. 1 to Oct. 8 in proceeding involving its am application and that of Clarion Bcstg. Co., Clarion.

By Hearing Examiner Forest L. McClenning on September 26

Scheduled prehearing conference for 9 a.m., Oct. 7 re application of M&M Bcstg. Co. (WMBV-TV), Marinette, Wis.

Scheduled further prehearing conference for Dec. 15 and hearing scheduled to commence on Oct. 16 is continued to date to be subsequently specified in proceeding on applications of Falcon

Continued on page 117

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 1

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,251	39	108	565
FM	679	31	113	68
Tv (Commercial)	431[1]	80[2]	114	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 1

	VHF	UHF	TOTAL
COMMERCIAL	426	85	511[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

	AM	FM	TV
LICENSED (all on air)	3,251	534	429[1]
CPs ON AIR (new stations)	30	24	77[2]
CPs NOT ON AIR (new stations)	95	86	113
TOTAL AUTHORIZED STATIONS	3,376	644	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	424	43	48
APPLICATIONS FOR NEW STATIONS (in hearing)	107	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	531	73	106
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	359	26	39
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	400	26	55
LICENSES DELETED	0	1	0
CPs DELETED	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.



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Proven successful sales producer to join multi-station operation as manager. Gulf states area. Medium markets. Box 785F, BROADCASTING.

Commercial manager medium size market in New England. Draw against commission. Excellent opportunity with attractive future. Please forward details, photo and references. Box 230G, BROADCASTING.

Successful manager to buy 25% of and manage 1 kw daytime station. Telephone or write W. H. Martin, Lakeland, Fla. Phone 2-4011, P. O. Box 1222.

Local sales manager for dominant, growing KRAK, Stockton, California. Must have strong personal sales record, ability to lead staff in creative sales. Salary and percentage to match ability. Please tell all in first letter with picture.

Sales

Sales position open with part-time air work. Good salary plus commission. Permanent position 250 watt daytimer in rich farm area near metropolitan area. Box 122G, BROADCASTING.

Western Kentucky station has immediate openings for announcer-salesman with emphasis on sales. Maturity and integrity a must. We'll pay you well and afford opportunity for advancement. Box 142G, BROADCASTING.

Boston and Washington, D. C., top rated Hooper and Pulse needs two-fisted, aggressive selling. References, details. Permanent, life time opportunity. Box 155G, BROADCASTING.

Salesman with ownership ambition needed. I'm programmer with experience, some capital. Expect same of you. Let's pool resources and pull together. Box 194G, BROADCASTING.

California group needs good salesman, permanent. Guarantee and commission basis in solid market. Send full details to Box 196G, BROADCASTING.

Need two salesmen for solid CBS station in Rapid City, South Dakota. Excellent opportunity for right men. Rush resume to Bill Turner, KOTA, Rapid City, South Dakota.

Opportunity for successful salesman to advance to sales manager and higher in 8-station radio-tv group. Due to promotion we have opening for sales manager at leading Wilmington, Delaware, Station WAMS. Rush background, photo and record of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington Delaware.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton, WNJR, Newark, N. J.

Opportunity with growing media brokerage firm for hard working men of good character, willing and able to work on commission and travel. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Wanted: Announcer, holding first class license. No maintenance, permanent position, 40-hour week with benefits, $400 monthly plus additional income for sales minded. Send tape and full particulars. Box 991F, BROADCASTING.

Top, fast-paced Carolina station seeks announcer from this area who is ready to move into bigger market. Send tape and resume. Personal interview later if you have potential. Salary commensurate with ability. Box 992F, BROADCASTING.

RADIO

Help Wanted

Announcers

Play-by-play and staff announcer, with experience for Pennsylvania full time station. Must be able to do a good disc show and play-by-play baseball, football and basketball and numerous sport shows with ideas for more. Salary before deductions in the hundred dollar bracket depending upon ability and experience, including the play-by-play. Send tape, references with first letter. Box 104G, BROADCASTING.

Morning man with experience to handle morning show and staff work, but no news for northwestern Pennsylvania station. 40-hour week . . . no split shifts. Salary commensurate with experience and ability. Send tape and references and full background. All tapes will be promptly returned. Box 105G, BROADCASTING.

North central Illinois station needs experienced announcer strong on local news. Five day week. Pleasant surroundings. Permanent. Box 146G, BROADCASTING.

Boston and Washington, D. C., top forty. Enthusiastic personality, gimmicks, not a lot of talk. Tape, experience, references. Box 156G, BROADCASTING.

Combo air and time salesman for Michigan power station. Prefer experience in newspaper selling and midwesterners. Salary and commission. Fully experienced 8-10 years in am need apply. Audition and "tell-all" letter. Box 171G, BROACASTING.

Negro dj for major market. Send tape, resume and photo. Box 201G, BROADCASTING.

Wanted: Morning man! Must be capable, congenial and versatile announcer. This is an independent, progressive station (no juke box operation) offering good salary, 40 hour week and opportunity. Send tape, photograph and resume to Box 221G, BROADCASTING.

Announcer wanted for top music and news station. Good opportunity with young growing chain. Starting salary $65.00 weekly. Send resume, tape immediately. Box 1417, Tullahoma, Tennessee.

Swinging dj for number 1 music-news station. Fluent, informal, wide music background; run board. Excellent pay, working conditions. Tapes returned. KATI, Casper, Wyoming.

Needed immediately: Production man, experienced announcer able to write and record good production copy. Salary dependent on ability. Send complete information and tape to Walt Lawson, Radio Station KHEM, Big Spring, Texas.

Midwest metropolitan station wants top-flight personality announcer or dj. Send air check, photo, background to Bill Frosch, WISH, Indianapolis.

Newsman-announcer wanted by fine station in college market of 30,000. Must have ability develop and write local news programs. Pleasant living conditions. Want family man who likes small city life. Send resume, tape, photo, current earnings to Jim Strickler, WMGW, Meadville, Pa.

Combination man. Expanding our operation. Adding announcer who wants some engineering or engineer who wants some announcing. First ticket not necessary, but must have some basic engineering knowledge. Contact WMIX, Mt. Vernon, Illinois.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Dj. $125 weekly in Durham, N. C. Do not apply unless you are getting at least $100 a week now on salary. WSSB, Ph. 7-1111, E. L., Clinton, Mgr.

Immediate opening at good pay for staff announcer with experience and good taste in music. Prefer married man. Send 7½ tape, photo and details of experience to WVSC, Somerset, Pa.

RADIO

Help Wanted

Announcers

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Southern regional needs first class operator. Write giving present position, age, experience, educational, marital status, telephone number and references. Box 193G, BROADCASTING.

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Wanted mature, intelligent man as chief engineer and assistant station manager by good music station with beautiful new building. Box 222G, BROADCASTING.

Wanted, combination first class engineer and announcer 5000 watt independent station, full time. Reply direct, including work history and audition tape to Box 298, Greenville, South Carolina.

Leading Florida independent station has immediate opening for first class engineer. Will accept man with limited experience if he has good technical background. Contact Roy King, WMBR-Radio, P.O. Box 10074, Southside Station, Jacksonville, Florida.

Combination man. Expanding our operation. Adding announcer who wants some engineering or engineer who wants some announcing. First ticket not necessary, but must have some basic engineering knowledge. Contact WMIX, Mt. Vernon, Illinois.

Engineer-announcer for $90 per week daytime job. W.O.O.F., Dothan, Alabama.

Chief engineer, with experience am-fm, excellent working and living conditions. State particulars and starting salary. Mr. Bedard, WOTW, Nashua, New Hampshire.

Production-Programming, Others

Newsman for small market Pennsylvania independent. Must have ability to develop feature stories. Prefer man with announcing ability. Also prefer married man. Send resume of your background, samples of stories and recent photo along with your salary requirements. Box 132G, BROADCASTING.

Fulltime newsman to collect, write and deliver news for top rated news minded station. All latest equipment available. Box 223G, BROADCASTING.

Large east coast station has immediate opening for authoritative news broadcaster. Must write own programs and have proven record of performance in present market. Send resume and tape to Box 233G, BROADCASTING.

RADIO

Situations Wanted

Beginners luck. Want to learn radio or tv business. B.S. communications, AFRTS experience. Will travel. Box 144G, BROADCASTING.

Management

Strong sales producer, experienced programming, public relations, promotion, business management. Now managing, small market. Want step up. Box 141G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager, 1st phone, top salesman, excellent announcer. 10 years experience. Box 188G, BROADCASTING.

Versatile inside man wants to step-up. Sound programming and promotion—salable ideas. Wish to invest. Prefer fulltime station in mid-Atlantic or Ohio. Box 191G, BROADCASTING.

Presently employed medium market. Thirteen years same location, ten years as manager. Thoroughly qualified to economize or expand operation. Have reached top here. Heavy sales background. Prefer northeast or northcentral Atlantic states. Can invest. Box 212G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignment. Box 214G, BROADCASTING.

Sales

Radio sales manager looking. College grad., 34, married. Willing to work hard for ethical operation. Excellent record, references. Resumes upon request. Box 163G, BROADCASTING.

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Experienced, mature, dependable salesman with fourteen years background of sales, management and announcing. Congenial and cooperative. Box 206G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Available-morning-dj personality. Best background, proven record, tight production. 13 years radio-tv, currently morning dj 11 station market. Desire less frantic format and more normal schedule. Looking for opportunity competitive east-midwest market. Box 820F, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

DJ, first phone, news, one year experience music, news station. Ambitious, will travel, currently employed. Box 988F, BROADCASTING.

Experienced announcer-director, television and radio. Desires position in larger eastern market. Call Erie, PA 6-4336 or write Box 989F, BROADCASTING.

Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No floater. Desire position with good potential. Require $150 weekly. Box 996F, BROADCASTING.

Nationally known radio and tv personality seeks opportunity of permanent nature to begin association as performer and work into sales and management, with a share in the benefits of future station growth. 25 year background includes some sales and station management. Box 148G, BROADCASTING.

Illinois or far west. Announcer 8 years am-tv. College, vet, dj, top continuity writer, newscaster, special events, sports, sales. Strong commercial delivery. FCC restricted ticket. Your format my format. Have car, ready to travel. Box 162G, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Pop music deejay. Promotion minded. University graduate, veteran. Top market. Box 168G, BROADCASTING.

Morning man, five years, college graduate, veteran, married, now in one of top forty markets. Box 175G, BROADCASTING.

Announcer-newsman, five years, good voice. First phone. Tape. Box 177G, BROADCASTING.

Disc jock, experienced excellent production, top notch references, available immediately. Two years college, 22, single, draft exempt, ambitious, hours mean nothing. Prefer general northwest, California, Utah, Montana, etc. Why leaving? New owners bringing in own crew. Box 180G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Dependable early morning man. Folksy, down to earth style. Kids and parents love him. Policy change knocks this guy out of job. The change was necessary because the hours this fellow was on the air were the only hours producing. He can't work eighteen hours a day, the law won't allow it. This fellow has been delivering results nearly thirty years. A client's dream. A radio pioneer who proves to advertisers radio is still the best value per advertising dollar. Confidence backed with experience. Best references. Basic salary unnecessary. Will work with talent set-up if you have a live organization. Solvent. No creditors hounding. This old man produces results. Unless your station is in an area where there are local deejays earning $20,000 annually and up, don't answer. We're not for each other. Box 174G, BROADCASTING.

Experienced radio announcer, 6 years—retail sales and management, 6 years. Want tv or radio announcing or sales. Prefer large market. Box 183G, BROADCASTING.

Four years solid radio background, pop, jazz, the classics. Heavy news, some copy. Vet. Box 184G, BROADCASTING.

Experience wanted. First phone combo man. Recent radio and tv graduate. Married, veteran. Box 186G, BROADCASTING.

Announcer—4 years experience, position offering advancement, BA Degree, capable, cooperative, best references, 22, married. Box 189G, BROADCASTING.

Most popular dj in large market wants advancement. Young, personable, adaptable. Able newsman, combo, punch or soft sell. Ivy League grad, experienced executive. Know and love radio. Seek money and opportunity in indie or smart chain. Check my experience and tape. Box 204G, BROADCASTING.

Announcer—strong commercials, news, record shows, run board, write good copy. College graduate communications. Veteran. Box 205G, BROADCASTING.

Experienced announcer with quality voice in disc jockey, news, commercials. Box 207G, BROADCASTING.

Nite dj-38-with family. College, experience, personality, tape. Box 209G, BROADCASTING.

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 216G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Experienced staff announcer. Bob Cohen, Cameo Hotel, Miami Beach, Florida.

Staff announcer—Short on experience. No Hot shot, but adaptable and cooperative. Prefer East Coast. Box 234G, BROADCASTING.

Negro dj. Aggressive. Imaginative. Dependable. Convincing commercials, smooth production. If immediate and steady contact: J. Mack, 13074 Filmore, Pacoima, Calif. EMpire 90763.

Experienced announcer and control man, go anywhere, available now, Frank Mrowicki, 626 Union Street, LaSalle, Illinois. Phone 1790.

Experienced engineer wishes announcing opportunity. First phone. Announcing School Graduate. Married. Two years college. Desires permanent position. William P. Spollen, % Mechanic Institute, 50 Congress Street, Rumford, Maine.

Announcer-chief engineer. Four years experience all phases, prefer Storz type operation. Want to move up. Family man, 29. Call: Jack Teiken, Garden 3-3687, Mason City, Iowa.

Deejay, announcer, control board operator. Strong commercials, flexible. Tape, resume. Joel Wood, 168 Benziger Ave., Staten Island 1, New York. Gibraltar 2-5647.

Technical

Engineer network experience wants relocation within 170 mile radius of Washington, D. C. Box 993F, BROADCASTING.

Technician, two years am, fm, tv experience, operation and maintenance, first phone technical school graduate. No announcing. Western states preferred. Box 161G, BROADCASTING.

Electrical engineer graduate, first class license, 6 years experience radio and television desires responsible job—location North or South Carolina. Box 187G, BROADCASTING.

Engineer wants good job in am or tv, some tv transmitter experience. Prefer south-west or west coast. Jeff Rice, Y.M.C.A., Quincy, Illinois.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

Business off? Want salable ideas? New programs? Stand by your word? Are you congenial, sincere, unbiased? "As program manager, results can be assured." "Cosmopolitan programming." Captivating! 100% quality! I am located in Penna.-Ohio area. Travel expenses essential. Married, age 36. Box 182G, BROADCASTING.

Copywriter. Best references. Good copy. Better job wanted. Exchange training, experience, copywriting ability for typewriter and regular pay check. Car, anywhere. Soon. Wire this fellow for interview west of Mississippi. Others write for copy samples. Box 190G, BROADCASTING.

Newsman: Former news director of east coast station. Young, alert, ambitious with good ideas for on the spot coverage of local news. Desires middle Atlantic or New England states only. Box 217G, BROADCASTING.

Need a spark plug? Program director-dj well known. Eight years large and small markets. All phases including production, promotion, writing. Age 30, married, presently employed. Prefer south or west. Box 232G, BROADCASTING.

Young woman expert stenographer. Trained as radio and television broadcaster. Experienced in writing and public relations wants staff position or advertising agency work. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. Expanding organization. Good base pay plus commission. Experienced. Midwest market. Box 200G, BROADCASTING.

Sales

Full power vhf in south has good openings for experienced salesmen and beginners in regional and local selling. Box 169G, BROADCASTING.

Announcers

Need experienced, mature, on-camera salesman. Successful vhf network affiliate in northern California. Please mail resume and include recent snapshot and availability for audition. Box 210G, BROADCASTING.

Staff announcer NBC and after affiliate. Must have strong commercial presentation, 3 to 5 years on camera experience. Pictures, tape, kine, salary requirements first letter. Contact Heyward Siddons, Program Manager, KOA-TV, Denver 2, Colorado.

TV staff announcer must have authoritative voice and neat appearance for all types of on-camera work including commercials and news. Car necessary. CBS, full power vhf. For details call Dwight Wheeler, WWTV, Cadillac, Michigan. Prospect 5-3478.

Technical

TV engineer. Experienced preferred. Please send snapshot and pertinent information to John Seider, Chief Engineer, KNOP-TV, Box 756, North Platte, Nebraska.

Production-Programming, Others

Copywriter: Indiana 4-A agency needs creative, versatile and experienced writer for wide variety of radio-tv accounts. Submit detailed resume and salary requirements. Box 202G, BROADCASTING.

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

California small market 3 network vhf station (KSBY-TV) needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman's newsman wanted by aggressive news department. Must know news, be able to shoot stills and movies and air daily major newscast. Send tape, background, photo, immediately to Ken Wayman, News Director, KTIV, Tenth & Grandview, Sioux City, Ia.

Continuity writer, midwest tv station. Will join staff of three. TV experience preferred, but not essential. Immediate opening. Send complete details to Jack Kelin, WTVO Television, P.O. Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

TV-radio. Experienced in public relations, promotion (moderator of own tv show), outstanding sales, sales management (had own adv agency), idea man, 37 years old, family and civic minded, presently employed but will relocate anywhere for $8,000 plus bonus deal. Ed Stell, 2724 Guyan Ave., Huntington, W. Va.

Management

Sales manager. Seven years experience in local, national spot (strong), representative, and network. Know N.Y. and Chicago agencies. Able to get extra work out of sales staff while keeping them happy. Family. Early thirties. Best references. Presently employed. Box 172G, BROADCASTING.

Announcers

Bingo at home producer-emcee. Six months experience. Versatile. Box 914F, BROADCASTING.

Attractive, personable, experienced tv weather gal, interview shows, deejay. Good on-camera top market saleswoman. References. Box 199G, BROADCASTING.

Announcer-off camera. College trained. Midwestern accent. Single. Vet. 25. Box 203G, BROADCASTING.

Mr. Television P.D.: Need a good reliable booth and staffman? Nice voice, very good appearance. Can do creditable on-camera news, sports, commercials. 6 years radio, 2 television. Married. References. Box 213G, BROADCASTING.

Announcer, writer. TV, film, radio experience. News, sports, commercials. Versatile. Box 215G, BROADCASTING.

Newsman. Record of gaining lasting respect for present station through superior local news coverage. Can make your station the leader. Want opportunity to run news department and build your station's prestige. Top industry references. Good appearance, seasoned delivery. Box 225G, BROADCASTING.

Radio announcer with very good background, references and recommendations, wants job in television as announcer. Must be permanent. I do not drink. I am not a floater. I am dependable. I will work for $125 a week. I have a tape recorder. Please send me material wanted on tape. I can be ready almost immediately. Write Frank Edwards, 5 Miller St., Rankin, Pennsylvania.

Technical

1st phone, car, radio-television technician. No previous station experience. Industrious, studious. mature, married. Box 112G, BROADCASTING.

Engineer-1st phone. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere. Interested in television. Box 159G, BROADCASTING.

Production-Programming, Others

News director: Now heading metropolitan tv-radio newsroom. Consistently ahead on major regional, national news. Top references; authoritative airwork. Box 948F, BROADCASTING.

Sports director: Currently with major tv net in sports. Formerly radio play-by-play and staff. Desire location as sports director. Will handle administrative and programming assignments. College, veteran, single, 29. Commercially employed since 1949. Available station interview within month. Box 997F, BROADCASTING.

Five years commercial experience in all phases of radio-tv-writer, announcer, tv director, radio-tv production instructor Northwestern faculty, BA, MA degrees, Army pio work. Want tv news, directing, or pd job in January. References, complete background furnished on request. Box 170G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV-radio 7½ years NBC-O&O. Production assistant to director; executive secretary; production manager-film buyer; tv traffic manager. For resume write: Box 208G, BROADCASTING.

Six years experience still photography, including laboratory, one year movies, one year theater projectionist, graduate of Northwest School, Hollywood, recommended for: TV camera, newsreel cameraman, film, floor, lighting and audio. Box 219G, BROADCASTING.

Have pen, will write. Young, experienced male copywriter wants situation with chance of advancement. Married, college education, can announce and would like to direct. Midwest preferred, will consider other location. Box 229G, BROADCASTING.

FOR SALE

Stations

500 watt money maker, northeast; in growth area; $345,000. Box 150G, BROADCASTING.

Northwest large market television station, $1,000,000. Chapman Company, 33 West Michel-torena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Carolina medium market stations (5), prices ranging $25,500 for 42½% interest to $75,000 with terms. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas single market. Profits over $2,200 monthly. Only $75,000 with 24% down and up to 15 years on payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Midwest large market stations (3), $200,000; $275,000, $1,000,000; all with terms. Chapman Company, 1182 West Peachtree, Atlanta, or 1270 Avenue of Americas, New York.

Write now for our free bulletin of oustanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Middle Atlantic state large market station, $275,-000, 29% down payment; northeast states small market stations (2), $65,000; $100,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Equipment

Ampex Automatic Programming System, new condition, complete, at saving of almost $2000.00. This unit saves real money. For details write Box 195G, BROADCASTING.

FM transmitter, 250 watt, for sale. Now operating, going higher power. Details, write Box 197G, BROADCASTING.

Two Gates CB-11 turntable chassis good condition, sell as package or separately. Contact W. C. Moss, KSEY, Seymour, Texas.

De-icers for GE and Collins fm antennas. De-icer replacement parts and service. Dick Evans, WBSM, New Bedford, Mass.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Audio consolette, RCA type BC-5B. Unused. Can finance. John Grant, 2336 N. Commonwealth Ave., Chicago, Illinois.

4 Crown recorders, low hours, good condition. Light and Life Hour, Winona Lake, Indiana.

3 Magnecorders PT6 with amplifier, good condition, Light and Life Hour, Winona Lake, Indiana.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Reliable party wants to buy radio station in southwest, preferably Texas or New Mexico. All replies strictly confidential. Box 181G, BROADCASTING.

Group of radio-tv executives interested in purchasing radio property in medium major midwest market. Will move to community and make station a real contender. Up to $50,000 down. Box 185G, BROADCASTING.

Responsible parties want radio station in New England. Confidential. Ready to act promptly. Write Box 231G, BROADCASTING.

Equipment

RCA type BQ-1A fine groove turntable. Must be in excellent condition. Box 990F, BROADCASTING.

Console wanted. Capable of top performance, but style unimportant. Must be cheap. Box 158G, BROADCASTING.

Wanted, skully cutting lathe peak limiting amplifier. State age and price. Box 173G, BROADCASTING.

FM, STL microwave link in the 950 mc band. Address Chief Engineer, P. O. Box 1928, Springfield, Mass.

Wanted 200 ft. self-supporting tower for STL. Beecher Hayford, WESH-TV, Daytona Beach, Florida.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only 200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

RADIO

Help Wanted

Sales

WGMS-AM-FM WASH., D. C., LOOKING FOR AN UNUSUAL MAN FOR AN UNUSUALLY SATISFYING SALES OPPORTUNITY

Executive type salesman needed immediately for a GOOD MUSIC operation in one of the nation's top ten markets. Knowledge and appreciation of GOOD MUSIC, plus a successful advertising sales background in a metropolitan market essential. This is an opportunity to join an already established AM-FM GOOD MUSIC operation with high acceptance in its market. Frankly, the man we want does not come a "dime a dozen". However, the man we select will have every opportunity to earn a five figure income, plus the satisfaction of working with one of the top stations in the country in the GOOD MUSIC field. Send complete resume and photo to WGMS, WASHINGTON 4, D. C.

RADIO

Help Wanted—(Cont'd)

Sales

UNUSUAL OPENING

For Radio Time Salesman with expanding, top-rated, independent station in large metropolitan market. Looking for a sales producer who can sell at both the agency and the local levels. Must have desire to work for and earn $10,000 plus first year. Liberal commission, good guarantee and on-air accounts to start. Write Joe Haas at Radio Station WWCA, Gary, Indiana.

Technical

NEEDED IMMEDIATELY

Chief engineer-announcer complete maintenance am-fm transmitters announcing schedule secondary. Permanent position for right man call or write Manager, WLYC, Williamsport, Pa., 24676.

Production-Programming, Others

Radio-TV Writer

Major Des Moines ad agency offers good pay for experienced, capable Radio-TV copy writer. Must be able to write network calibre copy, develop video ideas, head department. Send picture, state salary requirements, reason for interest in moving.

BOX 227G, BROADCASTING

Situations Wanted

Sales

ATTENTION STATION OWNERS:
If your station needs a Pick-Up—we can do just that in a real hurry. We will help with sales—programming format, local and national promotion. We guarantee results.
Box 178G, BROADCASTING

Announcers

TOP MORNING MAN

Available for Major Market Only. 17 years experience, last two in New York City. Minimum salary $25,000.00.
Box 192G, BROADCASTING

WLW-NETWORK-TV-RADIO PERSONALITY

Available November 30th

16 years DJ—Record Artist—MC—Director; Experienced Director of Talent and Promotion; Alert, 32 years age, civic leader. Have own remote broadcasting equipment, record library, recording facilities. Leaving current association voluntarily.

Seek executive possibilities in exchange for hard production, commercial results

CLAY EAGER—Springfield, Ohio
Write: 107 E. Cassilly Call FA. 3-9243

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM MANAGER

Now with one of the country's top medium market independents looking for advancement into larger market. Outstanding air man with complete knowledge of the bright paced format with gimmicks galore. 11 years radio only. Family man, in early thirties with an eye on top money for a superior programming job.
Box 160G, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

Witty, owlish British playwright Oscar Wilde once confounded a customs official by telling him, "I have nothing to declare but my genius."

Without genius of my own to declare*, I rely on my TVersatility and experience to impress would-be employers. Experience (5 years) takes in extensive work as director and production man (2 years), position as program director (2 years) and station manager (15 months).

Normally softspoken, I get aroused when enthused, have strong likes and dislikes,† no family. Write‡ for personal interview, further information.

** Except under oath.*
† Likes: sticky problems, black coffee, crises; dislikes: fringe benefits, stewed prunes, security
‡ To Box 157G, BROADCASTING

WANTED . . .
A NEWS DEPARTMENT

Do you want your news division to produce more revenue? If you have a problem in selling news and special events let us do it for you.
Forty years executive news experience metropolitan newspapers, national networks and 50 kw independents in major markets.
Professional background includes professor of journalism, Columbia University; assistant managing editor, Evening World; editor, national weekly; assistant director of news for CBS in New York and Washington; director of news, WOR; seasoned experience in government public relations and other related fields in news events, publicity and promotion.
Experience matched by accomplishments. For proof of results, write
Box 224G, BROADCASTING.

WANTED EXECUTIVE

Capable of taking "complete charge of all phases of television station operation *except* sales, promotion, and accounting." Must be experienced and must have successful record of ability to operate and supervise all internal functions of a television station. Salary open. VHF, Pacific coast.

Box 211G, BROADCASTING

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

EXPERIENCED FILM BUYER

5 years New York City, indie TV. Purchased both for individual and group stations. Experienced with all phases of film operation. Acquainted with distributors, syndicators, etc. top references. Available immediately for any station or group who can use experienced film buyer—programming operator. Please reply to Box 218G, BROADCASTING.

FOR SALE

Stations

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
MILWAUKEE, MINNEAPOLIS
BOSTON, WASHINGTON

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

RESPONSIBLE PRINCIPAL wants to buy or lease Radio Station. Pacific Northwest preferred. Confidential. Ready to act promptly.

Box 179G, BROADCASTING

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

Bcstg. Co. and Sierra Madre Bcstg. Co., for fm facilities in Vernon and Sierra Madre, Calif.

By Hearing Examiner Charles J. Frederick on September 25

Issued order following prehearing conference on applications of Newark Bcstg. Corp. and WMGM Bcstg. Corp., for fm facilities in Newark, N. J., and New York, N. Y.; hearing scheduled for Oct. 21 is continued to date to be fixed by subsequent order.

By Hearing Examiner H. Gifford Irion on September 24

Granted petition by Town and Country Radio Inc., Rockford, Ill., for extension of time from Sept. 26 to Oct. 6 to file proposed findings in proceeding on its am application.

By Hearing Examiner Millard F. French on September 25

Granted petition by WLBE Inc. (WLBE), Leesburg-Eustis, Fla., for leave to amend its am application to supply up-to-date information concerning its financial qualifications and method of financing proposed construction.

Rescheduled hearing for 2 p.m., Oct. 6, in lieu of 10 a.m., on same date on application of WLBE Inc. (WLBE), Leesburg-Eustis, Fla.

By Hearing Examiner Elizabeth C. Smith on September 25

Advanced time for hearing from 10 a.m. to 9 a.m., on Oct. 16, re am applications of Bay Area Electronic Associates and Sonoma County Bcstrs., Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on September 25

Ordered that date for filing proposed findings now scheduled for Oct. 1 is continued to date to be established by Examiner after hearing on new issue on am applications of Denbigh Bcstg. Co., Denbigh, and Virginia Beach Bcstg. Corp. (WBOF), Virginia Beach, both Virginia.

Continued prehearing conference from Sept. 25 to Oct. 23, and hearing from Oct. 2 to Nov. 3 on am application of Fall River Bcstg. Corp. (KOBH), Hot Springs, S. Dak.

By Hearing Examiner Herbert Sharfman on September 25

Scheduled prehearing conference for Oct. 16 re application of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and application of Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

By FCC

Commission on Sept. 24 granted request by Wichita-Hutchinson Co. (KTVH), Hutchinson, Kan., and extended time from Sept. 24 to Sept. 30 to file replies to oppositions to KTVH petition for reconsideration of Aug. 5 report which denied shift of ch. 12 from Hutchinson to Wichita.

By Commissioner John S. Cross on September 24

Granted petition by the Broadcast Bureau for extension of time to Oct. 1 to file exceptions to initial decision in Beaumont, Texas, ch. 12 proceeding.

Granted petition by Broadcast Bureau for extension of time to Sept. 25 to file responsive pleadings to protestants' petition to clarify issue (5) or in alternative to amend issue (5) and to delete issues 1 through 4 in re application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C.

By Hearing Examiner Elizabeth C. Smith on September 24

Continued hearing from Sept. 29 to Oct. 14 in re application for transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S. Dak.

Granted petition by Farmington Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 12 in Farmington, N. M., to show correction in coordinates of proposed transmitter site and reduction in height of antenna.

BROADCAST ACTIONS

The Commission, by Broadcast Bureau, took following actions on dates shown:

Actions of September 26

WFMD-AM-FM Frederick, Md.—Granted transfer of control from **Laurence Leonard** to **Maryland Trust Co., Elmer Eshelman** and **Laurence Leonard**, trustees.

WLSC Loris, S. C.—Granted license for am station.

WKTC Charlotte, N. C.—Granted license for am station.

WSUB Groton, Conn.—Granted license for am station and specify studio and remote control point.

KCMK Kansas City, Mo.—Granted license for fm station.

WICU-TV Erie, Pa.—Granted license covering changes in tv station.

KOKY Little Rock, Ark.—Granted license covering increase in power and installation of new trans.

WHAT-FM Philadelphia, Pa.—Granted license covering change in frequency; ERP 20 kw.

KBBA Benton, Ark.—Granted license covering installation of new trans.

KWEL Midland, Tex.—Granted license covering change in frequency.

KJRG-FM Newton, Kan.—Granted mod. of cp to change type trans.

Following were granted extensions of completion dates as shown: WNEX-FM Macon, Ga., to 12-16, and KVNA Flagstaff, Ariz., to 1-1-59.

Actions of September 25

WBCA Bay Minette, Ala.—Granted acquisition of positive control by James H. Faulkner through transfer of stock from William M. Stewart.

KYFM Oklahoma City, Okla.—Granted license for fm station.

WWSW-FM Pittsburgh, Pa.—Granted license covering installation of fm ant. on new tv tower, increase ERP to 50 kw, ant. height to 940 ft., and make changes in ant. system.

KDPS Des Moines, Iowa—Granted license covering decrease of ERP to 1.4 kw, ant. height to 24 ft., and change ant.-trans. and studio location.

WJBR Wilmington, Del.—Granted cp to install new ant. system and increase ant. height to 500 ft.; ERP 19 kw.

WNCN (FM) New York, N. Y.—Granted cp to replace expired cp as modified, which authorized installation of new type trans. as aux. trans. at present main trans. site.

WICS (TV) Springfield, Ill.—Granted mod. of cp to change ERP to vis. 309 kw, aur. to 155 kw, change type ant. and other equipment; ant. height 940 ft.

WYNS (FM) Towson, Md.—Granted mod. of cp to change type trans.; conditions.

KGLA Los Angeles, Calif.—Granted change of remote control authority.

WGRO Lake City, Fla.—Remote control permitted.

WLSB Copperhill, Tenn.—Remote control permitted.

Following were granted extensions of completion dates as shown: WGOK Mobile, Ala., to 12-1; WYNS (FM) Towson, Md., to 3-3-59, conditions; WSWV Pennington Gap, Va., to 3-1-59.

Actions of September 24

WVBR-FM Ithaca, N. Y.—Granted license for fm station.

KWFM (FM) Minneapolis, Minn.—Granted license covering increase in ERP to 21 kw and installation of new ant.

KCMK Kansas City, Mo.—Granted mod. of SCA to change type equipment and sub-carrier frequencies.

WDDS-FM Syracuse, N. Y.—Granted mod. of SCA to change type equipment.

WICA-FM Ashtabula, Ohio—Granted mod. of SCA to change type equipment and change subcarrier frequency.

WQMS Hamilton, Ohio—Rescinded action of Aug. 29 which granted license for fm station.

Actions of September 23

KAPR Douglas, Ariz.—Granted assignment of license to **David V.** and **Isabelle B. Harman**, d/b under same name.

Granted license for following am stations: WSCM Panama City Beach, Fla.; WKKS Vanceburg, Ky.; KNEZ Lompoc, Calif.

KPF-67 Helena, Mont.—Granted license for tv inter-city relay station.

WORC Worcester, Mass.—Granted license covering increase in daytime power, installation new trans., new daytime directive array and make changes in nighttime directional ant. system.

KIJV (FM) Huron, S. D.—Granted license covering changes in ant. system and increase height by top mounting fm ant.

KPF-84 Butte, Mont.—Granted cp for new tv inter-city relay station.

KSJO-FM San Jose, Calif.—Granted cp to replace expired cp which authorized change of frequency to 92.3 mc, increase ERP to 1.416 kw, and ant. height to -66 ft.

KOMC (TV) McCook, Neb.—Granted mod. of cp to change ERP to vis. 95.5 kw, aur. to 47.9 kw, type of trans., trans. location, ant. system and other equipment changes, ant. 720 ft.

KGLD (TV) Garden City, Kan.—Granted mod. of cp to change ERP to vis. 49.3 kw, aur. 24.7 kw, change type ant. and make minor equipment changes; ant. 800 ft.

KXAB-TV Aberdeen, S. D.—Granted mod. of cp to change ERP to vis. 60.6 kw, aur. to 30.3 kw, install new trans. and ant. system and make equipment changes; ant. 310 ft.

WRWH Cleveland, Ga.—Granted mod. of cp to change type trans.

Actions of September 22

Sacramento Telecasters Inc., Sacramento, Calif.—Granted cp and license for low power 0.75 w aur. on 26.10-26.48 mc to be used with **KBET-TV.**

Radiohio Inc., Columbus, Ohio.—Granted cp and license for low power 0.5 w aux. on 26.10-26.48 mc to be used with **WBNS** and **WBNS-FM.**

WTJS Jackson, Tenn.—Granted change of remote control authority, while using nondirectional ant.

WCBQ St. Helen, Mich.—Granted extension of completion date to Sept. 15.

EMPLOYMENT SERVICE

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
- Engineers for Radio & TV
- Salesmen for Radio & TV
- Announcers • Combo men
- TV Production • Film Editors

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841



MORTON H. HENKIN, President

Like Hundreds of Broadcasters . . .

President
MORTON H. HENKIN
of
KSOO
Sioux Falls, S. Dakota
and
Chief Engineer
MAX PIERCE

Selected STAINLESS TOWERS



MAX PIERCE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA



every minute is a selling minute on WFBM

• **First all day***. . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . . world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



from **PATRICK H. GORMAN,** *v. p. & director of marketing, Bryan Houston Inc., New York*

What you don't know can hurt you when the marketing man wants answers

Local media are extra eyes and ears to the marketing man—both client and agency. This has been true to a far greater extent on the part of newspapers than radio or tv stations, and truer of radio than of tv.

Although there appears to be a trend, built out of competition, for broadcasting and telecasting stations to make themselves better informed about local product and marketing situations, the marketing man seeking information in the field is still more inclined to call on the newspaper for help. Why? Because, in the main, newspaper marketing people are generally much more aware of the anatomy of their markets and up-to-date marketing data relating to their client's products and other products in the market.

This situation is not universal. The Storer, Crosley and Westinghouse organizations, along with many others, both chains and independents, have made a studied effort to develop a complete knowledge of their markets, not only to strengthen their own selling activities, but as a real and valued service to the agencies and clients using their facilities.

This memo is not aimed at making odious comparisons. Its purpose is to set down a few observations about the practice of being "marketing aware."

It is clearly recognized by successful national marketers today that the more complex our business society grows and the more involved our systems of communications and distribution become, the more necessary it is to regard the local market as an individual unit with its special situations and circumstances. Further, competitive forces today can make local marketing conditions change with startling rapidity. What is a fact today may be the opposite tomorrow.

It therefore has become increasingly vital for the national advertiser and its agency to maintain a close surveillance over the individual markets as well as the overall market they make up, regional or national.

Similarly, it is vital to the station operator that he have available for his sales people the same type of current information about his market which is of interest to the advertiser and agency because it is on such information that decisions to buy time are made. The advertiser's chief aim is to sell product and his decisions to buy time are based on marketing facts rather than on the availability of a high spot or program rating. This, though important, is only a collateral aid in helping him reach his sales goal.

Although much of the marketing data on which an agency sets down its recommended plans for action comes from client sources, agency marketing people must maintain a degree of independence from clients as sources of information and develop their own views based on in-person observation of conditions in the field.

It is by no means uncommon for a salesman to secure helpful information from local media sources, particularly about competition, which when relayed to the home office has strong and sudden impact with respect to marketing strategy in that particular market.

To the marketing man, help from an informed local medium can be of great value. This is not a plea for local media to do the agency's work. It is a two-way street. If the local medium has, or can secure, accurate, up-to-date information on marketing matters in its market, it can either equip the investigator with the information he needs, or help him get it so that the recommendations he makes for action to be taken in that market can be based on true facts.

The business of becoming "marketing aware" is not so complex as it may sound. Much of it involves the assembly of knowledge about basic constant situations within the framework of which individual product marketing changes may occur. It does require that one or more persons within the local medium be charged with the responsibility of staying on top of the day to day situation.

Here is a list of some of the major things which any well-informed local medium should know or do to effect a better job in selling its time or space —and to help its present clients in getting the necessary data to evaluate their activities in the market. Remember, the concern here is with problems of national or the large regional advertisers.

(1) Maintain a close working contact with responsible decision-making executives in local food and drug chains, large independent retailers, brokers and wholesalers.

(2) Know the answers to questions such as these:

Where do the local chains warehouse? How do they distribute? What are their main product-handling policies? Display policies?

What new products are being tested, or are to be tested, in the market? Where? What results?

What are the relative positions of the major competing products in a given advertised field? Are there trends in position change?

Have there been major product launching failures? Why? Any outstanding promotional successes?

What major pricing changes are taking place?

What products are running or plan to run special store promotions?

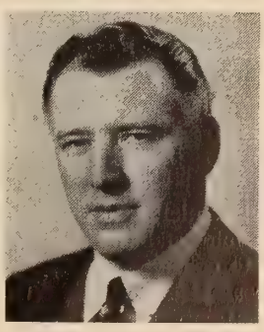
What are the local trends in store label versus national or regional brand products?

What are the distribution policies of the major advertisers? Any indications of change?

Are there any strange or unusual situations in the market?

Not all clients nor all marketing men will ask for help. But all local media should be current with the answers for the certain value the knowledge will be to them in doing a better equipped selling job.

With every passing day, the marketing man assumes a more important role in establishing the framework and the plans in which product selling activities take place. The better informed he becomes, the more certain of success are his plans. The more successful his plans, the greater will be the exploitation dollars spent in local media to move the product in the market place.



Patrick H. Gorman, b. May 22, 1915, San Juan, Puerto Rico. Started advertising career with American Tobacco, beginning in field sales training in 1938 and becoming advertising manager for Pall Mall in 1943. Switched to Philip Morris & Co. as advertising manager on such brands as Philip Morris, Marlboro, Dunhill and Spud cigarettes and Revelation and Bond Street smoking tobaccos. Joined Vick Chemical Co. in 1952, becoming president and chairman of the board of subsidiary Alfred D. McKelvy Co. (Seaforth Div., Prince Matchabelli Inc.). Joined Bryan Houston Inc. in 1956, is now vice president and director of marketing.

Better Buy by Buick

BUICK had little choice. If its cars don't sell this year—well, there'll surely be more Fords (and Chryslers) in the future. So it's only natural that Buick's management and agency, McCann-Erickson, elected the broadcast media their No. 1 salesman.

It is not unusual that television and radio are called in whenever a real selling job has to be done. In this particular case, as detailed elsewhere in this issue, Buick's reliance on television amounts to one-half of a $25 million advertising budget and for radio it's another million.

Newspapers are worried, and for good reason. For years they have fed heartily and happily on automotive advertising. Loss of a big chunk of this money could be seriously damaging to many papers and hurtful in some degree to all. They're fighting back, hoping to get a better deal.

It is conceivable that they will get a better deal—temporarily—although we can see no justification for it. The facts are plain: tv and radio are workhorses. They go in person to places newspapers can't reach by mail, and they hit with unique impact.

The books are full of both radio and television success stories among automobile dealers, and a fresh piece of documentation for tv was produced just last week by TvB. An independent survey, commissioned by TvB, showed among other things that most of the people who had seen new Buick advertising, but had not seen the Buick introductory commercials on the Bob Hope show last month, held no opinion one way or another about the new car. But among people who saw the commercials, 53% like the car and only 16% had no opinion.

That's the way television communicates. It's also another reason we are willing to venture that, if the car makers use television and radio heavily enough and wisely enough, the newspapers' traditional stranglehold on the automotive dollar will be broken. It will take time, but it seems inevitable that broadcast media's share will increase. They're the best salesmen—and they'll prove it.

It Did Happen Here

SO far the battle of the spectrum has been mostly conversation. Only a smattering of thoughtful broadcasters have shown concern. Others are disposed to leave to the networks, the engineers and the lawyers the discussions on revamping of allocations which could dispossess them from vhf and fm assignments.

This complacency stems from a "they can't do that to us" attitude. They are smug in the notion that Congress and the people would never stand for the kind of dislocations being talked up.

If nothing to date has disturbed the composure of the entrenched vhf-tv and the blossoming fm broadcaster, let him take notice of what developed only last week out in the open. Aeronautical Radio Inc., Air Transport Assn. and five domestic and international airlines petitioned the Court of Appeals in Washington to review and set aside an order of the FCC. This order, handled as routine last April, and reaffirmed by the FCC last July, summarily pre-empted 500 megacycles of space (8,500-9,000 mc) assigned under international treaty for "radionavigation service" and reassigned it to "government" for a newly defined service called "radiopositioning."

The action was made effective immediately. There was no public proceeding. That was in April. In July, the FCC denied a rehearing or reconsideration or a stay order.

So far, that's all there is. No official explanation. The government needed the space. And government, in this instance, is presumed to be military. Need presumably is based upon national defense. The FCC was instructed by the executive branch to reallocate not only the 8,500-9,000 mc band but 14 bands totaling in excess of 2,817 mc of the radio spectrum in the 220-10,500 mc region.

We have said for months that space in the vhf band used by tv and fm is in jeopardy because of military demands. We have pointed out that chs. 2-6 are particularly vulnerable. This now has been substantiated from high places, despite earlier flat denials. Enough interest has been aroused to cause the President and the cabinet to consider the whole spectrum problem, and if the President does not appoint his own study group in the next few weeks, it's a certainty Congress will early in the next session through legislation.

Because of the alarms that have been sounded, we doubt whether any summary action will be taken by the White House (which has the unequivocal authority) to pre-empt any of the vhf bands assigned to tv and fm without prior notice. But this startling fact confronts tv and fm broadcasters: If the FCC (by Presidential edict) can pre-empt 500 mc from commercial aviation overnight, it can, under the same law, pre-empt any or all of the 72 mc assigned to ch. 2-13 and the mere 20 mc assigned to fm.



Drawn for BROADCASTING by Sid Hix

"This is station WOF-TV. You've just won a free trip around the world!"

Sound Advice on Renewals

A major worry of every successful broadcaster is the necessity of filing every three years an application for license renewal. In it he must give an accounting, percentagewise, of his programming by categories. Because this form hasn't been changed in a dozen years, the statistical breakdown required is unrealistic.

For several years the FCC, working in conjunction with the Bureau of the Budget and the latter's Advisory Council on Federal Reports, has sought to modernize and streamline the renewal forms. More than two years ago—at the NAB convention in Chicago—the FCC, to a man, agreed that the form should be amended.

But nothing has happened, except for unending conversations of the Budget Bureau group with an FCC staff group.

At long last, one new ray of hope emerges. In a hitherto unreported address before broadcasters of his home state of Idaho last month, FCC Acting Chairman Rosel H. Hyde suggested that broadcasters, in preparing renewal applications, should not rely on statistical analysis alone.

Then he gave broadcasters a million dollars worth of advice. To quote:

"Evidence of a sense of responsibility, imagination and creative interest can probably only be given by some narrative exposition, rather than a tabulation. . . . Mere statistical compliance with the government-conceived division of time might show lack of resourcefulness and responsibility rather than creative ability."

Mr. Hyde added that he considered the statistical breakdown as perhaps a "useful device in the absence of a better method of evaluating overall service, but not a formula to control or regulate broadcasting." The premise of the competitive system, Mr. Hyde concluded, is that "healthy competition" will stimulate good broading. "If a broadcaster shows that he has undertaken his responsibility in this manner, the Commission would be presumptuous if it undertook to substitute its judgment for that of the licensee in its community."

We wholeheartedly agree. We think broadcasters would be well-advised to follow his advice and not rely on cold statistical answers to outmoded questions in filing renewals.

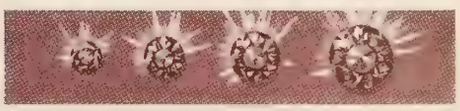
This, however, is not the entire answer. The FCC should quit stalling. It should amend its renewal forms to correspond with today's facts of life.



EDWARD PETRY & CO., National Representatives

For two in love, *particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . . KPRC-TV, the starlit station that lights the way, forever.*

NBC



FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER

The WINNER!

AND STILL CHAMPION!

FOR THE 6th TIME IN A ROW!

Look at the ARB score . .

NOON TO MIDNIGHT, MON. THRU FRI.

NOV. 1956	FEB. 1957	JUNE 1957
KUTV.....39.9	**KUTV.....44.1**	**KUTV.....43.0**
STAT. N.....29.9	STAT. N.....27.0	STAT. N.....28.9
STAT. C.....34.2	STAT. C.....29.0	STAT. C.....28.2
NOV. 1957	**FEB. 1958**	**MAY 1958**
ONE WEEK PORTION		
KUTV.....44.1	**KUTV.....42.4**	**KUTV.....43.6**
STAT. N.....29.4	STAT. N.....30.0	STAT. N.....29.3
STAT. C.....26.1	STAT. C.....27.8	STAT. C.....26.8
FOUR WEEK PORTION		
KUTV.....44.2	**KUTV.....43.9**	**KUTV.....42.7**
STAT. N.....29.9	STAT. N.....30.0	STAT. N.....29.4
STAT. C.....25.6	STAT. C.....25.6	STAT. C.....27.8

BRENT KIRK, Station Mgr. and General Sales Mgr.;
ROBERT SMITH, Nat'l Sales Mgr.; KEITH NICHOLSON, Promotion Mgr.;
Represented Nationally by AVERY-KNODEL, INC.



IN THE SALT LAKE INTERMOUNTAIN MARKET

OCTOBER 13, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

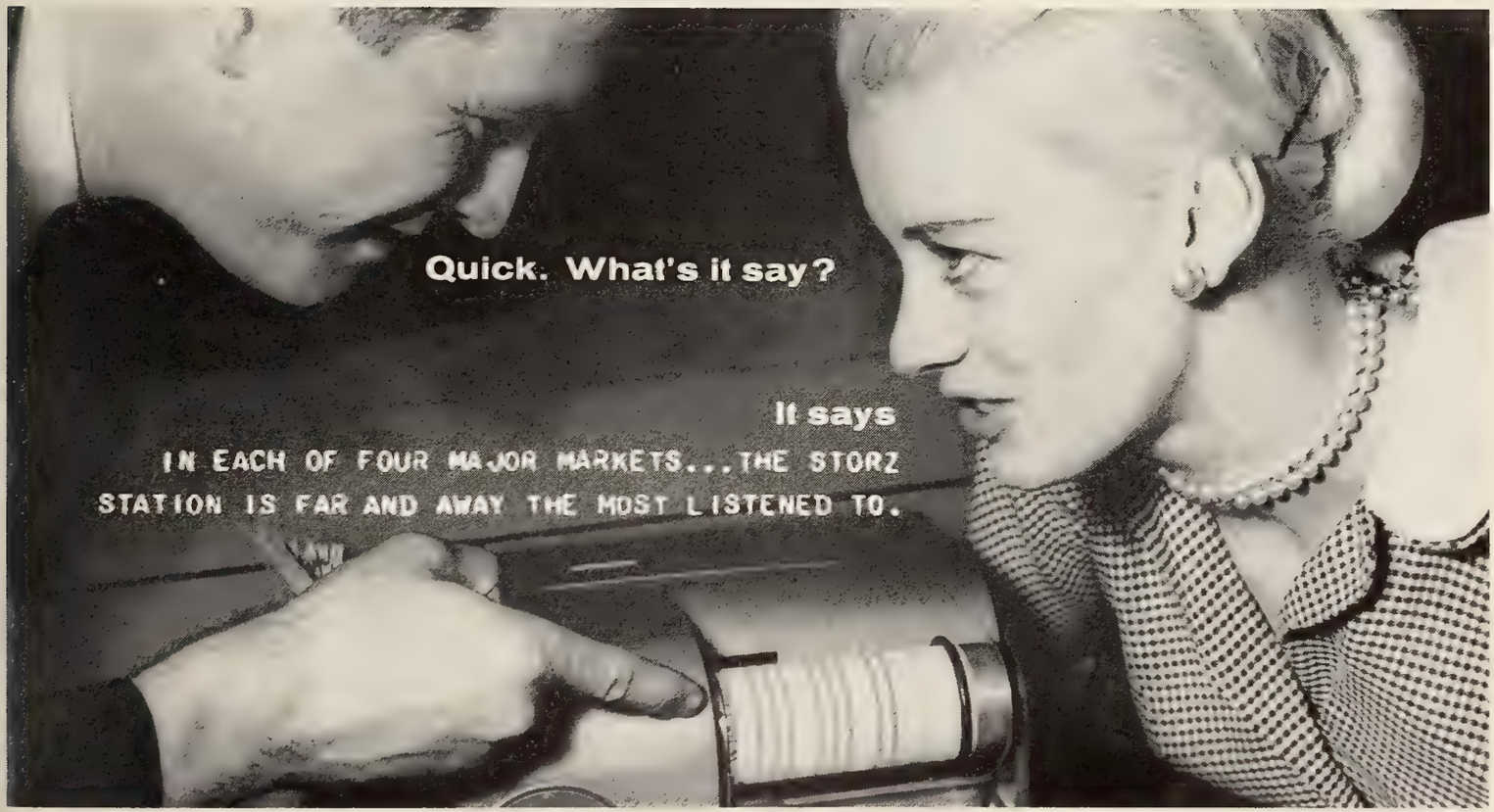
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TvB flips open the record in inter-media fight for auto budgets Page 33

Why Reynolds Metals plunked down $6 million plus for radio-tv Page 36

Interview: the paradox of high price for low cost-per-thousand Page 58

FTC gets tough, lays down rigid rules for price advertising Page 106



MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 32.8% average Hooper. First on Pulse, too . . . and first 175 of 240 daytime Pulse ¼ hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, 96-county Area Pulse. All-day averages as high as 48.5%. (Nielsen) Note too: 50.2% of men and women who listen to top 4 K.C. radio stations listen to WHB. You get coverage, audience, men and women—on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first all-day—metro *and* area. BULLETIN: New 52-County Area Pulse (Texas to Florida) shows WTIX way out front morning, afternoon, evening. That's what 5,000 watts and 690 kc. have done! Other data: Hooper: 32.8%. Pulse: 360 of 360 daytime ¼ hours; 499 of 504 overall ¼ hours. Talk to Adam Young . . . or WTIX General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

COMING SOON:
KOMA
50,000 WATTS
OKLAHOMA C



This gallery of famous faces points up a pet theory of ours. Way we see it, most television stations today are up to their transmitters in half-hour run-of-the-reel dramas, and long-long, late-late movies. A good deal of it pap.

As most of the popular magazines have discovered, there's been a wide swing in readers' tastes from fiction to feature. The same, we think, holds true for viewers.

They're looking for what could be called Realism . . . articulate people discussing current subjects without the stranglehold of network censorship . . . and great artists performing LIVE with the electric immediacy of the theater.

Some three years ago, KCOP originated Live Personality Shows in Los Angeles, and we've gone strong for them since. Currently, Tom Duggan and George Jessel, and their starspangled guests spin out 13 night-hours of delightful entertainment each week. And more cooking.

As a Hollywood station, we've been fortunate in having our studios graced by the most illustrious guests in showbusiness . . . as these pictures verify. We'd need several more pages to show them all.

There's more to come in our Fall picture and we think it's sharp and entertaining.

KCOP 13

1000 N. CAHUENGA,
HOLLYWOOD 38, CALIFORNIA

Represented nationally by Edward Petry & Co., Inc.



Coverage that Counts!

WJIM-TV

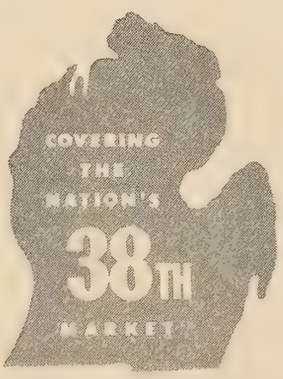
Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC... ...ABC



Represented by the **P.G.W. Colonel**

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OUTSTANDING



Every fall, football rivalry is foremost in its appeal to American sports enthusiasts. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

$6 2/3 billion annual income
$3 3/4 billion retail sales
942,661 TV sets



WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: **The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco**

closed circuit.

CARRYING THE WORD • Decision of CBS to drop one of its two uhf stations (ch. 18 WHCT-TV) and affiliate with ch. 3 WTIC-TV Hartford (story page 120) was received with mixed feelings at FCC. Members of FCC were personally told of move last Thursday by William B. Lodge, CBS vice president of affiliate relations and engineering, and Joseph H. Ream, Washington vice president. Concern was expressed over effect of another uhf station demise upon mixed allocations structure and in light of FCC's current consideration of both Network Study Report and current but unrelated reappraisal of uhf-vhf allocations.

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By dropping Hartford uhf, CBS evens count with NBC, which on Oct. 1 went dark with its ch. 17 WBUF-TV Buffalo and affiliated with ch. 2 WGR-TV. Each network now is operating one uhf—NBC's ch. 30 WNBC (TV) Hartford-New Britain and CBS' ch. 18 WXIX-TV Milwaukee. Since 1952 lifting of freeze, 144 uhf stations and 33 vhfs have been deleted, excluding CBS Hartford station.

•

STRATEGIC RETREAT • It's considered virtual certainty that before general meeting of affiliates in New York Oct. 22-24 NBC-TV will come out with fresh statement on 1959 Daylight Saving Time plans, at least compromising its proposal to have Standard Time stations pay line charges for delayed programs in DST months [At Deadline, Aug. 18]. Original proposal, it was estimated, would have cost NBC-TV's approximately 115 Standard Time affiliates 5¼% of their network revenues. Since then, CBS-TV has taken position that delivery of programs is "basic responsibility" of networks and announced it will spend over $1 million for extra circuits and videotape operation in 1959 DST period without asking affiliates to defray any part of cost [At Deadline, Sept. 8]. ABC-TV officials have said that they too will stick to no-charge policy.

•

In move to beef up its sales department, CBS-TV network is expected shortly to move Ed Bunker, now vice president and director of affiliate relations [see Our Respects, page 28], into new, important sales post, working with sales vice president Tom Dawson. When move comes—about middle of this month—Carl Ward is slated to move up from national manager of affiliate relations to take over Mr. Bunker's job.

•

TV TARGET DATE • To expedite new evaluation of tv allocations, FCC will meet periodically with its special staff in hope of action by year end. First such session probably will be held this week, at which staff will give status report. Final action, however, can not be taken until return of FCC Chairman John C. Doerfer from European telecommunications conference in Geneva, expected in mid or late November. To be determined is future course of allocations, i.e., whether there should be mixed uhf-vhf assignments in specific markets, whether uhf should be abandoned, which inevitably would mean shorter vhf separations and use of directional antennas, or whether, to provide freer competition everywhere, there should be full transition ultimately to uhf.

•

FCC staffers working on tv allocations problems are wearing broad smiles these days. Reason is that Commission has authorized them to spend $10,000 to buy nationwide, county-by-county Nielsen Coverage Study No. 3 [Lead Story, *August 25*]. *For first time, FCC staff feels, it will have tool giving them hard and fast figures on people's viewing habits area by area and more particularly how uhf stacks up with vhf both in viewing and in set distribution.*

•

ACTION • It looks as though FCC, at long last, is going to act on revision of archaic license renewal forms which require stations to give accounting of programs by categories and commercial vs. sustaining, public service, etc. Revision of forms has been kicking around for several years [Editorial, Oct. 6]. Staff has contended it had been preoccupied with higher priority assignments and could not complete its recommendations after conferences with Budget Bureau and Advisory Council on Federal Reports, but FCC last week told staff to get busy.

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Look for early assignment of Charles H. Colledge, NBC vice president in charge of tv network facilities operations, to important post in RCA Industrial Electronic Products Div., headed by Ted Smith. Move is expected about Nov. 1. Mr. Colledge's successor at NBC not yet designated.

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COX REPORT • While no deadline has been set, Senate Commerce Committee staff report of Kenneth Cox, Seattle attorney, and Nicholas Zapple, committee communications expert, should be completed within next few weeks. Mr. Zapple conferred with Chairman Warren G. Magnuson (D-Wash.) and Mr. Cox in Seattle during past fortnight. Mr. Cox bore brunt of interrogation of witnesses in all phases of television during proceeding, which ran intermittently for three years. He was given carte blanche by committee before adjournment last August to issue report as staff document.

•

Plough Inc., drug-proprietary firm, which owns four radio stations (WMPS Memphis, WJJD Chicago, WCAO Baltimore, WCOP Boston) is shifting from network to selective spot radio effective this month. Through Lake-Spiro-Shurman Inc. it plans to spend roughly $500,000 in radio spot in lieu of like amount expended during past two years on news sponsorship of NBC's weekend Monitor.

•

SECOND LOOK • More than cursory attention is being given by FCC to Storer Broadcasting Co.'s $4.4 million-plus purchase of ch. 6 WITI-TV Milwaukee and related plan to sell or abandon ch. 12 WVUE (TV) Wilmington-Philadelphia, which went dark Sept. 13. FCC considered WITI-TV transfer last Wednesday and, after animated discussion, decided to defer action until this week. Comr. Robert T. Bartley apparently is winning support for his long-held view that when multiple owner seeks to buy additional facilities, hearing ought to be held to develop full information.

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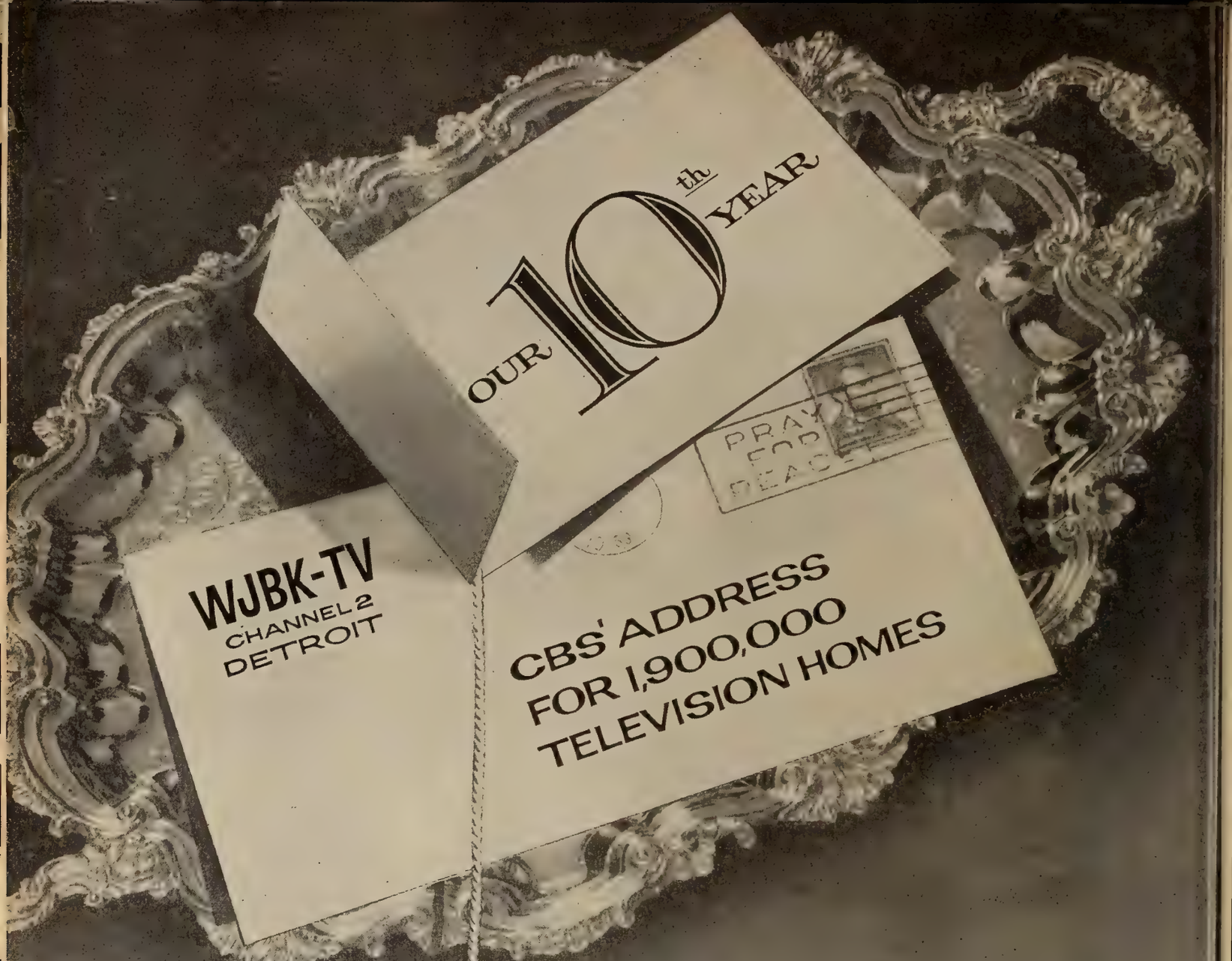
While not much has been said about it, RCA has embarked in astronautical field with plans for vast expansion. It has established new Astro-Electronics Div. at Heightstown, N. J., about five miles from its Princeton laboratory. While it now is utilizing plant on about five acre site, housing staff of 120, it has acquired 70-acre area in anticipation of expansion in newest of scientific industrial fields.

•

DID ROOSTER LAY EGG? • Not if impact was what WJZ-TV Baltimore had in mind when it distributed live roosters to agency people and others last week to promote its fall program schedule as "something to crow about." Some recipients, chicken-hearted, protested such treatment of fowls; others thought it "dramatic promotion." But nobody questioned that arrival of chickens created attention (and no little consternation in some cases). Disposition varied. In New York one agency called humane society pick-up service, was told that at $1 per call society had already picked up 21 roosters.

•

Color television set owners constitute elite and influential market, better paid, better educated and more civic-minded than average citizen. This tentative finding from preliminary report on NBC-BBDO "Colortown, USA" project, issued two years ago [Advertisers & Agencies, *Oct. 15, 1956*], *is understood to be confirmed and documented in first formal "Colortown" report, due for release today (Monday). Findings will be promoted to show sponsors that by using color they get something extra while at same time increased use of color should help build color tv audiences. At present, cost of color on NBC is basically same as black-and-white.*



October 24th, 1948, was the day of the first telecast on WJBK-TV. Since that date, WJBK-TV's history has been one of steady advancement and performance in the Detroit Market, consistently Detroit's No. 1 audience rated station, just as it is in the latest ARB (August, 1958). Today WJBK-TV is Michigan's **only fully equipped color station** and Michigan's only television operation with **video-tape facilities.** This progressive leadership will continue to give the finest and most advanced television to 1,900,000 TV homes—and sales results for WJBK-TV advertisers in the nation's fifth market. Represented by the KATZ AGENCY

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT
100,000 WATTS

STORER BROADCASTING COMPANY

Storer Television

WJBK-TV Detroit · WJW-TV Cleveland · WSPD-TV Toledo · WAGA-TV Atlanta

National Sales Offices: 625 Madison Ave., New York 22, Plaza 1-3940 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

THE WEEK IN BRIEF

It's War for Auto Dollar—New tv guns are rolled out in battle over Buick media allocations as TvB distributes file of case histories demonstrating television's power to move cars and its increasing share of the dealer dollar. Page **33.**

Reynolds' Mettle—Nation's second largest aluminum company bares its broadcast teeth, explains why it spends over $6 million in tv and radio to promote not only aluminum usage, but also Eskimo Pies and "community goodwill." Page **36.**

Commissionable Confusion—Weiss & Geller sues former client Bon Ami Co. to recover commissions past, present and future; Bon Ami hints counterclaim is in works. Star of pending court battle is barter tv. Page **41.**

From Smokes to Mouthwash, Cosmetics and Fizzies—R. J. Reynolds Tobacco merger with Warner-Lambert pends. Both are leading national advertisers in the broadcast media. Page **42.**

Sportsman and Lion Head—They team up in national spot tv spurt aimed at Christmas shoppers. A preview of a men's toiletries tv commercial. Page **42.**

Carlock Quits—Leaves Calkins & Holden because of "differences" with his partners. It's reported that climax was failure of C&H to merge with Burke Dowling Adams. Page **46.**

What Price Competition?—Red Quinlan, American Broadcasting-Paramount Theatres vice president in charge of WBKB (TV) Chicago, is a man who knows his corporate pressures and lives to tell the tale. As his novel, *The Merger,* is readied for publication, Mr. Quinlan elaborates in a BROADCASTING interview on such tv pressure-builders as competitive pricing and the network-owned station's bread-and-butter assignment. Page **58.** *The Merger* reviewed. Page **25.**

MGM-TV's Financial Boost—Company has some $750,000 allocated for new production of tv pilots, considers tape and is hoping for syndication to stations. Lurking over its shoulder: parent Loew's corporate troubles. Page **85.**

Part II of NAB Conferences—Second half of autumn membership meetings opens today (Oct. 13) in Milwaukee, moving Thursday to Minneapolis, then to Boston and finally to Washington for windup of eight-meeting series. Page **88.**

News Directors to Huddle—Radio-Television News Directors Assn. convenes this week in Chicago with a full agenda that includes further exploration of canon 35. Page **92.**

Making Progress—Depth study of fm by Indiana U. shows medium is making progress in state, with 14 commercial stations in operation. Operating methods surveyed. Page **100.**

Space Tv Relays—Scientists see transoceanic television via passive reflectors orbiting around earth. Space seminar in Washington hears predictions that a number of satellites spinning around the earth may be answer to getting tv across the seas. Page **104.**

Price Must Be Right—Trade Commission orders "get tough" policy in policing fictitious pricing practices in all forms of advertising. Staff is sent nine-point guide to follow in cracking down on violators. Page **106.**

Muzak Goes to Court on Simplex—Firm appeals FCC action ordering its WBMF (FM) New York to go on multiplex operation. Page **108.**

ABC-TV Cranks Up VTR—All of its "Operation Daybreak" programming, which gets underway today (Monday), and most existing daytime shows will be taped to permit delivery to stations at same clock hours across country. Page **112.**

'Plot' Aftermath—CBS Moscow bureau ordered shuttered as Russkies show pique at "The Plot to Kill Stalin." Kremlin gives Paul Niven walking papers, says in view of anti-Soviet CBS programs, network's Moscow bureau "unnecessary." CBS' Michelson views move as violation of principles of mutual understanding. Page **113.**

Papal Recognition—Pope Pius XII was first pontiff to recognize electronic media as important factors in world welfare. Besides his use of radio and tv, pontiff felt deep concern over maintenance of decency standards. Television records for history the final hours in Rome. Page **116.**

CBS Drops Hartford Uhf—Network to affiliate with ch. 3 WTIC-TV Hartford, only available vhf affiliate in market. Stanton says not to do so would risk "serious competitive disadvantage for the indefinite future." NBC-owned uhf station is left competing with two v's in area, similar to situation NBC found untenable in Buffalo. Page **120.**



MR. MISCH

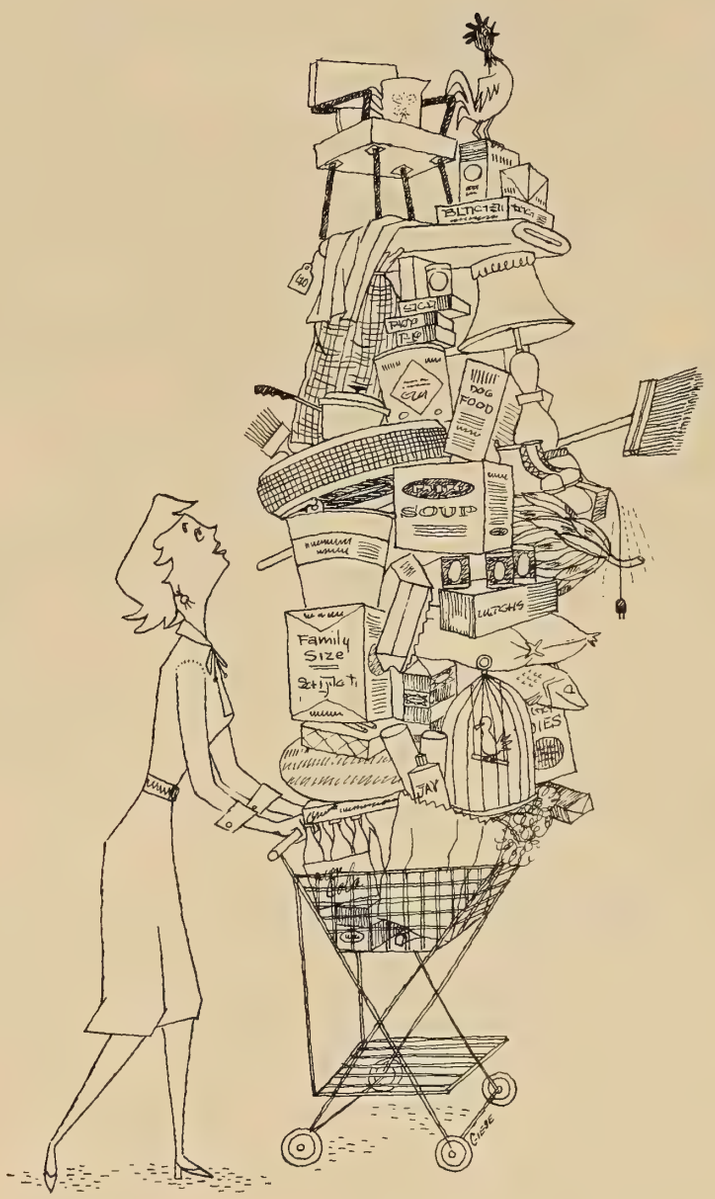
Everyman's Medium—Something about television brings out the artist in everybody and his brother, says Robert Jay Misch of Al Paul Lefton agency. To reduce the overcrowded field of experts, he suggests stern measures in MONDAY MEMO. Page **147.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

results

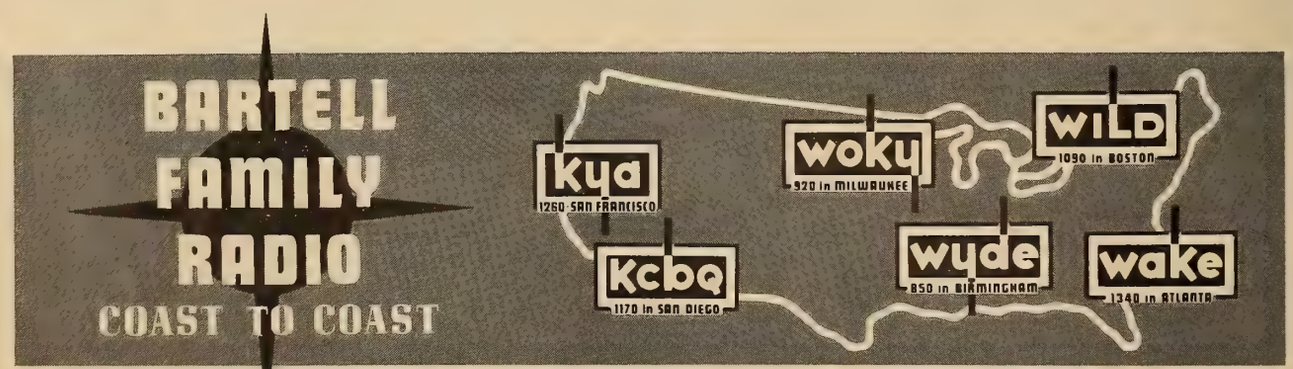


Products sell on Bartell Family Radio because programing is pointed toward results. Audiences are kept alert and responsive by the wonderful games for family fun—a built-in results producer! No passive listening here. But a constant panorama of excitement, companionship, intelligence—packaged with showmanship, scholarship salesmanship.

Biggest audiences, richest audience composition are by-products of researched radio.

Bartell Family Radio is your must-buy for BUYERSHIP, for sales results.

Bartell It... and Sell It!



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

Gerity Joins NBC Protest Of Court's Philco Ruling

Michigan broadcaster joined NBC in asking U. S. Supreme Court to review lower court ruling that Philco Corp. has right to protest license renewals of WRCV-AM-TV Philadelphia.

Gerity Broadcasting Co., owner of WNEM-TV Bay City and WABJ Adrian, both Mich., told court Friday if ruling is allowed to stand "doors will be opened wide to an indeterminate number of persons who will be given an opportunity to harass the broadcast operations of Gerity Broadcasting Co.—and of other companies similarly situated—in order to protect competitive positions in industries having no relation to broadcasting."

Brief stated principal owner James Gerity Jr. also was engaged in other businesses, among them meat packing and commercial banking. Both advertise on Gerity stations. If appeals court ruling stands, Gerity said, competitors in these fields would have right to challenge renewal of Gerity stations' licenses.

Appeals court last June, by split vote, ruled that since Philco was competitor of RCA in appliance field it had standing to protest. Philco protested license renewals of NBC stations in 1957, charging that RCA's ownership of Philadelphia outlets constituted unfair competition.

Philco reply to petitions to Supreme Court by RCA-NBC and also Gerity are scheduled to be filed by Oct. 17.

Bon Ami Starts Its Defense

First Bon Ami counteraction in Weiss & Geller breach of contract suit (see page 41) was taken Friday (Oct. 10) when cleanser firm's counsel asked New York Supreme Court to vacate warrant of attachment freezing Bon Ami bank assets. Bon Ami claims that while it is chartered Delaware (or "foreign") corporation, fact that it maintains New York headquarters and conducts principal business in New York makes it resident of state, thus can not be subject to such attachment.

Hankins Heads N. C. Broadcasters

Jack P. Hankins, WELS Kinston, was elected president of North Carolina Assn. of Broadcasters at Friday (Oct. 10) election. Association met Thursday-Friday at Sedgefield Inn, Greensboro. Mr. Hankins succeeds E. Z. Jones, WBBB Burlington, retiring president. Other officers elected were T. H. Patterson, WITN (TV) Washington, tv vice president; Robert H. Hilker, WCGC Belmont, radio vice president, and Cecil B. Hoskins, WWNC Asheville, re-elected secretary-treasurer for fifth term. Next NCAB meeting will be held June 18-19 at Morehead Biltmore Hotel, Morehead City, N. C.

Mack Illness Verified; Arraignment Set Nov. 7

Arraignment of former FCC Comr. Richard A. Mack was set for Nov. 7 in Washington after Dept. of Justice attorneys told U. S. District Court Judge John J. Sirica Friday they had no objection to 30-day postponement request [AT DEADLINE, Oct. 6]. Mr. Mack was indicted by grand jury for allegedly selling his vote in Miami ch. 10 case.

At arraignment of Mr. Mack's friend and benefactor, Thurman A. Whiteside, Oct. 3, Mr. Mack's attorneys told court former commissioner was in hospital and unable to appear for 30 days. Physicians' affidavits described Mr. Mack as suffering from cracked rib and "emotional stress and anxiety." Government lawyer asked court's permission to have Miami U. S. attorney check illness. This was granted and government attorney was told to report back in week. Trial of Mr. Whiteside was set for Jan. 6, with bail set at $1,000.

Yoder Denies Program Changes

Protests against programming changes on NBC's WNBQ (TV) Chicago prompted vice president and general manager Lloyd Yoder to issue statement Friday that "the changes were made with only one thought in mind: to offer programs of more appeal to more members of the Chicago viewing audience."

He said with extension of Paar program into 10:15-10:30 p.m. (CST) period station planned not to curtail but to double amount of newscast time for Clifton Utley but that this was stymied temporarily by salary disagreement which he said was resolved Friday (Oct. 10). Other programs replaced, he said, had little viewer interest.

CBS Was Right After All

Eighteen months after Local 1212, Internation Brotherhood of Electrical Workers, caused cancellation of WCBS-TV New York remote telecast of Antoinette Perry awards, National Labor Relations Board ruled finally in favor of CBS. NLRB posted cease and desist order with IBEW, informing union that CBS Inc. has right to give remote lighting assignments to Local 1, International Alliance of Theatrical Stage Employes, and that any action by Local 1212 to coerce or harass CBS-TV into altering assignments was unlawful. Case has been in and out of court as well as before NLRB since spring 1957 [PERSONNEL RELATIONS, April 29, 1957, *et seq.*].

WNRC-AM-FM Sold; $225,000

Station sale announced Friday, subject to usual FCC approval:

WNRC-AM-FM New Rochelle, N. Y. • Sold by Donald and Frances Daniels to Radio Westchester Inc. for $225,000. Radio Westchester is 100% owned by Martin Stone, radio-tv producer and 50% owner of WVIP Mt. Kisco, N.Y. WNRC is 1460 kc with 500 w, daytime; WNRC-FM operates on 93.5 mc with 1 kw. Plan is for WNRC and WVIP to "network" certain programs to link upper and lower Westchester County.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

'McCOYS' FOR P&G • Procter & Gamble Co. signs to co-sponsor *The Real McCoys* on ABC-TV Thursday 8:30-9 p.m. starting Jan. 1 through Compton Adv., N. Y. Co-sponsor of show since premiere has been Sylvania Electric Products Inc. through J. Walter Thompson, N. Y.

4 WEEKS FOR 5-DAY • Associated Products Inc. (5-day deodorant), West New York, N. J., said to be launching four-week spot tv campaign in about 30 markets on Oct. 20, using station breaks and ID's during day and evening. Agency: Grey Adv., N. Y.

DATES SET • National Biscuit Co. (Dromedary dates), N. Y., will break in early November with extensive spot television campaign using minute announcements that will run through Christmas season. Number of markets not revealed. Ted Bates, N. Y., is Dromedary's agency.

BABY BUSINESS • Beech-Nut Food (strained baby foods), Canajoharie, N. Y., division of Beech-Nut Life Savers Inc., same city, this week is breaking 26-week spot tv campaign with "fair frequency" in small scattered markets throughout its marketing area. Young & Rubicam, N. Y., is agency.

CEREALS ON TV • Best Foods (H-O quick and instant oat cereals), N. Y., is readying new flight of moderate schedule of minute tv spots in limited markets (seven markets on both East and West Coasts), breaking at end of this month and running through first week of December. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

FIRST TIMER • Parson's Ammonia Co., N. Y., in its first regular use of spot tv, will launch campaign in four scattered markets late this month and continuing through early December. Agency: Hedrick & Johnson, N. Y.

at deadline

FCC Asks Court Take Second Look at Biloxi Case

FCC Friday asked U. S. Court of Appeals for District of Columbia for partial rehearing and modification of court's Sept. 18 order remanding Commission grant of ch. 13 at Biloxi, Miss., to Radio Associates Inc. and mandating FCC to make basic findings of fact (order comparative hearings) on financial qualifications of applicants [GOVERNMENT, Sept. 22].

FCC, which made affirmative pre-hearing findings on financial qualifications in contest, said since financial issue was not brought up by either Radio Associates or contestant which appealed FCC grant, WLOX Biloxi, that (1) court lacks jurisdiction to decide issue "not properly presented to it by the parties" and (2) court's holding is misinterpretation of Communications Act since Act, as amended by McFarland Act in 1952, gives FCC leeway to decide on whether to hold hearings on financial, technical and other qualifications.

FCC said court might order basic findings despite lack of legal or constitutional sanction "if no unreasonable burden inimical to the governing public interest were created thereby. But this is far from being the case," FCC said, noting that such rendering of basic finds would require "many man-hours" of FCC time and increase cost of processing radio-tv applications. Commission said not only financial, but legal and technical qualifications would require basic findings under court's interpretation.

Commission noted it used to let basic qualifications be decided in comparative hearing but abandoned this "eight or ten years ago" for present policy, which it felt was in keeping with "spirit" of McFarland Amendment if not "in fact required" by Act.

NAB Fall Conference Windup Scheduled in D.C. Oct. 27-28

Industry speakers will join NAB staff executives in discussions of radio and tv operating problems at final meeting of association's Fall Conference series, to be held Oct. 27-28 at Statler-Hilton Hotel, Washington (early conference story, page 88).

Radio programming will include sales department panel. Participating will be J. Robert Gulick, Steinman Stations; Fred Hague, George P. Hollingbery Co.; W. Frank Harden, WIS Columbia, S. C., and J. Leo Hoarty, WBOF Virginia Beach, Va. Carl Burkland, WAVY Norfolk, Va., will speak on news broadcasts and Richard M. Pack, Westinghouse Broadcasting Co., will discuss music programming. Ben Strouse, WWDC Washington, will report for All-Industry Radio Music License Committee.

Discussion of radio staff organization will be led by A. William German, WTBO Cumberland, Md.; Robert B. Jones, WFBR Baltimore, and G. P. Richards, WCEM Cambridge, Md.

Tv cost methods will be reviewed by Freeman Cardall, WBAL-TV Baltimore, and Richard Stakes, WMAL-TV Washington. Discussion of tv station programming will include talks by Kenneth Tredwell, WBTV (TV) Charlotte, N. C.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Jerome Reeves, KDKA-TV Pittsburgh.

Va. AP's Freeman Awards Presented to WDBJ, WBOF

Virginia Associated Press Broadcasters will present 1958 Douglas Southall Freeman Awards for public service through radio journalism to radio stations WDBJ Roanoke and WBOF Virginia Beach today (Oct. 13).

Dr. Walter S. Newman, president of Virginia Polytechnic Institute, will present the awards at the association's fall meeting in Roanoke. It is second time in four years that WDBJ and WBOF have won.

WDBJ, winner in metropolitan classification for multi-station cities, was cited for presentation of segregation problems. In non-metropolitan classification, WBOF was awarded for taking part in and reporting the successful efforts of area cities to build an open air amphitheatre and produce Paul Green's symphonic drama, "The Confederacy."

NIXON ON CBS-MOSCOW

Closing of CBS Moscow bureau by Soviet Russia "is as significant as what has happened in the Formosa Straits," Vice President Richard M. Nixon said in Columbus, Ohio, late Oct. 9 (see page 113). "In my opinion, far more than war, far more than our armies and navies and our air force, and those of our free world allies, the leaders of the Soviet Union fear the truth," he said, speaking on CBS Radio's *The World Tonight*.

Vice President said action indicates "they must be on very shaky ground if they do not feel that they can even allow a correspondent to remain in Moscow—and we must realize that his (Paul Niven's) dispatches have in the past and would continue to be if he were to remain in the future—to be censored. If they feel that they could not allow him to stay, because of one broadcast that was made in the United States, it proves to all the world that the leaders of the Soviet Union, of the Communist empire, do not want their people to hear the truth."

PEOPLE

L. MARVIN KRAUTER, formerly vice president-general manager, Chicago office of Maxon Inc., appointed executive vice president of Klau-Van Pietersom-Dunlap Inc., same city.

RUDY ETCHEN, formerly public relations director of Browning Arms Co., St. Louis, named vice president in charge of new business development for Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

JULIAN P. BRODIE, Lewin, Williams & Saylor Inc., to Lawrence C. Gumbinner Adv., N. Y., as vice president.

SAM SEROTA, formerly WIP Philadelphia executive for 18 years, named WPEN Philadelphia director of public service and community relations.

KERMIT BLOOMGARDEN, Broadway producer, signed by NBC-TV to create and produce two live specials during next 24 months. Making his tv debut, Mr. Bloomgarden has had some two dozen hits in past 13 years, current credits being "The Music Man" and "Look Homeward Angel." He also produced others such as "Most Happy Fella," "Diary of Anne Frank" and "Death of a Salesman."

DON WATERBURY, eastern sales manager for Broadcast Time Sales, station representative, N. Y., to Rambeau, Vance, Hopple, N. Y., as national sales manager. With Broadcast Time Sales past two years, Mr. Waterbury formerly was with WABD (TV) (now WNEW-TV) New York as account executive and before that was with WOR New York.

BILL GARGAN JR., formerly department head in charge of program development, NBC, joins Kenyon & Eckhardt, N. Y., as producer in radio-tv commercial production department.

ELEANOR LANIGAN, administrative assistant to Edward Bronson, director of NAB Tv Code Affairs, resigned to join WMAL Washington as sales service supervisor, effective Oct. 13.

MILTON WESTERMAN, formerly sales manager of KMGM-TV Minneapolis-St. Paul (now KMSP-TV), appointed vice president-sales for Midwest of Jaymark Films Corp., N. Y.

WYNN LOEWENTHAL, formerly with advertising-publicity department of Warner Bros. Pictures, N. Y., to newly-created post of director of promotion-publicity for Telestar Films Inc., N. Y., distributor of tv film serials.

IRWIN S. LAMM, formerly with sales promotion department of Forjoe Inc., N. Y., station representative, to research department of ABC Films Inc., N. Y., replacing **ALAN J. LEVINE,** resigned to freelance in producing field.

WILLIAM H. MAYNARD JR., formerly copy chief, Grant Adv., and prior to that with BBDO, joins Ted Bates, N. Y., as copywriter.

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT,* IT'S ON *WHAS-TV*



WHAS TELETHONS HAVE RAISED $1,000,110 FOR HANDICAPPED CHILDREN

$1,000,110 has been contributed to six WHAS Telethons. Professional production, ability to demonstrate the need, good talent, much of it from WHAS-TV's own staff, and viewers' confidence that their money would be spent wisely prompted the overwhelming response.

Their money has built classrooms and playgrounds, trained instructors, performed operations, purchased artificial limbs and a muscular dystrophy bus . . . tested the hearing of 95,000 children, established Kentucky's first cancer clinic for children and first cleft palate and harelip clinic, and much, much more.

When BIG, IMPORTANT things are accomplished in Louisville television, they're accomplished on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

DIRECT FROM FABULOUS FIRST RUNS!

ECONOMEE OFFERS YOU..

Smash Re-run

ECONOMEE'S NEW STAR-SPANGLED RATING WINNER

"WEST POINT"

SCORING **FIRST RATINGS** LIKE THESE:

BOSTON	43.5	PITTSBURGH	52.5
BUFFALO	27.7	OMAHA	42.0
MINNEAPOLIS	32.3	SYRACUSE	33.8
CHARLESTON	28.2	PROVIDENCE	37.5

SOURCE: ARB AND PULSE



ACTION! GALLANTRY! EXCITEMENT! Individually or together, these two series with proved audience appeal pack a selling wallop that will top your competition, help increase your sales **fast!**

2 POWER-PACKED PRESTIGE SHOWS

SENSATIONAL "ANNAPOLIS" RE-RUN RATINGS:

COLUMBIA, S.C. **RE-RUN 39.1**	BALTIMORE **RE-RUN 24.5**	JOPLIN-PITTSBURGH **RE-RUN 22.8**
CHARLOTTE **RE-RUN 28.7**	LAS VEGAS **RE-RUN 26.5**	SALT LAKE CITY **RE-RUN 34.7**
BOISE **RE-RUN 28.4**	SEATTLE-TACOMA **RE-RUN 22.9**	NORFOLK **RE-RUN 20.8**

SOURCE: ARB AND PULSE



GLORIOUS AS OUR COUNTRY'S HISTORY. COMPELLING AS THE CALL TO COLORS!

PRODUCED IN COOPERATION WITH THE U. S. NAVAL ACADEMY, THE DEPARTMENT OF THE NAVY AND THE DEPARTMENT OF DEFENSE!

Ratings!

RATING PROVED! ZIV PRODUCED!

Economee TV

ECONOMEE TELEVISION PROGRAMS

488 MADISON AVENUE, NEW YORK 22, N. Y.



PRODUCED IN COOPERATION WITH THE U. S. MILITARY ACADEMY, THE DEPARTMENT OF THE ARMY AND THE DEPARTMENT OF DEFENSE!

LOOK AT THESE *TERRIFIC* WEST POINT RATINGS:

JACKSON, MISS. *RE-RUN* **26.1**	BIRMINGHAM *RE-RUN* **24.8**	MIAMI *RE-RUN* **28.5**
BOSTON *RE-RUN* **33.2**	DAYTON *RE-RUN* **33.0**	PITTSBURGH *RE-RUN* **44.2**
BATON ROUGE *RE-RUN* **34.8**	BUFFALO *RE-RUN* **28.8**	ALTOONA *RE-RUN* **26.5**

SOURCE: ARB AND PULSE

WITH UNLIMITED RATING-OPPORTUNITIES!

ALL THE IMPACT OF A 21 GUN SALUTE

"MEN OF Annapolis"

SCORING **FIRST RATINGS** LIKE THESE:

BOISE	28.6	NEW ORLEANS	49.5
CHARLESTON	33.0	PEORIA	32.5
BUFFALO	26.0	DAYTON	28.4
JACKSONVILLE	31.0	BATON ROUGE	29.1

SOURCE: ARB AND PULSE



TIMELY! VITAL! Win community praise for outstanding public service. Both series available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs.

Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .



If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

91%* OF WHEC LISTENERS ARE ADULTS

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

THE BING CROSBY SHOW

Ordinary criticism cannot be applied to such an extraordinary personality as Bing Crosby. This star has done so much and been so much that the image of what he was constantly obscures the fact of what he is. On Oct. 1, Der Bingle was not the Crosby of 1928—bubbling, buoyant—nor the one of 1938—romantic, quixotic—nor even the insouciant Crosby of 1948, when it first became evident that America's number one pop singer was losing his voice.

Ten years later, his voice is almost gone. Bing almost whispered songs like "True Love" and "Far Away Places" on his ABC-TV special. By sheer force of personality (and superior accompaniment) the songs were made pleasurable if not exciting.

The Bing Crosby of 1958 is affable, amusing, always relaxed, never surprised and never surprising. The theme of his special revue was nostalgia. The pace was slow like a shallow stream in mid-summer. Dean Martin, so akin to his host in song and slouch, was a faint reminder of what Bing once was. Patti Page was an excellent foil for the two crooners in two medleys. Only gospel singer Mahalia Jackson ruffled the revue's placid course with a magnificent interpretation of "Summertime," which drew even the approval of the determinedly blase Martin.

At the end of the agreeable hour, the aura of a myth still hung about Bing Crosby, but it did not gleam as brightly. This question therefore remains: Can a man be criticized for not being now the myth that he once was? And can a viewer be disappointed because he expected more than a mortal, subject to time's erosion, can give? By normal standards, surely not. But, it must be understood, Bing Crosby has never been an ordinary man.

Production costs: Approximately $300,000. Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother & Co., Detroit, on ABC-TV, Oct. 1, 9:30-10:30 p.m. EDT.

Producer-director: Bill Colleran; writer: Bill Morrow; special material: Sammy Cahn; music supervisor: Buddy Cole; special effects: John Hoppe.

Featured dancers: Tom Hanson and Thelma Tadlock.

NAKED CITY

That murky realism continentals get into their movies once was explained away by Bob Hope when he said, "They just use dirty lenses." *Naked City* achieved a high degree of realism in its Sept. 30 premiere; and it got the elusive quality, not only in the slums where the action started, but also in the washed, clean-silhouetted New York streets.

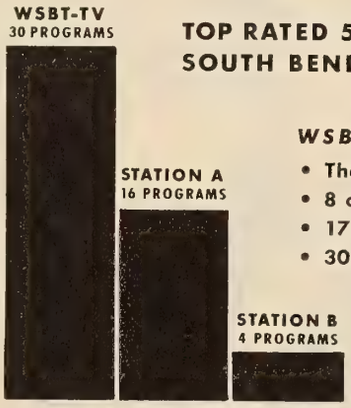
Producer-narrator Bert Leonard's cameras sympathetically followed the misfortunes of Arturo, a Puerto Rican youth sensitively played by Pat De Simone. If the thoughtful commentary seemed lenient with a would-be cop-killer, it lent depth to the character and gave the viewer an empathy not usually felt toward young hoodlums.

After the tense, monosyllabic opening in

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE— 752,580 TV VIEWERS IN PROSPEROUS MICHIANA*

Here's How WSBT-TV DELIVERS the South Bend-Elkhart TV Audience



TOP RATED 50 TV PROGRAMS IN SOUTH BEND—ELKHART MARKET

WSBT-TV CARRIES . . . .
- The Top 7 programs
- 8 of the top 10 programs
- 17 of the top 25 programs
- 30 of the top 50 programs

ARB Ratings—June 17-23

No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated *local* or *national* newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Raymer man for details or write to this station.

*15 counties in Northern Indiana and Southern Michigan. UHF set count, 209,050 —3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE





As much as the events of the day, advertisers' products and services are news in the markets of America. Personal supervision by representatives of the fast-working, hard-selling merchandising departments of Storer stations, working with 13 food chains (approximately 750 supermarkets) and 4 drug chains (approximately 220 drug outlets), present this important news at the point of purchase.

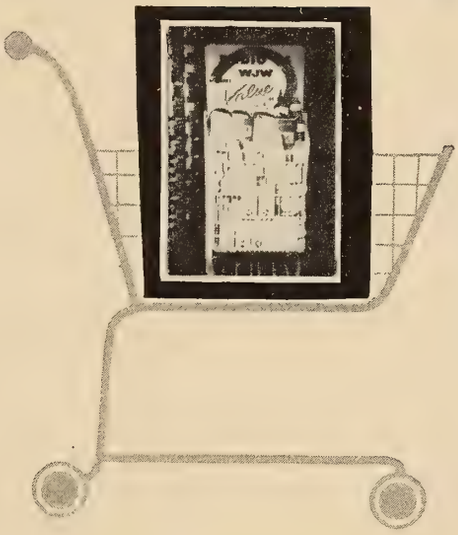
Storer town criers

It is the vital function of the merchandising town crier to take advantage of the impact of a Storer broadcast and convert response into sales.

The Storer Broadcasting Company has a special MERCHANDISING DIVISION created to serve advertisers on all Storer stations. For full details, write the New York National Sales Office of Storer Broadcasting.



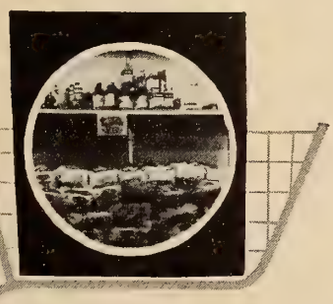








go to market...



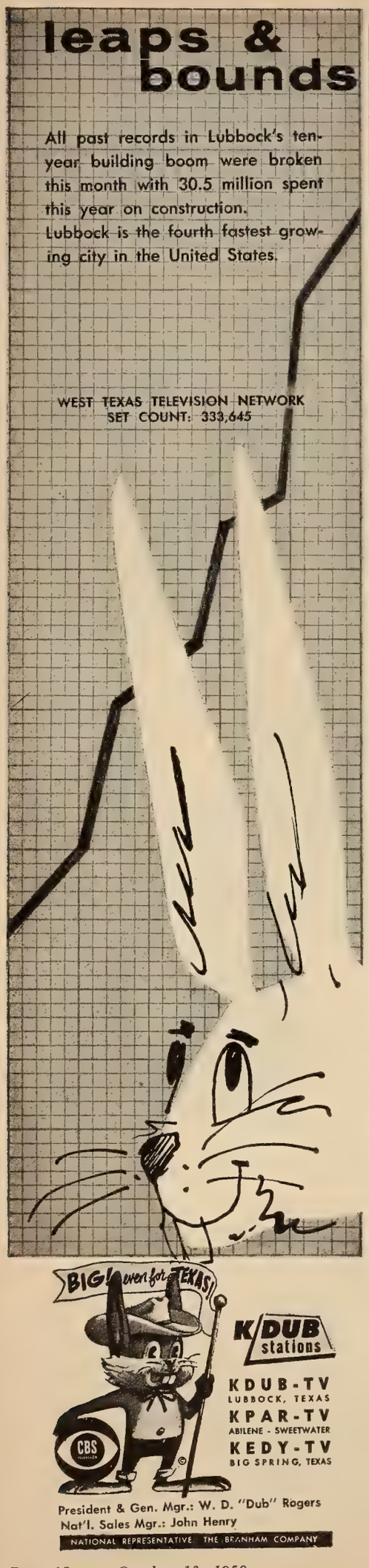
STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV Toledo · WJW-TV Cleveland · WJBK-TV Detroit · WAGA-TV Atlanta

WSPD Toledo · WJW Cleveland · WJBK Detroit · WIBG Philadelphia · WWVA Wheeling · WAGA Atlanta · WGBS Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



the Puerto Rican household, Assistant Detective Halloran's entrance was a decided let-down. The introduction of cyphers like Halloran and his family into a series, instead of characters per se, generally is calculated to let viewers identify themselves with the hero each week. Nothing new was added to the oft-seen relationship between the newly-promoted detective and his mentor, Lt. Muldoon.

High points of the opening production: a cleverly photographed chase through what appeared to be genuinely surprised crowds and the capture in the New York Coliseum. As cameras came to rest on the grief-bewildered parents of the Puerto Rican boy, it became obvious that the writing-production talent behind *Naked City* could make it a standout series.

Production costs: Approximately $35,000. Sponsored by Brown & Williamson Tobacco Corp. through Ted Bates and Quaker Oats Co. through J. Walter Thompson on ABC-TV Tuesday 9:30-10 p.m. EDT. Started Sept. 30.

Producer: Bert Leonard; associate producer: Sam Manners; director: Jerry Hopper; assistant director: John Zane; writer: Stirling Silliphant.

Cast: John McIntire, James Franciscus, Suzanne Storrs, Harry Bellaver, Alison Marshall.

THE GARRY MOORE SHOW

Garry Moore until now has had great success in television with an easy-going daytime variety show and as m.c. of a popular panel program *I've Got A Secret.* In his latest endeavor however, Mr. Moore doesn't seem to have found the comfortable surroundings in which his particular talent and type of homespun delivery can carry an hour's worth of nighttime entertainment.

Basically, tv variety is pretty well limited to the general ingredients of guest stars, songs, dances, production numbers, etc. Unlike the shows built around popular singers, in which there is limited dialogue and simple theme, or the shows in which acts are introduced in a vaudeville manner, Mr. Moore's type of variety is really neither here nor there. There is no theme; there is a scattering of unrelated original musical material which up to now is worthy only of single exposure, and there is Mr. Moore floundering in song and dance. The hour lacks the spark that a weekly show of its type has needed in the past, in order to survive.

Production costs: Approximately $80,000. Sponsored by Revlon through C. J. LaRoche, Kellogg through Leo Burnett and Pittsburgh Plate Glass through BBDO on CBS-TV Tuesday, 10-11 p.m. EDT. Started Sept. 30.

Producer: Ralph Levy; associate producers: Leon Mirell, Herb Sanford; directors: Frank Bunetta, Lewis Freedman; associate director: Mack Bing; writers: Vincent Bogert, Will Glickman, Herb Finn, John Tackaberry; special material: Arnold Horwitte, Irvin Graham; feature editor: Marcia Durant; musical conductor: Howard Smith; choral director and arrangements: Buster Davis; choreographer: Paul Godkin; featured performers Durward Kirby, Marian Lorne.

Guests (first show): Gordon MacRae, Janis Paige, Red Skelton.

ENCOUNTER

It seems ironic that ABC-TV—a network that has made a forte of film shows—would score this season with the most impressive live one-hour drama to date. But from looking at the first of the Canadian Broadcasting Co.-produced shows piped into the network from CBC studios in Toronto, "that's the way the ball bounces."

Take this plot: an RCAF CF-105 jet—one of two models built—equipped with top-secret flying equipment, streaks aloft from a classified base "somewhere in Canada." Equipped with but two hours' worth of gas, the plane returns five months later and its pilot is arrested for treason. At the court-martial, the prosecution narrows the possible routes the plane could have taken to an apparent destination of Soviet Russia.

The solution was "simply" that the flight officer had steered a proper course but was delayed by space creatures for five minutes their time, five months ours. Their object: to determine what made earth people tick.

The play was rather slow on the runway, but once aloft, the production sped along. It's a pity that playwright Donald Jack had to strain viewer credulity to the breaking point by his *denouement.* More so because his thesis was hardly original.

It should be suggested to ABC—which in this case is merely providing the facilities, opening the series to co-op sponsorship—that it ought to enforce decidedly the playing of commercials whose quality is commensurate with that of the program itself. It was a jarring experience to have the mood shattered by ear-splitting harangues on behalf of Dristan cold pills, Raleigh cigarettes and Schaefer beer.

Whatever its shortcomings, this first entry in the Canadian series roared in like a welcome cold wind from the north, one that can only blow good into a season that already seems bloated with blandness and high-financed tripe.

Production costs: Approximately $35,000. Sponsored co-op on ABC-TV, Sunday, 9:30-10:30 p.m. EDT. Started Oct. 5.

Supervising producer: Esse W. Ljungh; producer-director: Ronald Weyman; sets: Nicolai Solobiox; produced by Canadian Broadcasting Corp. Premiere play: "Breakthrough" by Donald Jack.

THE GREAT GAME OF POLITICS

These Sunday afternoons, while the other networks are quarterbacking the Quemoy crisis, CBS-TV is playing *The Great Game of Politics*—a series of seven studies of the men, issues and problems that make up the off-year election campaign. So far, CBS News has sketched a searing profile of a local politician at work, covered a debate between the two party heads and talked to a pollster whose batting is better than average. Upcoming: a report on the high cost of campaign financing (with Washington *Post-Times Herald* publisher Phil Graham,

the newest things in sight
and sound are coming from

SIGNAL HILL

... home of WDAF-TV and Radio, Kansas City's first and largest broadcasting center. If you know the Heartland, you know that all eyes and ears turn here because Signal Hill stands for stability, something people can depend on .. whether for information or entertainment.

Under National Theatres direction, this character is being conscientiously strengthened each day, with important policy improvements.

Important to whom?

First, important to the million-plus people who watch and listen .. and buy your products ... people who insist on the finest possible programming in return for their time. That's what they're going to get on Channel IV and on 610 ... from us and from NBC.

Important, also, to you who must *sell* this big midland market. The kind of improvements we're talking about will make that selling job easier than it has ever been in Kansas City.

National Theatres pledges both of you new strength in programming ... new appeal in personalities .. new power in promotion and merchandising ... new depth in market information ... new vigor in sales follow-through.

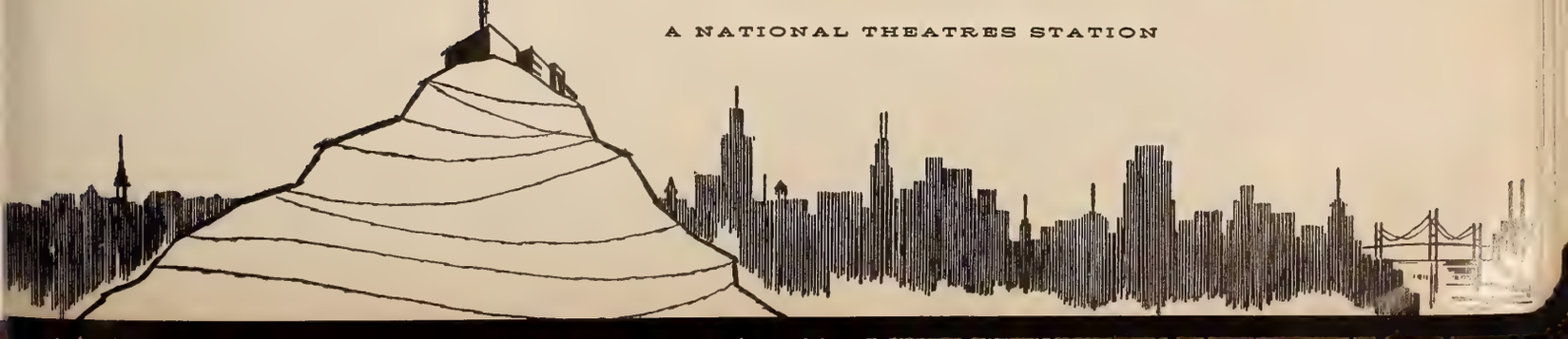
These are the improvements we want to tell you more about. You'll be getting the specific details from us and our good station representatives ...

In Television: Harrington, Righter & Parsons, Inc.
In Radio: Henry I. Christal Co., Inc.

WDAF TV 610 SIGNAL HILL KANSAS CITY, MO.

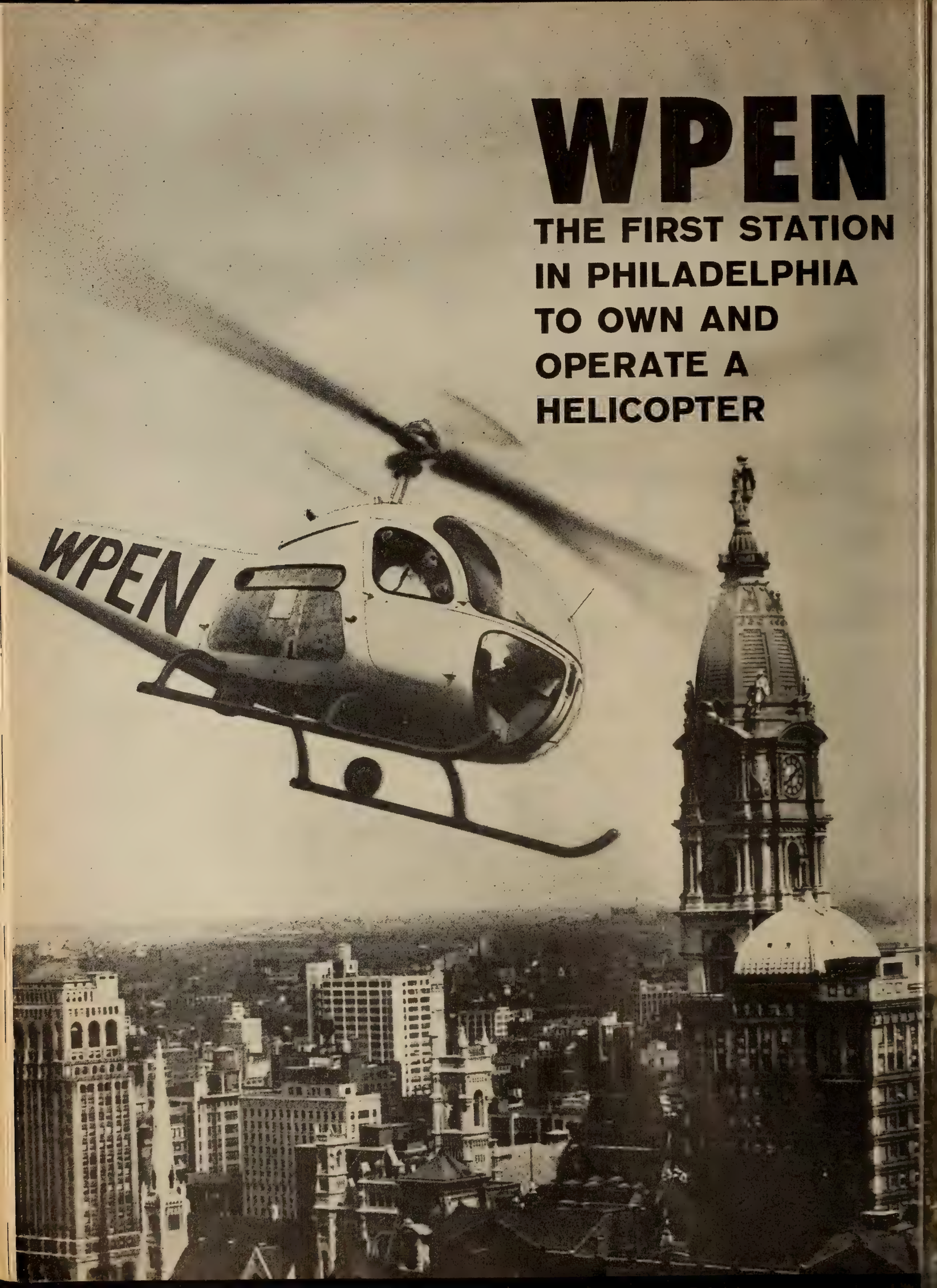
BASIC NBC

A NATIONAL THEATRES STATION



WPEN

THE FIRST STATION IN PHILADELPHIA TO OWN AND OPERATE A HELICOPTER



WPEN

STRENGTHENS ITS SERVICE TO THE PHILADELPHIA COMMUNITY



Ready for daily, on-the-spot traffic reports and special events coverage, the WPEN helicopter is at the disposal of Philadelphia police for emergency purposes. Police Commissioner Thomas J. Gibbons here accepts use of the WPEN Helicopter from station officials.

Here's how the City of Philadelphia benefits from the WPEN Helicopter



WPEN's Helicopter is serving social, religious, civic, fraternal and school groups all over Philadelphia at special events and outdoor activities. During its first month, WPEN's Helicopter entertained some 65,000 Philadelphia families at community functions.



The 'copter is being used freely for on-the-scene reporting and as an aid to the Fire Department for multiple alarm fires.



WPEN

Represented nationally by **GILL-PERNA** *New York, Chicago, Los Angeles, San Francisco, Boston, Detroit*



Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

author of the "Pass a Buck" proposal) and an analysis of smear and fraud.

The series kicked off Sept. 28 with an indictment of a local ward-heeler. Making the indictment: the ward politician himself, 43-year-old Jack P. Russell of Cleveland's 16th ward. Only Mr. Russell seemed blissfully unaware of the damage he was inflicting upon himself. He violated Rule No. 1 in the politician's handbook: he discussed such tricks of the trade as how to reward party loyalty, how to keep tabs on errant voters and how to win votes without committing yourself in any way. Then, heaping insult upon his own (potential) injury, Mr. Russell zoomed to the curb in a white 1958 Cadillac—this in the midst of a constituency of low-income Slavs—popped into the proverbial backroom like a poor man's Carmine de Sapio to talk about his sundry "business interests." These included an advertising agency, a contracting firm and an outfit that has a virtual monopoly in fire alarms (linked to municipal fire houses)—a fact that might compromise his status as President of the City Council.

On Oct. 5, host Eric Sevareid emceed a debate between Paul Butler and Meade Alcorn as they argued their parties' respective positions on civil rights and foreign relations. Their comments were hardly news, but what was novel about the entire proceeding was the noticeable lack of bitterness between the two party spokesmen, both of whom addressed one another by first name. To be sure, Mr. Alcorn's sense of humor, his sly, pixyish smile (implying "I don't really believe this myself but after all, I'm the spokesman . . .") is a refreshing departure from the stuffy self-righteousness one had gotten accustomed to hearing from his predecessor.

Yesterday (Oct. 12) pollster Sam Lubell discoursed on his favorite thesis: that people change votes only when they are directly affected by an issue. In this case: recession. Mr. Lubell also found that New Yorkers are glad that both gubernatorial contenders are millionaires. "They're incorruptible," people told him.

Production costs: Approximately $10,000 weekly.
Sustaining on CBS-TV, live and videotape, 5-5:30 p.m. EDT. Started Sept. 28.
Producer: Bill Weinstein; director: Roger Englander; associate producer: Arthur Morse; writer: Arthur Barron; researcher: Stanford Mirkin; narrator: Eric Sevareid.

THE JACKIE GLEASON SHOW

Jackie Gleason returned to live television Oct. 3 after an absence of 18 months with the same basic approach that endeared him to many millions of viewers. Unfortunately, the script for the premiere performance was ordinary, and it is a tribute to Mr. Gleason that he rose above his material.

As in the past, a bevy of pretty girls introduced the show and Mr. Gleason (slightly slimmed-down) glided gracefully around the premises. In his longest sketch involving Reggie Van Gleason III, the playboy, there were some touches of humor but they were spotty. Assisted by Buddy Hackett as a Chinese houseboy, Reggie made an appearance before a congressional investigating committee.

A prediction: before the new Gleason show gets worse, it will get better.

Production costs: Approximately $62,000.
Sponsored by Pharmaceuticals Inc. through Parkson Adv. and Lever Bros. through J. Walter Thompson Co. on CBS-TV, Friday, 8:30-9 p.m. EDT. Started Oct. 3.
Producer: Stanley Poss; director: Frank Satenstein; writers: Marvin Marx, Walter Stone, Howard Tedder; announcer: Jack Lescoulie; music director: Ray Bloch; associate director: Bruce Minnix.

BEHIND CLOSED DOORS

Where J. F. Dulles stops short of the brink, the intelligence agents of this latest cloak-and-dagger series keep going.

The opening installment had a seaborne agent within seconds of starting a war, depth-charging a Russian sub discovered spying on American rocket tests off the Florida coast. When the agent holds back on dropping the charges, his helpmates, and the viewers too, immediately assume he's working with the Reds. All ends happily when it becomes clear that the U.S. didn't really want to sink the Russian boat, just scare it away.

Moments of suspense were few and far between, in this cliche-riddled drama. However, excellent film editing of rocket launchings and a PT boat chase of the Russian sub provided an exciting, dramatic conclusion to an otherwise dull 30 minutes.

Production costs: Approximately $38,000.
Sponsored by Whitehall through Ted Bates and Liggett & Myers through Dancer-Fitzgerald-Sample on alternate weeks, on NBC-TV Thursday 9-9:30 p.m. EDT. Started Oct. 2.
Produced by Screen Gems and Jane Gallu Productions; producer: Sam Gallu; director (premiere): Paul Wendkos; writer (premiere): Paul Monash; narrator and star: Bruce Gordon.

YANCY DERRINGER

In launching the proud and fearless *Yancy Derringer* down the Mississippi and CBS-TV channels Oct. 2, writers-producers Richard Sale and Mary Loos had their dashing rebel rouser unload his pistols through a rapid-fire succession of adventures. However, this overloaded action series threatens to sink in the first patch of bayou quicksand. Ex-movie stuntman Jock Mahoney, who plays the title role with the greatest of ease, could save himself and his silent Indian companion (played by X. Brands) as well, but a rescue party will have to pull out their post-Civil War vehicle.

En route to his pre-war mansion near New Orleans, Yancy takes up with his former delta doll, Amanda Eaton (Julie Adams), and here's where you begin to question Yancy's astuteness. For some unfathomable reason he is fooled by Miss Amanda's intentions. The action reached crescendo heights when the pair entered the mansion and found a casino operating. After Yancy finished smashing gaming tables,

A thriller-diller from **WJRT**



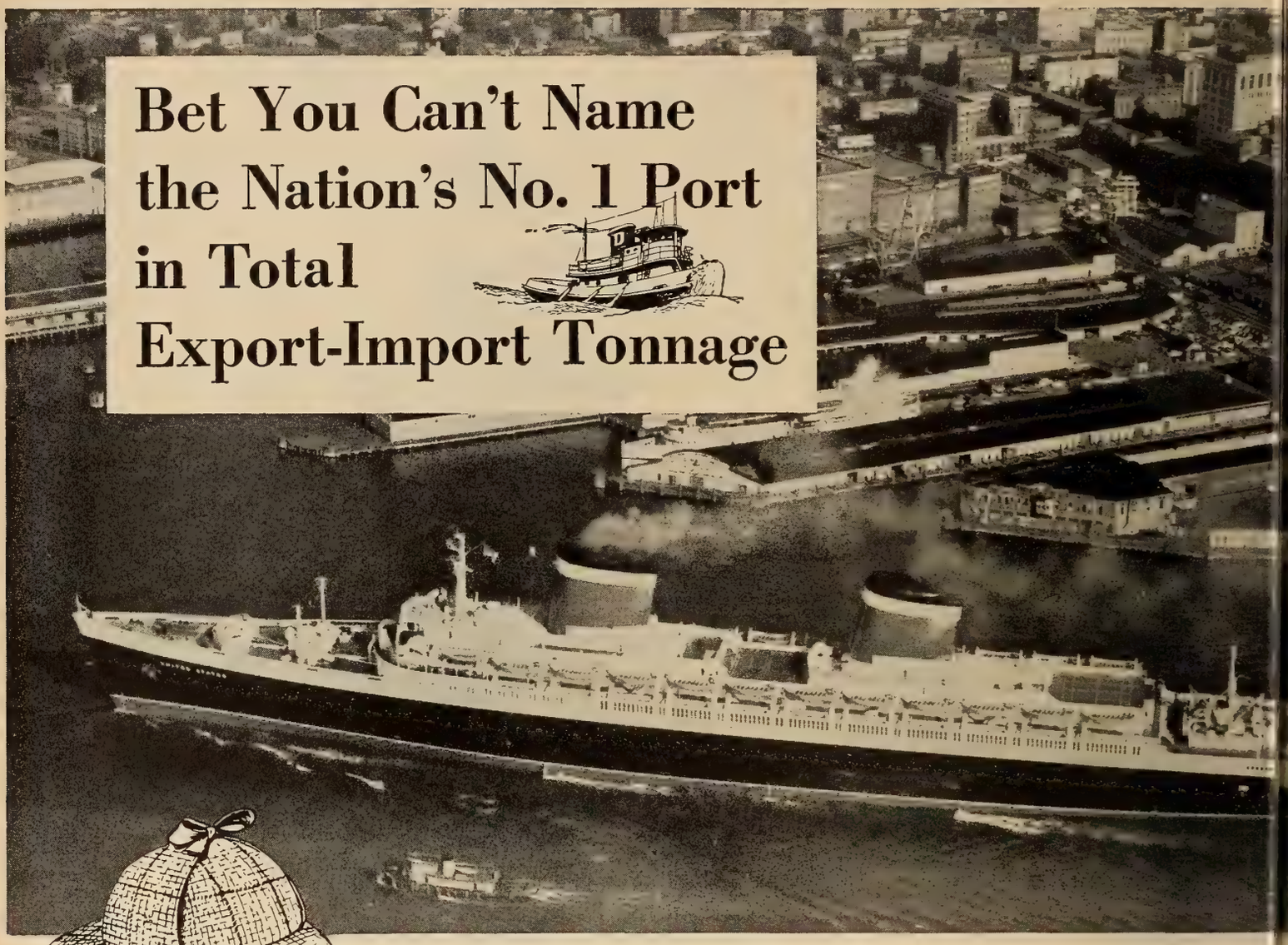
Saturation TV coverage of rich mid-Michigan. At last you've got it, through Flint's WJRT—and from the *inside*, complete with ABC primary affiliation. On the air in October, WJRT's the only television station that will reach and *sell* Flint, Lansing, Saginaw and Bay City, with a Grade "A" or better signal.

WJRT

CHANNEL **12** FLINT

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta



Bet You Can't Name the Nation's No. 1 Port in Total Export-Import Tonnage



CLUE: *It has grown more than 100% since 1950!*

The answer* is Tidewater, Va. In other words, Norfolk and Newport News . . . side by side on the great harbor of Hampton Roads.

If you were surprised by Tidewater's rank as a port, you may be surprised also by its rank as a *market.*

Two reasons why this is likely: 1) Rapid growth—nearly 60,000 population gain in 1957 alone! 2) Its true size is obscured by the Government list of metro county areas which separates Norfolk and Newport News, though they are less than four miles apart at nearest points, and inseparable for all radio and television marketing purposes.

Combine them and you find a metro county area of over ¾ million people, topping all in the southeast except Atlanta and Miami.

Tidewater, Va., is what Virginians call it. TIDEWTAR is a better way to spell it . . . and the best way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market!

**Source: FT Report 985, U.S. Dept. of Commerce, Bureau of Census.*

tangling with gamblers and killing one who happened to be Amanda's husband, a clue to forthcoming chapters became apparent. Yancy accepted the offer of New Orleans civil administrator John Colton (Kevin Hagen) to be his chief trouble-shooter in curbing future havoc. Possibly as he carries out this assignment, Mr. Derringer may be able to set his sidewheeler on an even keel.

Production costs: Approximately $35,000.
Sponsored by S. C. Johnson & Son through Needham, Louis & Brorby, on CBS-TV Thursday, 8-8:30 p.m. EDT.
Created, written and produced by Richard Sale and Mary Loos; executive producers: Don Sharpe and Warren Lewis; associate producer: A. E. Houghton Jr.; directed by Richard Sale and others.

ROUGH RIDERS

When is a western not a western? The answer: never—not even when it's set in the Reconstruction days following the Civil War. Perhaps it may qualify as an "adult adventure" series. In any event, they still went thataway in ABC-TV's new *Rough Riders,* albeit in a costume or "period piece" against a frontier setting.

Building a new life in the West brings together three diverse ex-soldier personalities—Capt. Jim Flagg (Kent Taylor), Sgt. Buck Sinclair (Peter Whitney) and Lt. Kirby (Jan Merlin). In the premiere episode they mix it up with "The Murderous Sutton Gang," who indiscreetly made the mistake of making off with the farmer's daughter—a sin perhaps worse than stealing a cowboy's horse. Obviously, the outlaws headed by Wes Sutton (John Doucette) must get theirs in the end.

One of the more commendable charms of *Rough Riders* is the fact it is filmed on location—the Tennessee Smokies, the Louisiana bayous, etc. But even this authenticity, plus top-notch acting and production, can't compensate for the fact that here is just another western. ABC-TV ought to fare a lot better audiencewise with others in its vast stable of westerns—like "The Nine Lives of Elfego Baca" in the new *Walt Disney Presents* series, or *Maverick.*

Perhaps the spirit of the *Rough Riders* did find, to quote a network release, "expression and lasting fame" in the Spanish-American war. But actor Kent Taylor, trying too hard and uneasily out of character, is no reincarnation of the starch-and-spit spirit of Teddy Roosevelt.

Production costs: Approximately $23,000.
Sponsored by P. Lorillard Co. (Kent, Newport, Old Gold cigarettes) through Lennen & Newell on ABC-TV, Thursday, 9:30-10 p.m. EDT. Started Oct. 2.
Produced by Ziv Television Programs Inc., with Maurice Unger, producer; Eddie Davis, director.

BOOKS

THE INSOLENT CHARIOTS *by John Keats, illustrated by Robert Osborn. Published by J. B. Lippincott Co., Philadelphia-New York. 233 pages. $3.95.*

Mr. Keats—who not too long ago dissected Levittowns in *The Crack in the Picture Window*—rips into Detroit in the manner of a powered scythe, cutting down everything and everybody in his wake. What makes it compelling reading is the fact that Mr. Keats, armed with alarming statistics to prove his contentions, more often looks right than wrong. Especially in his study of advertising's role in the design of what city planner Lewis Mumford last year called "those fantastic and insolent chariots." Using such insolent chapter titles as "The Years of Our Ford" and "SOB Detroit," Mr. Keats takes after the head-shrinkers who gave the Edsel ("Sounds like 'Dead-Cell' ") its "vaginal look," and agency copywriters ("ever the gimmick-minded lot") who have made the task of the car designer harder by the year with their penchant for "dynamic obsolescence."

Declares Mr. Keats: "As a Detroit designer, you go on and on, putting curlicue on curlicue, adding dream to dread, adding the fragment of one illusion to the fragment of another and you spend enough to operate a state university to imitate the sound of a slammed door, When you're all through, you discover that you've transformed a rolling shoebox into a combination of the blue grotto and crystal palace, wherein is placed a psychiatrist's couch that has enough Procrustean potential to suit any psyche, no matter how warped . . . what you have made defies description for the simple reason that it is not designed to be any one thing, but an agglomeration of constituent elements of unrelated dreams."

Messrs. Keats and Osborn spare no one. Taking the brunt of their double-pronged (and no doubt justified) line of attack—by word and sketch—are the big three, their dealer taskforces, their advertising agencies, their managements and dealerships. Neatly skirting libel, Mr. Keats talks about the "General Chrysford Corp." and district sales manager Jack Smiles, distributor Simon Greed, dealer Honor Bright and the inevitable "sucker," Tom Wretch.

Sharply-opinionated, witty and writing like a man possessed, Jack Keats is mad. Plenty mad. Furious might be yet a better word. Yet he is not without his "constructive suggestions," most of which are valid and which take up the closing chapter of this sizzling document. It—and the chapters preceding—ought to be read by every car owner, especially if he happens to be engaged in the business of promoting car sales.

THE MERGER—*a novel by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago. Published Oct. 16 by Doubleday & Co., 575 Madison Ave., New York, 331 pages, $3.95.*

". . . That's the trouble with you guys; you're only concerned with making a buck. The minute somebody sues, you run for the woods. When is broadcasting going to come of age and stand on its own feet? . . ." (Slam Murphy).

". . . Listen, con artist. You're phony. All this muckraking is a pose. It's paid off,


S.S. United States at Norfolk, Virginia

CBS

WTAR TV

Channel 3 • Norfolk

Greatest Marketing Force in Virginia's Greatest Market

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Campbell Arnoux
Vice President for Sales
Robert M. Lambe
Vice President for Operations
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IN REVIEW CONTINUED

but you're beginning to take yourself seriously. That's when I have to start laughing. You, of all people. Of course we haven't guts in the broadcasting business. We know better. We're not paid to have any. Our government leaders and politicians don't want us to have guts. We're in the entertainment business. We're not out to change the world. If you think I'm going to be a whippingboy for your soap opera ideals, just to make you a hero, you're out of your mind. Who cares whether you're right or wrong? I don't. I'm trying to run a business . . ." (Les Madigan).

Michigan Avenue's radio-tv row, not unlike its Madison Avenue counterpart, is likely to have a field day with the first novel of ABC vice president Sterling C. Quinlan —notwithstanding his claim that "my characters are composites of personalities" from coast to coast. Mr. Quinlan indubitably has been asked more than once: "Am I in the book, Red?"

Mr. Quinlan's story is chiefly that of two men, Herb Powell and Les Madigan, who "go to the torture rack" to explore an economic fact of life. How they face up to the challenges of executive power plays and behind-the-scenes maneuvering forms a familiar basis for *The Merger.*

National Dynamics Corp. merges with Interstate Broadcasting, selling its WPRT to Acme Network and taking over KYTV in Chicago. In the shuffle, Herb Powell and Les Madigan move over to KYTV as manager and program manager, respectively. Both learn fast how it feels to be caught in the throes of a company reorganization that involves divided duties as between network division and station operations and personality conflicts.

"The very word 'merger' is a misnomer," Herb Powell had often told this program manager. "One side or the other takes over. People get hurt. Mergers are the economic fashion of the hour. . . . I don't know if this is a disease, a madness, or a blessing. I only know that, if one goes through a merger, it's a damned good idea to be on the winning side."

Author Quinlan appears to be on solid ground in selecting his theme. He points out there have been some 4,500 such mergers since 1951, with no sign of a decline. He also would appear to have had intimate, first-hand knowledge of his subject, having come up through the ranks of the former WBKB before the merger of ABC and United Paramount Theatres into American Broadcasting-Paramount Theatres over five years ago. Whether he has translated this experience into a knowledgeable novel remains moot, though his characterizations emerge as engrossing, if somewhat superficial, and the book maintains a smart pace.

Author Quinlan also inscribes his own "20-second commercial" on "men to be remembered" and a closing (rather than beginning) dedication. "The real tribute I would like to merit," he says, "is that various characters remind hundreds of readers of people they know in television and advertising business from coast to coast." In that respect, author Quinlan quite probably has succeeded.

One-sided

Looking at both sides only proves how one-sided the Jacksonville story is!

NCS #3 gives you a look at both sides . . . but only proves how one-sided the real market facts are! Inside Jacksonville, WJXT dramatizes its dominance by actually delivering more homes in the daytime than the competing station delivers at night. WJXT serves 66 Florida and Georgia counties . . . 38 more counties, 66% more television homes than the other station in Jacksonville. And on a nationwide basis, WJXT leads the entire country in share-of-audience for a 2-station market. By all means, look at both sides. It only proves how one-sided is the dominance of . . .

WJXT 4 *Jacksonville, Florida*

An affiliate of the CBS Television Network
Operated by the Washington Post Broadcast Division
Represented by CBS Television Spot Sales

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TO

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

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Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Edmund Cason Bunker



That Ed Bunker has ability to go with his southern charm should be old hat to CBS affiliates. Merle Jones, CBS-TV president (now president of CBS-TV Stations Div.), so tipped the affiliates at their Washington conference last January.

Mr. Jones was introducing Ed Bunker to the affiliates—three months previously he had been moved from the network-owned WXIX (TV) Milwaukee to New York just after Edward P. Shurick resigned as CBS-TV vice president and director of station relations to join John Blair & Co., station representative, as executive vice president.

Said Mr. Jones: When Mr. Shurick left, CBS "looked to the Midwest" and found "two things on fire out there," one the Milwaukee Braves, the other Ed Bunker.

That fire from the Midwest now burns brightly in New York in the office of the CBS-TV vice president and director of affiliate relations. Mr. Bunker offers a southern exposure to the CBS executive lineup on Madison Ave.

Says Edmund C. Bunker: "CBS somewhere along the line caught onto a great truth." What he could have added was that along the line, specifically in 1949, CBS snared for itself in Ed Bunker an unusual executive with an extraordinary personality.

The truth Mr. Bunker sees at CBS is expressed in many ways, but in the main it boils down to confidence and to people—"there's no patent on brains and money. A network today must 'sell' confidence to clients and to their agencies." And this is where the affiliate fits into the network pattern—"it's the aggregate body that is important."

In the past, Mr. Bunker had his share of thrill and fling; he flew as a civilian pilot and later with the Navy; as an athlete he took football and tennis seriously, and some years back he had his brush with dramatics.

Flying he gave up in 1946 when he took up a "war weary" F-6F to "give the boys a thrill at White Plains (N. Y.)." The plane developed a faulty fuel line. As the engine sputtered, he recalls he got off "a few hasty prayers" and finally landed. He walked away, leaving his log book there "where it probably still is today."

Football he forgot about but not until he earned his letter in the quarterback slot. He played on the gridiron at Mars Hill Junior College (near Asheville, N. C.). Tennis was his favorite sport until Milwaukee snows blocked further play.

"Come to think of it," he laughs, "life has shriveled down to following Bill Lodge [William B. Lodge, CBS-TV vice president in charge of affiliates and engineering] around."

Dramatics was short-lived. For six months in 1936 he was cast with the Peruchi Players southern troupe. A natural in voice and manner, he might have been in his radio days one of the U. S.' first successful "platter jockeys" but he notes he was never encouraged because stations were not geared to handle bundles of mail.

Edmund Cason Bunker, born in Balboa in the Panama Canal Zone on Sept. 24, 1915, where his dad was an electrical engineer, was brought up in Charleston, S. C. As an undergraduate in 1934 at Charleston College he worked for WCSC Charleston, serving as program director, chief announcer and salesman (his first broadcast job paid $5 a week). During the pre-war period, he spent a year as announcer and copywriter at WTOC Savannah, returned to WCSC and was regional sales manager at WIS Columbia, S. C., from 1939-42.

When the war came he found himself in "an untenable position," studying law at the U. of South Carolina Law School (he went through 2½ years), flying an hour at 6 o'clock in the morning and attending ground school classes, handling the *Mickey Mouse* radio show and spending two to three nights weekly in the law library. His wartime service: a primary flight instructor for the Navy, assigned to a fighter squadron just before the war and his service ended.

The Navy at Lockport, Ill., in 1943 had three pilots flying together—Mr. Bunker, Tom Dawson and Carl Ward—who now are all with CBS-TV. Mr. Dawson is vice president, network sales, and Mr. Ward national manager of affiliate relations.

Postwar experience was made up of a stint with Avery-Knodel (radio station representative) and a year (1948) with ABC in New York. In 1949 he joined CBS-TV as an account executive and by 1952 was promoted to general sales manager of KNXT (TV) Los Angeles, moving to WXIX in 1954 as general manager.

His activities now are confined by heavy office pressures, but he finds relief in reading and, as at Milwaukee, he is much interested in community affairs.

Mr. Bunker's home is in Bronxville (just outside of New York City) where he lives with his wife, the former Katherine Gooding of Columbia. They have two daughters: Kay, 17, and "Bitsy" (Elizabeth), 14.


STARDUST
is NBC Radio's brilliant new programming concept that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly broadcasting schedule is a sparkling series of five-minute vignettes . . . fresh, timely entertainment, especially created for these
STARDUST
segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, altogether, two dozen of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. No wonder, then, that
STARDUST
provides the maximum of prestige, glamour, and merchandising impact at a sensible low cost that makes network radio today's most efficient media buy.
NBC RADIO



Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.

CHANNEL 3 KTBS-TV

NBC ABC SHREVEPORT, LOUISIANA

E. Newton Wray Pres. & Gen. Mgr.

*May 1958 ARB Metro. Shreveport Survey

OPEN MIKE

'. . . Extremely Pleased'

EDITOR:

. . . Ralston Purina was extremely pleased to see the Purina Dog Chow story [ADVERTISERS & AGENCIES, Sept. 8]. Ed Langan, of the account group, has also expressed his gratitude. Many thanks . . . for the very fine story.

William A. Lahrmann
Chief Space Buyer
Gardner Adv. Co.
St. Louis

Fall Term Begins

EDITOR:

I am enclosing a money order to cover the cost of 65 student subscriptions. We feel this is the only all encompassing broadcasting magazine on the market.

Claire Gregory
Director, Women's, Children's and Social Service Programs
Indiana U.

Enclosed is my check for 25 four-month student subscriptions.

Clinton W. Bradford
Associate Professor of Speech
Louisiana State U.

This is to advise you of my semi-annual request. Please send bulk order of 20 subscriptions. For years I have found BROADCASTING to be one of the most accurate, current and effective sources for information in teaching my Survey of Broadcasting course.

F. Virginia Howe,
Radio-Television Section
Kansas State U.

Please send 25 copies to instructor Don Erickson, School of Journalism, as you have done for us previously.

J. G. Wheeler
Manager, University Bookstore
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Enter a subscription for 10 persons for four months.

Harold E. Nelson
Associate Prof. of Speech
College of the Liberal Arts
Pennsylvania State U.

Once again I would appreciate your providing 15 13-week subscriptions for my class in tv-radio advertising.

Kenward L. Atkin
Department of Advertising
Michigan State U.

Send an additional six subscriptions. Start just as soon as possible.

Rod Gelatt
Washington & Lee U.

Here is our order for 25 subscriptions for Prof. L. W. Kaiser, Cornell U.

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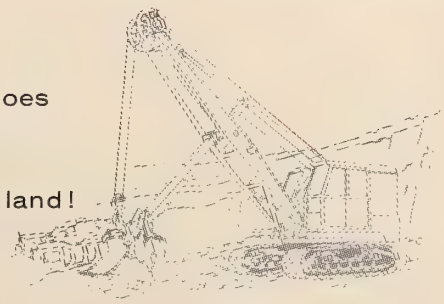
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Iron Ore . . .

ONE OF MINNESOTA'S GIANT INDUSTRIES!

An annual payroll of $102,000,000 goes to 18,000 workers . . . and they ALL LIVE and SPEND in KDAL—KDAL-TV land!



RADIO KDAL CBS • DULUTH TELEVISION

ASK AVERY-KNODEL

Dominating Minnesota's Iron Range!

Slowly
(with expression)

Sweet Sixteen

Words by
WBTV



Salesrights MCMLVIII by

CBS Television Spot Sales

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

AMERICA'S 16th MARKET WBTV CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

*Nation's 16th television market—Television Magazine TV set count—July, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 15 OCTOBER 13, 1958

MORE SUPPORT FOR AUTO BUYS ON TV

- **New roundup of success stories shows dealer enthusiasm for tv**
- **It's intended to hamper newspapers in retrieving Buick budget**

New ammunition for television was moved up to the firing line last week in the battle over auto makers' media allocations.

While newspapers withdrew to map new tactics after their initial outburst over Buick's choice of television as its No. 1 medium [ADVERTISERS & AGENCIES, Oct. 6], the Television Bureau of Advertising just as quietly moved to its members an impressive portfolio of case histories demonstrating how television sells cars for auto dealers and consequently is getting more and more of the dealers' advertising dollars.

Armed with this array of success stories, stations would be in position to attack or counter-attack as necessary when newspapers start their local-level campaign to bring local dealers and distributors into line. There appeared little doubt that a sweeping local-level drive would be made by newspapers, now or in the future, to build up pressure for return of a significant part of the $12.5 million that Buick awarded to tv—half of Buick's $25 million budget for the 1959 model year.

The success portfolio is another weapon in the arsenal already being built for television. It joins (1) a research study circulated by Buick's agency, McCann-Erickson, to show Buick dealers that tv had bigger impact on Buick shoppers and that both tv and radio cost less per thousand than newspapers and (2) a special study conducted for TvB which showed that Buick commercials on the Bob Hope show Sept. 19 made more impression than Buick's introductory print advertising. Those studies were reported in detail in BROADCASTING last week.

Manufacturers as well as local dealers in any make of car, domestic or foreign, can see in the TvB case histories that dealer after dealer has used tv with profit—often fantastic profit; that this success is not limited to any particular make of car, and that the dealers are proving their satisfaction with television by investing more and more money in it. Some of the case histories, which in TvB's catalog number about 30 and were compiled and documented by TvB sales development director Murray Gross, are condensed below.



How tv is moving cars for dealers

ATLANTA, GA. • *Nalley Chevrolet*—Opened in 1956 and in television since 1957, company claims to be Georgia's largest Chevrolet dealer and one of the state's largest car sellers regardless of make. Nalley uses 10 one-minute announcements in a late-evening feature film on WLWA (TV) Atlanta on Sundays; full sponsorship of late-night feature on WAGA-TV Atlanta on Fridays, and 10 one-minute announcements weekly on early-evening movie on WAGA-TV, spread Monday through Friday. With 70% of its budget in tv, firm has virtually cut out newspapers and dropped radio. Company says "since going on WLWA our business has more than doubled" and since starting on WAGA-TV its new car sales are up 50% and used-car volume up 300%.

ATLANTA, GA. • *Timmers Chevrolet*—Owner Tim Timmers decided to sell youngsters and their mothers in addition to the man in the family, bought a two-week schedule of three announcements a week in a children's show on WLWA (TV) Atlanta. First four announcements sold six cars; after seven announcements the firm traced 15 car sales directly to tv. The campaign has been extended.

BALTIMORE • *Weiss Motor Co. (Ford)*—Firm, described as Maryland's largest auto dealer, started tv tests last January with a weekly late-night five-minute newscast on WMAR-TV Baltimore. All other media activity remained relatively the same in 1958 as in 1957. But: By September Weiss had registered a "volume increase." Joseph Katz Co., Weiss agency, reported: "Weiss Motor has felt the impact of television in terms of specifically accountable sales—despite intense competition and a declining car market. A key contributing factor has been our sponsorship of the 11 p.m. news."

TV PREVIEWS OF PONTIAC, FORD

CHICAGO • *Courtesy Motors (Ford)*—President Jim Moran, who puts 95% of his advertising budget into television, lifted his dealership from 1,500th in car sales in 1948 to the world's top seller of new, used, and a combination of new and used cars—a ranking he has held since 1953. His firm is reported to be the biggest tv spender of all local advertisers in the U. S. Among "firsts" claimed for Courtesy and its agency, Malcolm-Howard, Chicago, are: first car dealer to use live commercials showing the cars offered for sale and first car dealer to sponsor a full-length feature. In March 1956 Courtesy switched from Hudsons to Fords, and, continuing to use tv almost exclusively, became the world's No. 1 Ford dealer in one month. Currently, Courtesy sponsors two full-length features on WBKB (TV) Chicago, Mondays and Fridays at 10 p.m. Says President Moran: "Television paid off for us immediately. The day after our first show we sold 16 cars, compared to our usual two."

CHICAGO • *Walton Motor Sales*—Walton, which first used tv in 1950 and now allocates 85% of his budget to this medium, has been the biggest Chrysler dealer in the U. S. for the last five years. Firm started with a five-minute weather and news show across the board on WGN-TV Chicago, expanded it to 15 minutes in 1953, added a second quarter-hour, *Man on the Street,* across the board in 1954. Walton President Joseph Levy: "There is no doubt about it, Walton Motors grew to be the largest Chrysler dealer in America through the medium of television."

COLUMBUS, OHIO • *Dan Rohyans Ford*—In past three years firm has put 40% of its budget into television, which Mr. Rohyans says has produced "more sales directly" than "any other advertising medium." Described as leading Ford dealer in the Columbus market and one of the top 10 in the U. S., company buys saturation announcement packages, averaging 25 to 30 spots a week on WBNS-TV and using up to 50 or 60 IDs a week for special promotions. Says Mr. Rohyans: "Properly purchased, television is the country's most effective advertising medium for automobile dealers."

COLUMBUS, OHIO • *Lex Mayers' Chevrolet*—In its annual, tv-promoted Labor Day "Ox Roast" last month, Mayers' drew 9,000 people for free food and in one day sold 59 new and 25 used cars. Firm currently spends $115,000 a year, or 75% of its budget, in television, using WBNS-TV, WLWC (TV) and WTVN-TV. On Monday mornings, after full sponsorship of a feature film the night before, dealer usually sells 20 to 25 cars within the first three hours after opening.

COLUMBUS, OHIO • *George Byers Sons*—Described as world's largest DeSoto-Plymouth dealer, Byers now puts more than half its budget into tv. It has sponsored WBNS-TV's 11 p.m. news from that program's inception in 1950, currently underwrites the show three times one week, two the next. Last year, Byers undertook a special "supermarket" sales campaign, put 300 cars on a 13-acre lot, promoted the drive with 72 IDs in a week on WBNS-TV, WLWC (TV) and WTVN-TV (budget was divided about 50-50 with newspapers), and sold 125 cars first week. Miss Dorritt Williams, account executive on Byers at Kelly & Lamb agency, notes that Byers has become world's biggest DeSoto-Plymouth dealer since going into tv and that its new-car volume is up 50% since pre-tv 1949.

DENVER • *Bob Jones Skyland Ford and Bob Jones Midway Mercury*—With one-third of its budget in tv, these two dealerships sell an average of 550 new and used cars a month and reportedly are nation's fifth largest seller of Fords. Present tv schedule, split between the two dealerships, includes weekly half-hour syndicated film and 60-80 ten-second IDs over two-week period, on KBTV (TV) Denver.

GOSHEN, IND. • *Riverside Motors (Cadillac-Oldsmobile)*—When tv reached Goshen in 1955, firm was selling about 75 new cars a year. Now, with 90% of budget in tv (WSJV-TV Elkhart), it's grossing $2 million annually with car sales at 600 a year, is biggest volume car dealer in northern Indiana. After first two feature film program sponsorships owner Joe Levino reported: "We sold 35 new Rocket 88s and 25 used cars; since the show was the only advertising we used, it certainly convinced me that tv did the job." He says he achieved his business "miracle" in "three short years by using the magic of feature films on tv to extend my sales territory beyond the city limits . . . On a comparative basis of audience volume delivery, television costs were far lower . . . A single telecast could reach more people than dozens of newspapers or billboards."

LOS ANGELES • *Brand Motors-Ford City*—One of largest tv advertisers in the market, firm spends 82% of its budget in television, sponsors 19½ hours of feature films per week on KABC-TV Los Angeles. Brand Motors keeps careful records on pulling power of each feature film (via contest in which viewers must name the show on which they saw the commercial; also, salesmen receive no commission unless they know the source of the sale). Thus it can report, for example, that it sold enough cars to gross more than $4,000 on a single Sunday-morning program that cost $400. Says Manager John Fair: "From the very first day, we knew television pulled for us . . . We could demonstrate each car we had for sale and people could see and hear everything we wanted to tell them. You can't do that with newspapers, radio or any other medium."

LUBBOCK, TEX. • *Womble Olds (Oldsmobile, Rambler)*—Company has been year-round user of KDUB-TV Lubbock almost from time the station started in November 1952. Tv gets 80% of its budget (radio the rest). It uses one live announcement in both early-evening and late news shows (plus a three-week announcement campaign at model introduction time). Sales Manager Clyde Mace says "television has been our most effective medium for selling new cars."

MIAMI • *Municipal Auto Sales (used cars)*—Firm puts 90 to 95% of its budget into television, sells more than 2,900 cars a year. Currently it averages 15 live minute participations (mostly nighttime) on WCKT (TV) and seven participations (late afternoons or Saturday and Sunday) on WTVJ (TV). Total budget on both stations is about $75,000 a year. In a two-station Labor Day promotion last month, firm sold 50 cars in three days.

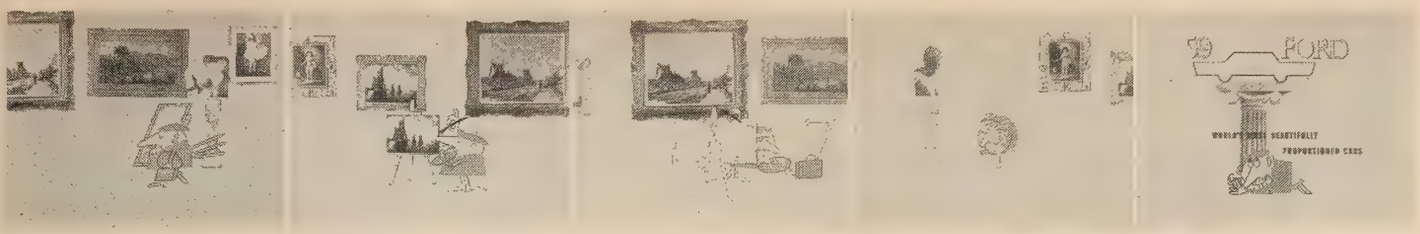
MIAMI • *Anthony Abraham Chevrolet*—Puts $125,000 a year, or 60% of its budget, into television, using WCKT (TV), WTVJ



PONTIAC, through MacManus, John & Adams, Bloomfield Hills, Mich., is again counting on "name" actors to add character to commercials for its 1959 cars. This one, featuring Arthur Treacher, will introduce the Catalina series on the *Ginger Rogers Show* Wednesday (Oct. 15) on CBS-TV.

The idea: Mr. Treacher, famous for his butler roles, acts as butler to the Pontiac family. He steps out of the family home (see picture above) to tell an off-camera visitor that the family is away attending the debut-dance of "beautiful daughter Catalina." The spot then swings to the car itself.

The commercials were written by Richard Maury, Ted Allegretti and Mark Lawrence of MJ&A, and produced by Klaeger Film Productions, New York.



ANIMATION sparks the pre-announcement teaser campaign now being run throughout the country by Ford dealers for the 1959 Ford. This sequence is from one of three 20-second commercials produced by Playhouse Pictures, Hollywood. Entitled "Portrait Artists," the commercial shows a scuffy-looking artist walking into a picture gallery, setting up easel, copying landscapes and sculptures exactly, then facing the camera as he draws while looking over his shoulder. He throws up his hand, shouts something like, "I just can't do it, it's so well done, so beautiful." What he means, of course, is that he can't do justice to the '59 Ford. The film uses the theme, "Ford 1959 . . . the world's most beautifully proportioned car." A frame then proclaims: "coming Oct. 17." After that date, new prints will end by urging viewers to see the car at their Ford dealers. Two IDs also were made. Some 2,000 prints of the spots have been mailed to about 260 stations. Some dealers will use the 20-second commercial as lead-in to a live local announcement of 40 seconds. First commercial was set for telecasting Thursday (Oct. 9) in Dallas. Commercials will run in local spot time and in local shows. J. Walter Thompson, New York, is agency.

(TV) and WPST-TV. From 60-65 cars a month, sales have risen to 600-700 a month. Sports, news, participations and full sponsorship of featuring films are employed. Owner Anthony Abraham, a former advertising agency owner, picked tv because: "I found that tv offered the greatest possibilities. The cost of reaching potential customers was the lowest on any cost-per-thousand basis, because of tv's tremendous audiences." He also feels: "Television should be the primary medium for car dealers. It's an absolute necessity for car dealers."

MONCTON - NEW BRUNSWICK, CANADA • *Steeves Motors (Cadillac, Buick, Pontiac, GMC trucks, Vauxhall)*—Steeves got into tv reluctantly early last summer with a 10-minute sports show weekly on CKCW-TV Moncton. Then sales manager Eric Burdon attended a TvB presentation and speech by President Norman E. Cash. He promptly asked CKCW-TV to send a salesman around—and added two more weekly sports programs. Mr. Burdon: "We have tripled our advertising . . . and the results to this date have exceeded our most optimistic hopes. While we had some reluctance in the past as to the cost of tv advertising, the results we have seen from our sustaining use more than justify the expense. The recent screening of [TvB's] 'Vision of Television' brought home to us more forcefully than any other presentation the value of television as an advertising medium for our business."

MONTEREY, CALIF. • *Murray Vout*—In business 30 years, firm switched to English Fords and Studebaker—and to television—in 1957 and registered a 27% gain in business during the next 12 months. Volume this year is higher, despite general business recession. With 95% of his budget in tv, Mr. Vout sponsors sports programs on KSBW-TV Salinas, Calif., immediately following *Wednesday Night Fights* on ABC-TV and Friday night fights on NBC-TV. Recently he decided his budget couldn't afford both programs, cut out one, returned a month later with this report: "I must have both because they're terrific programs and I'm getting terrific results. I'll cut my other advertising, but I want both shows."

PHILADELPHIA • *Delaware Valley Dodge Dealers Assn.*—A "Missing Dodge Contest," designed to build awareness rather than immediate sales, was promoted in a month-long announcement campaign (weekly cost: about $4,000) on WCAU-TV and WRCV-TV, both Philadelphia, and resulted in more sales by Dodge dealers in the first 20 days of July 1957 than during any comparable period of the year—even though car sales ordinarily drop off after July 4 weekend. In addition, the cumulative effects enabled Dodge dealers to record higher sales for the rest of the year.

RICHMOND, VA. • *Commonwealth Ford*—Uses year-around plus special event television programming, currently employs weekly half-hour syndicated film in mid-evening time on WRVA-TV Richmond as its basic vehicle, adds sports events and one-shot feature films from time to time. In recent "autothon," based on full sponsorship of feature film, 20 cars were demonstrated in five 3-minute commercials. Next day, Commonwealth sold 17 cars and rang up gross sales of $40,000—an $82 return for each dollar spent on the program ($487.50). President Parker Snead and vice president-general manager Walter Hall report: "We're depending primarily on tv in 1958 to produce our results."

SALT LAKE CITY • *Courtesy Motors (Dodge-Plymouth)*—Puts 95% of its budget into tv. When he opened Courtesy Motors in 1952, Clifford O. Gledhill expected to be in the red for six months. He launched a heavy campaign on KSL-TV Salt Lake and was in the black in 30 days, has continued to expand tv usage. At time of his first campaign, no car dealer in the market was using tv regularly; now almost every large dealer does. Mr. Gledhill: "The real value of television is its ability to produce day after day . . . and to deliver prospects who are interested in the cars that are advertised on tv."

SOUTH BEND, IND. • *Ben Medow's (Plymouth, Dodge, DeSoto, Chrysler, Imperial)*—After testing tv in 1955, Medow's wondered whether the medium was doing a job, decided to cancel its schedule for six weeks. Results: in four weeks new car sales dropped 20%, used cars sales declined 30%. Since then Medow's has been a year-round user of WNDU-TV South Bend, currently puts 45% of its budget into tv. After checking customers, company reported: "Tv was responsible for more business than . . . any other source. Because of tv's broad coverage, about 50% of [Medow's] business now comes from suburban areas." Comparing 1957 with pre-tv 1954, firm found 262% increase in new-car sales, 236% gain in used-car volume.

SPOKANE • *Empire Lincoln-Mercury*—The new owners switched their major advertising from newspapers to television in October 1957 and climbed from last to first place among Northwest Lincoln-Mercury dealers in 16 days. Now has 60% of budget in tv. Started with 10 announcements a week on KHQ-TV Spokane, shortly had to go to other dealers to get enough cars to meet demand, has now signed 52-week renewal with station. Co-owner Bill Nottley: "We want television to be the base from which all of our advertising is keyed."

SPRINGFIELD, MASS. • *Hedges-Sattler (DeSoto-Plymouth)*—In June 1958 switched from syndicated films to feature movies on co-sponsorship basis on WWLP (TV) Springfield, Mass., with film scheduled at 11 p.m. Saturday and repeated (using same commercials) at 2-4 p.m. Sunday. Three weeks of the month stress reputation, service, etc., and fourth promotes new or used car sale. Results: After sale promotion, sales usually run 75%, or 20 units, higher than in other weeks.

WESTFIELD, MASS • *Westfield Ford*—Once 100% radio user, firm bought quarter-hour sports film on WWLP in November 1955, two years later bought alternate weeks of Sunday night feature film, which it still sponsors. Budget is now 75% tv, 25% radio. In town of 22,046 population, company was expected to sell 15 to 25 cars a month; with saturation radio was selling 50 to 60 and with addition of television its sales volume jumped to 95 to 100 and has stayed at that level since then. Jones has first refusal on all KBTV special events programs. He says: "Television has been a major factor in my success as a dealer in Ford . . . cars and trucks." He uses tv year-round because "I do not believe in the hit-or-miss use of television."

BUILDING AN ALUMINUM EMPIRE ON AIR

Reynolds Metals became No. 2 aluminum giant by combining new products (foil, do-it-yourself metal) with a new medium (tv); now it's placing biggest bet on same combination

Members of the advertising department of Reynolds Metals Co. see in the company's corporate symbol an allegory that perpetually replenishes their courage in the competitive struggle of aluminum giants.

In Reynolds people's eyes, the dragon in the symbol is really the Aluminum Co. of America, biggest giant in the field, and the sword brandished by the knight is a box of Reynolds Wrap.

Reynolds' advertising men would be the first to admit that the dragon has not been slain, but they take comfort in the knowledge that it has been rudely disturbed from the awesome dominance it once enjoyed. Once an absolute monopoly in aluminum production and processing, Alcoa now has competition, plenty of it. Alcoa still is big (projected 1958 net sales: $876 million), but others are getting big, too (Reynolds' 1958 sales projection: $447 million).

A good many factors account for the elimination of the Alcoa monopoly, not the least of them the government-supported expansion of aluminum production during World War II. But in the post-war years, Reynolds' growth can be traced to imaginative management and merchandising and in considerable measure to the skillful use of broadcast advertising.

Starting today (Oct. 13) Reynolds begins a major schedule on ABC-TV. Reynolds has set aside about $50,000 to expand its community-relations program in paid broadcast time and is ready to buy still other spot schedules for "special situations" involving its line of building products. In all, Reynolds has earmarked better than $6 million—45% of its total annual advertising budget—for tv and radio.

What is Reynolds Metals Co.? What makes it tick?

Reynolds sprouted from the tobacco fields of the South. Its founder, the late Richard S. Reynolds Sr. (1881-1955), up to 1918 had been advertising-sales head of his uncle's R. J. Reynolds Tobacco Co., was instrumental in the naming of "Camel" brand and in the packaging in tin of Prince Albert smoking tobacco. In 1919 he started U. S. Foil Co. (the parent company), began producing lead and tin foil for cigarette packaging.

In 1924 he bought control of Eskimo Pie Corp. (which is a heavy radio user), two years later added aluminum foil, in 1928 founded present-day Reynolds Metals Co. Ten years ago he moved up to board chairman (a post vacant since his death three years ago), turning over the reins of the firm to eldest (now 50) son Dick who 18 years earlier had founded the Wall Street firm of Reynolds & Co. (R. S. Reynolds Jr., per SEC regulations, sold his interest in the brokerage house in 1938). The present family team consists of Mr. Reynolds, president; brothers J. Louis, 48, executive vice president (operations); David P., 43, executive vice president (sales), and William G., 45, president of Reynolds International Inc.

In their active broadcast thinking, the four Reynolds brothers are merely adhering to a principle expounded long ago by the visionary senior Reynolds: "Put aluminum into the people's hands and it'll sell itself." The thing that sold itself (with the big help of tv) was a 25-foot roll of Reynolds foil no thicker than 0.0007-inch. Explains Sales Vice President Dave Reynolds:

"In 1939 total U.S. aluminum production was 327 million pounds. It took 51 years to reach that total. Suddenly, in 1946, production was 800 million pounds. With 3 billion pounds of aluminum war scrap flooding the market, the industry—at the time we and Alcoa—had to sell almost 4 billion pounds. An impossible situation, you'll admit, one to which the only solution was to find—create, if you will—new markets. We realized that to make an impression on 155 million consumers, we had to start with something so simple it'd capture the public imagination overnight."

The housewife, just getting adjusted in 1947 to the brave new world of the deep-freeze, was ripe. Reynolds was ready. The result: Reynolds Wrap—a rust-proof, non-toxic, odor-free and light-proof metal of 1,001 uses. Introduced initially in print media, Reynolds Wrap really didn't begin to unroll till it was advertised on NBC-TV's *Kate Smith Evening Hour* in 1951. The more Reynolds did on tv—*Mr. Peepers* (1952-5), *Frontier* (1955-6), *Circus Boy* (1956-7), *Disneyland* (1957-8)—the more Reynolds Wrap it sold.

But Reynolds Wrap isn't the only consumer item that was "made" by television. Early in 1953, while redesigning its Louisville sales office, Reynolds had to arbitrate a jurisdictional dispute between the local metal workers and carpenters unions over who should handle the installation of aluminum panels. The carpenters won out but couldn't deliver; their tin-snips and hacksaws had trouble cutting the metal.

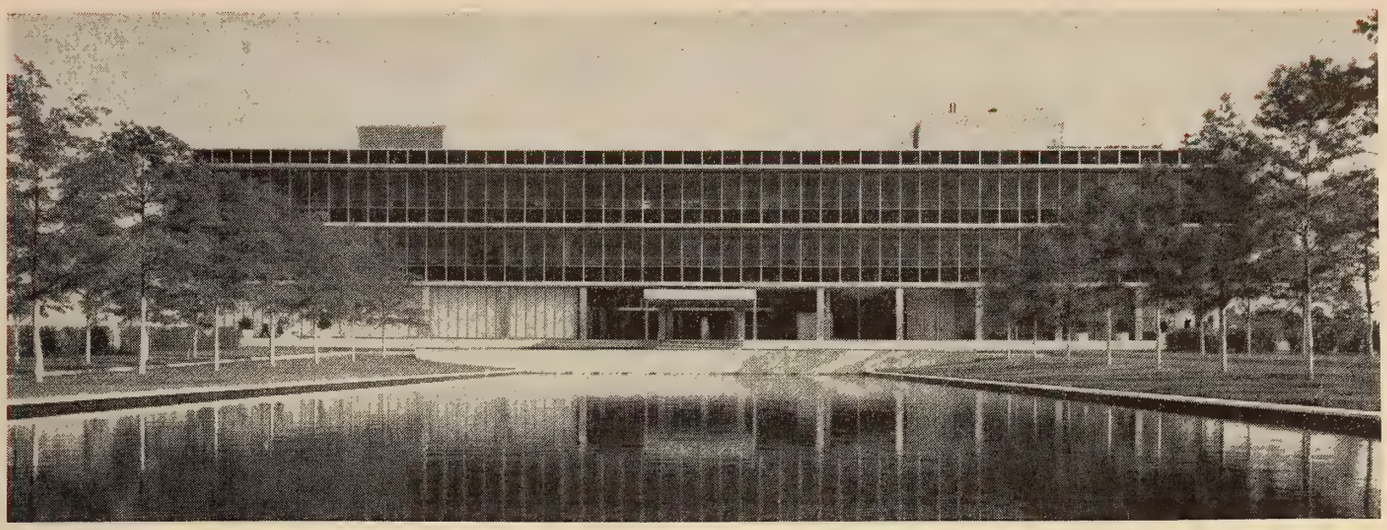
Then, by chance, a Reynolds executive in amazement watched a carpenter cut an aluminum sheet with an ordinary wood saw: it cut like a knife through butter. Result: waiting two years for Korean wartime restrictions to be lifted, Reynolds came out with a line of "Do-It-Yourself Aluminum" for the hobby crowd, introduced it on tv (and in print) and within six months had effected successful distribution in at least 10,000 hardware outlets. It's still a strong seller. Then, too, the kitchen foil has found wider uses: there's foil to keep the weeds down, foil with which to wrap flower pots, heavy-duty foil for freezing, disposable foil roasting pans, etc.

Reynolds' advertising practitioners deride the use of "institutional advertising."

"This business is too young to hold 'in-



Sales and advertising chiefs of Reynolds Metals used a 59-city closed-circuit tv hookup Sept. 9 to explain to dealers and distributors their television plans for this season. David P. Reynolds (standing), executive vice president in charge of sales, told dealers: "Television will make doors open to you faster." Also appearing on the closed circuit were (seated, l to r) Bill Ingram, general sales director, and David F. Beard, general advertising director.



Reynolds Metals Co. moved last month into this new headquarters in Richmond, Va., an $11.5 million structure built mostly of aluminum (1,235,000 pounds of it) and glass. The ultra-modern office building is a shrine to Reynolds' rapid emergence as one of the giants in the aluminum field. Reynolds got into pig aluminum and extrusion in World War II with government financial aid and encouragement. In the early forties the company's net sales ran about $21 million a year, its share of U. S. aluminum output 2.4%. This year net sales will be $447 million, share of output 28.5%. Reynolds ranks No. 2 in U. S. aluminum output, No. 85 in sales among U. S. industrial corporations, No. 88 in advertising, No. 41 in assets ($239.3 million). Now operating at 83.3% of capacity, Reynolds' present primary aluminum reduction capacity is 601,000 tons (against Alcoa's 800,000, Kaiser's 550,000). Canada's Aluminium Ltd. (created by antitrust action out of Alcoa's foreign operations) has a capacity of 770,000, ranks No. 2 in world-wide output. Newly-formed Ormet Corp. (joint ownership by Olin-Mathieson and Revere Copper & Brass) will have 180,000 ton output. Closing out the list of aluminum producers are Anaconda (65,000 tons) and Harvey (55,000). Reynolds' stock now fetches 65¼ on the New York Stock Exchange—up from 49 in August. Reynolds' first half sales show a 2½% increase. Most (80%) of output, according to industry sources, is fabricated (sidings, tubing, packaging, foil), 17% primary (pig aluminum) and 3% "other" (plastics, chemicals). The Reynolds empire now employs 27,000 workers, maintains 35 manufacturing plants and mines, and operates 72 sales offices.

stitutions,'" comments General Advertising Director David F. Beard. "We're selling aluminum . . . and we're selling it hard."

From its Richmond, Va., headquarters Reynolds conducts "hard-sell" advertising so passionately that one casual observer recently noted, "There're going about it as if advertising were about to go out of style." Helping Reynolds are five agencies: Buchanan Div. of Lennen & Newell; Clinton E. Frank Inc., Chicago; Zimmer-McClaskey, Frank Inc., Richmond; Gotham-Vladimir Inc. (international), and Cunningham & Walsh (for affiliated Eskimo Pie Corp.). The emphasis is on network television where Reynolds has:

• Nine commercial minutes a week on ABC-TV's "Operation Daybreak" (*Day in Court, Peter Lind Hayes, Mothers Day, Liberace, Chance for Romance, Beat the Clock*) starting today (Oct. 13). As of last week, clearances were effected on 82 stations (84.8% of total U.S. tv homes). The stress will be on Reynolds Wrap and other household aluminum products.

• 26 weeks of *All-Star Golf* which it cosponsors with good customer Miller Brewing Co. (labels for Miller's High Life) on 132 ABC-TV stations. Reynolds' three-minute commercials on this weekly series which began this past weekend (Oct. 11) will be aimed at the golf-playing executive or contractor whose firm might be a potential Reynolds client.

• One-half sponsorship of *Walt Disney Presents* on ABC-TV effective Oct. 3. Its co-sponsors also are old Reynolds cutomers —Kellogg Co. and Hills Bros. coffee. The 52-week contract takes in 148 stations, gives Reynolds an average three minutes of commercial time each Friday night in which to bring home to a family audience all of its sundry activities.

With a total of 15 minutes a week, Reynolds both outspends and outtalks the competition to a considerable degree (see box, page 38).

Aside from telling aluminum's story to the home audience, television helps win new corporate clients for Reynolds—especially in the burgeoning field of metallic foil product packaging. Explains Special Projects (advertising) Director A. C. (Al) Kintner:

"In these days of stiffening competition, where there really is little appreciable difference between per-pound price structure, a prospect might well be justified to ask our sales people, 'why should I do business with you—why not with Alcoa? What's in it for me?'

"Our answer," says Mr. Kintner, "inevitably is that our television works for them, too. People recognize our seal on the products they buy, will instinctively buy these packages instead of competing brands." Recalls Dave Reynolds: "Recently I talked with a manufacturer of aluminum golf carts. He was about to sign with one of our competitors till I told him of our intention to telecast golf on weekends. He's now one of *our* clients."

Prospects left unmoved by this pitch are shown yet another angle in which television plays a major role: product identification.

This past summer, Reynolds market research canvassers polled 1,403 women in 43 cities, asked how many of them could spot the Reynolds seal at a glance: 83.3% could. Then, another sampling was taken to determine "brand" of aluminum foil preferred: 70% said "Reynolds Wrap." (Interestingly, in 1955—two years after Reynolds began putting its seal on clients' products—the recognition sample was as high as 72%). During the past five years, the seal has been put on 12 billion packages; so far in 1958, 2.3 billion packages of 343 different products will bear the slogan, "Quality Protected With Reynolds Wrap Aluminum Packaging."

In a roundabout way, television also has helped the company's finance department swing loans needed for Reynolds' rapid growth. "Television has helped make us well-known in the financial community," declares ad director Dave Beard. By the end of the year the funded debt will be down to $380 million. He submits that there are times "when we feel like asking the controller to kick in some money to pay for our television campaigns—after all, he benefits, too!"

The idea isn't too far-fetched, at that. The corporation's public relations department, as concerned with aluminum sales as with company goodwill in the many communities in which it operates, is buying time with which to promote the image of Reyn-

PIE IN THE SKY

While Reynolds Metals bets most of its broadcast media bankroll on television, an affiliated company is planning to make history in radio.

Allied with Reynolds Metals Co. (70% of its preferred shares and 79% of its common are owned by U. S. Foil Co., Reynolds' holding firm), Eskimo Pie Corp. seeks to become the ice cream industry's first year-round advertiser in radio, training its sights on the home freezer market.

Ranking 28th in the nation's top 30 radio spot advertiser roster [ADVERTISERS & AGENCIES, Aug. 11], Eskimo Pie spent about $400,000 in 1958's second quarter, which its agency, Cunningham & Walsh, estimates to be four-fifths of its total budget.

Current Eskimo Pie head is J. Louis Reynolds, also Reynolds executive vice president. His operating vice president, Robert M. (Barry) Woods, explains that Eskimo Pie is not an ice cream maker *per se* (though it does supply chocolate coating mixes). It's in business to sell aluminum ice cream wrappers—and franchises.

On five-year (renewable) terms it leases to national, regional, and local dairies, such as Borden's, National Dairy, Arden Farms, Hood, Cabell, Foremost, $150,000 worth of ice cream extrusion and wrapping equipment which the lessees then amortize by agreeing to buy all foil wrapping and packaging from Reynolds. Eskimo Pie will back the local franchise-holders with radio spot.

olds as "a good place to work, a good citizen for all communities." Roughly speaking, about $50,000 a year goes to buying time on such outlets as:

• WRNL Richmond—for a 52-week schedule of five-minute Mon.-Sat. newscasts in which the Reynolds announcer tells the residents that the firm is vital to Richmond's needs because: its 2,900-man labor force accounts for an annual payroll of $18.2 million; that 500 additional employes (moved from Louisville)—projected by family growth—will swell Richmond's population by 1,307 and bring in $244,200 in annual rentals, $3.8 million in home purchasing power, $1.6 million in home building power, $1.4 million in new bank deposits and $1.8 million in new retail sales.

• WSVA-TV Harrisonburg, Va.—for an alternate-week, 15-minute *Shenandoah Showcase* to acquaint the area with the new Grottoes, Va., plastics plant and its 200 employes. The show itself adds to Reynolds' public relations impact by broadcasting messages of local charities that would otherwise not be able to buy time.

• WMSA Massena, N.Y.—for sponsorship of the home games of Clarkson College's ice-hockey team. Purpose: to familiarize upstate New York with the importance of the new $100 million St. Lawrence Seaway reduction plant now nearing completion. When in operation, this factory will supply a neighboring General Motors plant with aluminum for use in auto engines.

Then there are a number of local or regional sports programs which the public relations department finds "extremely useful" in building "a corporate portrait." For years it used to sponsor the U. of Kentucky football and basketball games on WHAS Louisville, also purchased local cut-ins on network programs carried by WAVE-TV Louisville. In Arkansas, where Reynolds has a formidable investment in bauxite and alumina mines (Hurricane Creek, Arkadelphia, Jones Mills) it has in past years part-sponsored the U. of Arkansas grid games (and the famed Aluminum Bowl coverage) on portions of that state's Razorback Radio N twork (KLCN Blytheville, KAMD Camden, KDQN DeQueen, KELD El Dorado, KFPW Ft. Smith, KWFC-KBLO Hot Springs, KNEA-KBTM Jonesboro, KXLR Little Rock, KVMA Magnolia, KVSA McGehee, KHBM Monticello, KTLO Mountain Home, KXRJ Russelville, KWAK Stuttgart and KRLW Walnut Ridge).

Says public relations director Donald B. McCammond: "Our immediate problem is to pipe the new ABC-TV schedule into every one of our mine and plant cities." If necessary, this will be done by adding delayed broadcast stations in markets where ABC-TV cannot gain clearances. Adds associate William A. Lashley: "We feel that both radio and tv can help us maintain good community relations and help sales at the same time." Messrs. McCammond and Lashley foresee increasing use of broadcast-public relations programs, co-sponsored by Reynolds and local plant managements.

The brunt of Reynolds' network push has been felt by its spot program. Until a year ago, Reynolds used to blitz farm radio markets with commercials extolling the virtues of aluminum sidings. This is no longer necessary. "While radio did a yeoman's job for us," explains Al Kinter, "the farmer without a tv set these days is a rare bird indeed!"

Spot isn't entirely out—at least not tv spot. Not long ago Reynolds introduced a builder's package of 20 or more staple products made out of aluminum that, it was claimed, would cut home maintenance costs by "at least" $3,700 over a 30-year period, would help realize Reynolds' goal of upping home-building use of aluminum from 40 to 1,500 pounds a house. To aid its construction customers, e.g., National Homes Corp. (Viking line), sell these aluminum-equipped homes, Reynolds will from time to time enter a "friendly market" with spot allocations.

To its two principal competitors—Alcoa (1957 net sales: $875.5 million) and Kaiser (1957 net sales: $391.6 million)—Reynolds' aggressive and adroit use of air media spells trouble in one way, help in another. There remains no doubt in anyone's mind that television has opened up vast new market potentials—viewers are constantly writing in with new ideas of how they think aluminum could or should be used. The aluminum industry is always interested in finding new uses, new markets. All three companies spend an enormous amount of money researching "futures," and Kaiser and Alcoa—both pushed into foil production by Reynolds' bold move 11 years ago—appreciate the job Reynolds has done, though they may not like it in terms of dollar sales. Reynolds, on the other hand, welcomes Kaiser's use of tv, also Alcoa's, for "the more people become interested in aluminum, the better we like it."

And the narrower the gap becomes between Reynolds and Alcoa.

WHAT REYNOLDS' RIVALS DO

To what extent does Reynolds Metals Co. "outspend and outtalk" its domestic competitors? Here's what other aluminum makers are doing in radio and tv:

• Aluminum Co. of America—on network tv as sponsor of the alternate-week *Alcoa Theatre* on NBC-TV. The $3 million Alcoa spends on this Screen Gems Inc. package for 26 weeks is shared by the corporation (through Fuller & Smith & Ross) and its consumer division (through Ketchum, MacLeod & Grove). Additionally, KM&G puts about $500,000 into spot on behalf of home aluminum and heavy industry use of the metal. Broadcast allocations represent about one-fourth of total ad budget. Its current expenditures in tv represent cutback of what it spent in 1951-6 as sponsor of CBS-TV's *See It Now* and NBC-TV's alternate-week hour-long live *Alcoa Playhouse*.

• Kaiser Aluminum & Chemical Co. —shares in the Kaiser Industries Inc.-sponsored *Maverick* which runs 52 consecutive weeks on ABC-TV. Kaiser has three-fourths sponsorship in series. Commercials are shared by the various Kaiser enterprises. The $4 million investment also represents cutback of what Kaiser spent in 1956-57 as sole sponsor of live, hour-long *Kaiser Aluminum Hour* on NBC-TV alternate Tuesdays. Agency is Young & Rubicam.

• Aluminium Ltd.—its aluminum output represents only 10% drop in U. S. bucket, but it's still spending $1 million a season as it has been doing since first participating in *Omnibus* in 1954. What was once one-fourth sponsorship of 90-minute show now has become full sponsorship of 12 out of total of 15 hour-long shows on NBC-TV. Agency is J. Walter Thompson Co.

different in APPROACH



Everything we do at W-I-T-H is measured by one basic yardstick:

"What's good for Baltimore is good for W-I-T-H."

That's a nice, cozy statement. A real "heart-throbber." A lot of stations can make it in their own behalf. Many of them *do* make it. So, when you hear it, consider the *source*. What—and who—is *behind* it?

When W-I-T-H was founded in 1941, it became the *first independent Baltimore* radio station. It has *remained* independent to this day. Now doesn't it make good common sense that a station, completely independent throughout its 17-year career, has had many more *opportunities* to serve the interests of its community? W-I-T-H has had hundreds of such opportunities—has *made* many of them, in fact—and has served them well.

Result? A special bond between Baltimore and W-I-T-H that you have to experience on the spot to appreciate fully—but that you can obtain to your *product's* advantage by *advertising* on W-I-T-H. It's a mighty bonus!

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Clarke Browne Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Chicago, Detroit and West Coast

Henrietta sees Red

and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in feature films!

CHANNEL 10 · PROVIDENCE, R.I · NBC·ABC · REPRESENTED BY EDWARD PETRY & CO., INC.

W&G SUES BON AMI IN AGENCY SWITCH

- **Asks fees to June 1959**
- **Includes money not placed**

For 78 years the Bon Ami Co., New York, has used the slogan "Hasn't Scratched Yet." But last week, preparing to answer a breach of contract suit filed by its former agency, the advertiser was attempting to heal itself of what one executive called "the 57-week barter itch," suffered through television exposure by the firm's former management.

The suit is unique in agency-client relations in that payment is sought for commissions on advertising not yet placed as well as that in the past.

Weiss & Geller Inc., New York, discharged last month as Bon Ami's agency, has filed the suit in New York Supreme Court. W&G charges the peripatetic advertiser [ADVERTISERS & AGENCIES, Sept. 15] with violating the cancellation terms of its agreement and demands restitution of $115,-199.18. The sum reflects commissions claimed for advertising already placed; it does not account for advertising to be placed for the period December 1958-June 1959, but W&G is taking a different action to retrieve those future commissions (see below).

Weiss & Geller contends it is entitled to all agency commissions on billing now placed by the new agency, Cole, Fischer & Rogow Inc., New York, through next June, the earliest possible termination date of its two-year contract with Bon Ami.

Virtually all of the commissions claimed by W&G are on broadcast billing, tv barter billing in particular. Bon Ami last week said W&G is in no way entitled to these commissions and added that commissions already paid the agency on barter by the former Bon Ami management were not called for, since the barter business had been placed direct with stations through Guild Films at a time prior to W&G's appointment last Feb. 5. Bon Ami said thereby the agency already has been paid more than it deserves.

Its answer must be filed with the court this Thursday (Oct. 16).

Meanwhile, Weiss & Geller has taken two actions in pursuit of its case. The agency has obtained from the court a warrant of attachment freezing some $56,000 of Bon-Ami's assets at Manhattan's Chemical Corn Exchange Bank. It also has written some 40 tv stations in which it and/or the new agency has placed cash tv spot campaigns to demand that the new agency be denied its commissions and that they be reserved for W&G.

The letter, written by W&G Executive Vice President-Media Director Max Tendrich, says in part: ". . . We hereby notify you that all commissions due on the complete 1958 fall campaign for the Bon Ami Co., as well as any other billing for the Bon Ami Co. which may be placed with your station until June 5, 1959 at the earliest, belongs to us and is payable to none other. . . . We regret any difficulty that this situation may cause for you but we hasten to assure you that it is not of our own making."

Mr. Tendrich explained Thursday (Oct. 9) that the agency is not demanding actual cash payments from stations (realizing commissions are deducted before agency payment is made to stations) but "that we are merely staking a claim." One station contacted, WRCA-TV New York (on which CF&R has placed $5,235 time and talent business for two football games) said it will ignore the letter, recognizing only the existence of Cole, Fischer & Rogow.

While Bon Ami has yet to formalize its answer, one official said it will base its counterclaim on the premise that Weiss & Geller is demanding agency payment in part for something arranged direct between former Bon Ami management and Guild Films—without benefit of agency. Bon Ami's present management admits that former Bon Ami President Virgil D. Dardi approved paying W&G some commission for a $1.1 million, 57-week barter deal in 35 markets (see box below) but contends this was "totally unwarranted," claiming "all that W&G did was to check out the availabilities."

Specifically, Weiss & Geller seeks recovery of $94,223.93 in commissions alleged still to be due on the barter deal, $4,-484.07 commissions due on July-August-September film production, $15,433.44 commissons due on the fall paid radio-tv campaign and $1,003.02 commissions due on Canadian and U.S. paid-time purchases by Cole, Fischer & Rogow. On Thursday, S. David Liebowitt, counsel for W&G, said

W&G BARES TV BARTER LIST

Among the exhibits in Weiss & Geller's brief deposited with the New York Supreme Court (see story above) is a letter of confirmation dated April 21 wherein W&G President Dr. Max Geller asks Guild Films Co. to deliver some 35 stations for a 57-week barter spot campaign to last from April 28 this year through May 24, 1959. This letter includes cost estimates purportedly provided by Guild on the basis of information that was supplied by the stations themselves. Here is the list:

Station	Per Week	Per 57 Weeks
WBKB (TV) Chicago	$ 2,050	$ 116,850
KABC-TV Los Angeles	1,630	92,910
WRCV-TV Philadelphia	830	47,310
KMSP-TV Minneapolis	1,180	67,260
KGO-TV San Francisco	840	47,880
CKLW-TV Detroit	710	40,470
WGR-TV Buffalo	540	30,780
KTVI (TV) St. Louis	615	35,055
WXIX (TV) Milwaukee	555	31,635
KMBC-TV Kansas City	430	24,510
WSBA-TV York, Pa.	267	15,219
WOI-TV Des Moines	645	36,765
KTVW (TV) Seattle	580	33,060
WKST-TV New Castle, Pa.	292	16,644
WBAL-TV Baltimore	990	56,430
WGAN-TV Portland, Me.	250	14,250
KPTV (TV) Portland, Ore.	345	19,665
WBAP-TV Ft. Worth	820	46,740
WSOC-TV Charlotte	193	11,001
KUTV (TV) Salt Lake City	247	14,079
WTTG (TV) Washington	690	39,330
WLWA (TV) Atlanta	410	23,370
WREX-TV Rockford, Ill.	190	10,830
WROC-TV Rochester	570	32,490
KOOL-TV Phoenix	172	9,804
KOCO-TV Enid, Okla.	218	12,426
KTVR (TV) Denver	450	25,650
WOAI-TV San Antonio	500	28,500
WPST-TV Miami	368	20,976
KTRK (TV) Houston	175	9,975
WSTV-TV Steubenville, Ohio	292	16,644
KTUL-TV Tulsa	258	14,706
WMBV-TV Marinette, Wis.	154	8,778
KWWL-TV Waterloo, Iowa	300	17,100
WWLP (TV) Springfield, Mass.	390	22,230
	$19,121	$1,091,322

As of last week, three of the stations were "lost" to Bon Ami, the firm reported. With NBC-TV shifting affiliation from its ill-fated WBUF (TV) Buffalo to WGR-TV, Bon Ami said its barter time had been scratched and it now buys spots on WGR-TV. It likewise said it had ended barter on KMBC-TV Kansas City and now buys time on that station. Also, Bon Ami said instead of bartering on WBAP-TV Ft. Worth it now buys time on KRLD-TV Dallas.

the barter commission figure should be amended to $94,278.65, but his office declined to explain this latest move.

Bon Ami, claiming to be "low man on the cleanser totem pole," came under new management July 17 following the sale by Baltic Investment Co., New York, of 90,000 Bon Ami shares at $810,000 to Miami investor R. Paul Weesner, whose Commercial International Corp. has interests in hotels, oil wells, supermarkets and airlines. The 1957 annual report shows a net loss of $950,683.28 which former secretary Daniel F. Cunningham ascribed in part to "advertising and promotion of jet spray Bon Ami."

On June 20, 1957, the Bon Ami-formed Chatham Corp. purchased from Guild, "for $1.00 and other consideration," tv time spots aggregating $1.25 million at end card rates; that same day Chatham assigned its interest in this agreement to Bon Ami for a cash consideration of $830,000. On Aug. 21, 1957 Bon Ami acquired certain rights—including tv—to a group of 170 films held by Icthyan Assoc., S.A., for a cash consideration of $1.15 million "subject to a further payment of $173,000 to the seller from the first receipts from the exploitation of the rights."

That month, also, Bon Ami bought from Guild tv time spots aggregating $6 million at end card rates over a 5-year term for $3.6 million and at the same time handed Guild its interest in Icthyan in exchange for $1.15 million credit applied to the earlier deal. The $2.45 million balance was to be paid in installments effective that October. A new agreement between Bon Ami and Guild (direct) was drawn up February this year. It is the dispositon of this agreement on which Bon Ami apparently will peg its counterclaim.

Counsel for Bon Ami is Emil Morosini Jr., partner in the Wall Street law firm of Green & Morosini. Latter also is counsel for Commercial International Corp. and holds the posts of vice president, treasurer and secretary of Bon Ami.

W-L TALKS MERGER WITH REYNOLDS CO.

A top advertising story is being written in financial quarters in the proposed merger of R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., and Warner-Lambert Pharmaceutical Co. of Morris Plains, N. J.

Last week, the boards of directors of the two companies—both leading national advertisers—unanimously agreed to "continue exploration" of consoldiation.

To effect a merger, probably the companies would exchange stock on a 1-for-1 basis. Both companies bring about the same asking price on the New York Stock Exchange: Reynolds' average this month was 89; Warner-Lambert 84. Warner-Lambert has reassured its employes of company identity and same management, although Reynolds had $1.05 billion in sales as against W-L's $158 million in 1957. As advertisers, this is the image of each:

• Reynolds Tobacco: nation's 12th largest advertiser, spent in excess of $30 million last year, about $18 million in broadcast media. Leading in regular and filter tip cigarette unit sales in 1957 (Camels: 64 billion; Winston: 40.8 billion), Reynolds ranks second to American Tobacco Co. in overall unit sales, including exports (123.3 billion against ATC's 126 billion). Sales in 1958 are expected to reach $1.1 billion. Through its agency, William Esty Co., New York, Reynolds buys heavy in network tv. In spot, Reynolds spends about $3 million. Its products, aside from Winstons and Camels, are Salem, Cavalier (cigarettes) and Prince Albert smoking tobacco.

• Warner-Lambert: nation's 19th largest advertiser, spent about $28 million in advertising last year, $18 million of this to promote its Family Products Div. consumer products. Slightly less than 50% of the consumer ad budget goes to broadcast media; at present most of this is in spot tv. It is shopping for network properties again, having dropped out of NBC-TV's *Tic Tac Dough* and *Restless Gun* last month. Its 1958 sales are expected to be about $177 million. Merger-minded Warner-Lambert (formerly William R. Warner Co.) took its name from the 1955 merger with the Lambert Co., a year later absorbed Emerson Drug Co. (Bromo Seltzer) and Nepera Chemical Co. (Anahist).

Recently, the reorganized Family Products Div. trimmed from six agencies to three (Lambert & Feasley and Ted Bates & Co. bill about $7-8 million each; Warwick & Legler, has about $2 million).

Lambert & Feasley services Listerine products, Antizyme toothpaste, Ciro perfumes, the Richard Hudnut line of cosmetics (shifted this past spring from Sullivan Stauffer, Colwell & Bayles), DuBarry line of cosmetics (shifted, effective Jan. 1, 1959, from Norman, Craig & Kummel) and Emerson Drug Div.'s Fizzies soft-drink flavor tablets (shifted, also effective next Jan. 1, from Lennen & Newell). Warwick & Legler this past year picked up Bromo-Seltzer from L&N, was assigned new Sterisol mouthwash now being tested. Ted Bates has the Anahist line plus the new Virisan cold tablet and spray products.

Anahist, which advertises during the fall-winter months, is in tv spot as will be Virisan and Bromo-Seltzer (latter using some radio network and spot). Listerine—one of the former network participants—broke this month in 75-80 tv spot markets, and Fizzies is all tv spot during its summer-months campaign. The Hudnut line, once a tv network advertiser when it was at Kenyon & Eckhardt two years ago (NBC-TV's *Your Hit Parade)* is out of radio-tv as is DuBarry. A Warner-Lambert advertising executive, speaking only for Family Products Div., indicated the company has plowed its network allocations into accelerated spot and hinted that it would scout "several" network properties.

Lambert & Feasley also services the Prophy-lac-tic Brush Div. and shares in servicing the Warner-Chilcott Labs with Sudler & Hennessey. W-L also uses ethical advertising specialists Noyes & Sproul and Rockmore Co. Fletcher D. Richards Inc. services the Prolon Plastics Div.





PREVIEW

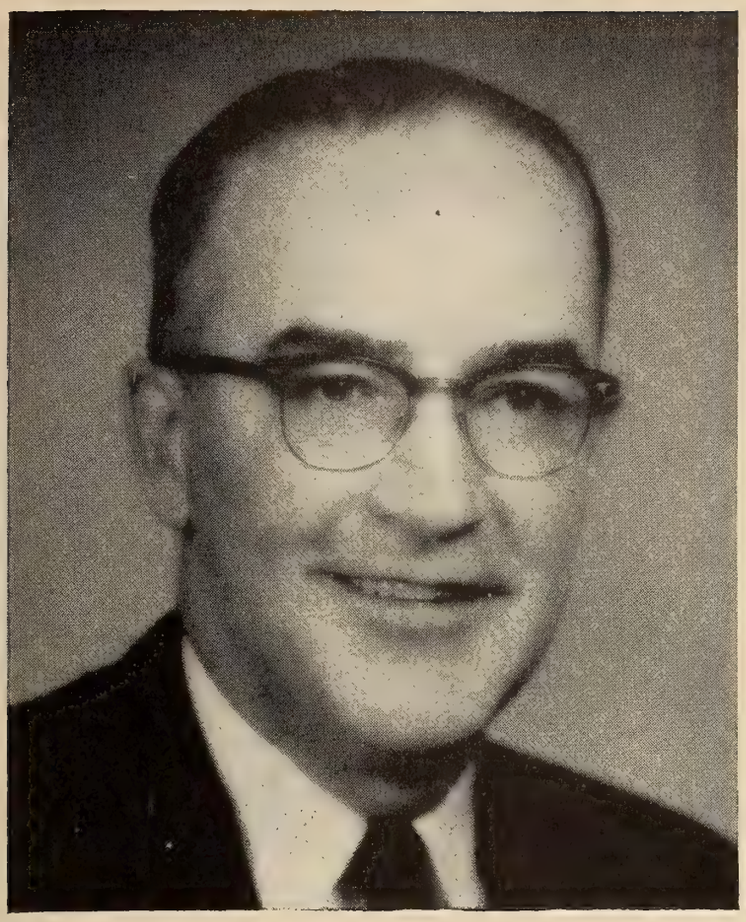
SPORTSMAN TAMES LION-HEADED MALE

Starting Nov. 15 the Lambert-Hudnut Div. of Lambert Pharmaceutical Co. opens a substantial spot television campaign on behalf of its Sportsman men's toiletries line. Basic 60-minute commercial to be used features a lion's head placed on top of a man's body. A woman is seen feeding the "lion." Says the audio: "A Sportsman gift will have any man eating right out of your hand."

The commercial begins with a girl in the living room and her husband hidden behind a newspaper—the announcer saying, "How about the man in your life?" The girl's voice then asks if he is a lion, wolf, bear or lamb, the film showing each of the animals. After a hard sell pitch for the products—shaving lotion, cologne, hair dressing, deodorant and talcum—the commercial cuts to the living room.

This will be Sportsman's big effort in tv (sales season is the pre-Christmas gift-giving period and the campaign will run until Yuletide). The campaign will run in about 43 major markets throughout the U. S.—the first time Sportsman has concentrated on spot tv (last year, a "corporate" buy was made on NTA film network). At least 20 spots per week will run in each market, and on some stations as high as 40. Other than this campaign, only tv used by Sportsman is co-op tv.

Originally, a real lion was to be used. But red tape and insurance problems and the danger of lions eating out of humans' hands doomed that plan. Agency is Norman, Craig & Kummel, New York. The spot was produced by Transfilm, N. Y.



"When it's advertised on KMA, *I have to put it in most of our stores!"*

says Lee Pemberton, Sr., Head Buyer for Beaty Grocery Company, St. Joseph, Missouri, Operators of 355 HY-KLAS food markets. 226 of them are in the four-state area served by KMA.



This is a typical Hy-Klas super market. Hy-Klas is the largest independent chain in the midwest area.

Mr. Pemberton's experience is typical of buyers in KMAland. KMA listeners in 4 states buy what is advertised on their favorite radio station. And business is good in the farm-rich area covered by KMA. The latest Federal Reserve Bank figures show that farm income in this area is higher today than at any time since 1954.

Pulse proves KMA has the audience...and sales results prove that it's a loyal audience with money to spend.

Enough said?

Join the 218 spot users who get sales action on KMA.

THE HEART BEAT OF THE CORN COUNTRY

K M A **SHENANDOAH, IOWA**

5000 WATTS, 960 KC ABC

Affiliated with COLOR TELEVISION CENTER K M T V OMAHA

Represented by EDWARD PETRY & CO., INC.

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

EFFECTIVE BUYING
INCOME
$4,138,212,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

Houston Tells AAAA How to Balance Tv Use

Balancing the use of nighttime and daytime tv in marketing problems must not always be a matter of judgment—with new equipment and techniques "now bringing in the beginnings of some conclusive answers," Bryan Houston, board chairman of Bryan Houston Inc., told management representatives at the American Assn. of Adv. Agencies' central regional meeting in Chicago Thursday.

"In our own shop, we are involved in a long-term project that has to do with the old question of how much is advertising worth for various types of products in markets which are at various stages of development," Mr. Houston reported. "We certainly haven't the answer as yet, but we certainly do know some interesting things that we did not know a year ago. Even more interesting is the fact that the work we are doing . . . is clarifying our thinking on a number of problems of advertising and marketing."


MR. HOUSTON

He urged management representatives at the Thursday morning panel to "use creative knowledge and techniques that neither you nor your clients have already read in a trade paper. Do the things that make for good public relations and then they will be fairly easy to talk about effectively." He felt the agency business is entering "the most exciting and productive time" in its history.

Mr. Houston warned that "if you have nothing to discuss with your clients but closing dates, or matching frequency and size to fit the budget, or the agency commission system, you are quite apt eventually to lose the later discussion when it finally develops into an argument." He also claimed that "modestly and intelligently handled, publicity can improve your public relations slightly in depth and considerably in breadth."

Frederic R. Gamble, AAAA president, opened the Thursday management conference under chairman James G. Cominos, vice president in charge of radio-tv for Needham, Louis & Brorby Inc. Mr. Gamble discussed agency profits in general terms, citing statistics compiled in a forthcoming new AAAA survey. Presumably, the study is designed as a followup to last summer's 1958 first-half report on agency billings [ADVERTISERS & AGENCIES, Aug. 11].

The findings likewise will be presented by Mr. Gamble at subsequent AAAA regional meetings in Palm Springs, Calif., this week (Oct. 12-15) and in New York (Oct. 27-28). Gist of the conclusions and Mr. Gamble's recommendation will be released after the eastern region's annual meeting.

Other Thursday speakers included J. Davis Danforth, executive vice president of BBDO and AAAA chairman; Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co., and Alan R. McGinnis, board chairman and treasurer, Klau-Van Pietersom-Dunlap Inc., among others.

TelePrompTer Seeks to Kindle Enthusiasm for Live Spotting

In the hope of encouraging national advertisers to use live spot campaigns more frequently, the TelePrompTer Corp., New York, will call on advertising agencies in New York next week and deliver a slide presentation on a concept the company calls "The TelePrompTer Live Spot Network."

Actually, there is no formal network, but the presentation will point out that there are 121 tv stations with TelePrompTer equipment, which will provide agencies and advertisers with a "network" for live tv commercials. TelePrompTer believes that this availability of outlets has not been emphasized to agencies and advertisers accordingly, live tv commercials have not fared so well as film in spot tv planning.

The TelePrompTer presentation cites various surveys which reveal that the reasons agencies use films for spot commercials are: accuracy is insured, performance is guaranteed, identical commercials run in all markets, and production problems are eliminated once the film leaves the agency. TelePrompTer replies to these claims by pointing out that the use of its standard cueing equipment at 121 tv stations by trained personnel will insure accuracy and guarantee performance.

The presentation adds that through use of TelePrompTer's "Telepro 6000" rear screen projector, identical production values can be attained in different markets. The projector can function with 85 slides and tell a commercial story with the use of photos, ads, graphs and cartoon sequences reproduced with animation. It is installed at 55 tv stations in 55 markets.

The presentation makes the point that the national advertiser now is in a position to take advantage of not only many of the factors he previously had associated largely with film but also these "plusses" of live commercials: the use of local personalities, who have built up a strong following through the years, have a feeling for the community and are respected and believed by the local audience.

AN ANNOUNCEMENT

Florence Small has resigned as agency editor of BROADCASTING to head her own public relations and advertising counselling organization. Her new firm is Penthouse Television Assoc., located at The Penthouse, 595 Madison Ave., New York; telephone: Plaza 3-4380. Miss Small has been with BROADCASTING for 12 years, having served first as Chicago bureau chief before moving to New York and becoming agency editor.



9 OUT OF 10 POST '48

IN MOVIELAND GROUP'S ALL STAR LINE-UP

Post' 48...that's the key to the high ratings A.A.P.'s Movieland Group is scoring in market after market. You get 81 top pictures, all sure hits, from such major studios as RKO, 20th Century-Fox, UA, Universal, Korda and others. Featured are such big league stars as Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles. This popular, saleable package of great new pictures is first run in many areas. Put them to work for you.

For full details, write, wire, phone:

a.a.p. inc

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6 2323
75 E. Wacker Dr., DEarborn 2 2030
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886
Prices for individual pictures on request

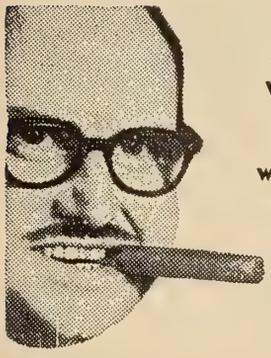
Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

WHAT'S JOE DOING WITH A FIFTH?

An observant Madison Ave. lady writes:

Joe Floyd boasts coverage in four states for his beloved KEL-O-LAND tv hookup. Okay. But Nielsen shows a fifth state as well. (NBC #3 Composite) What gives? Is Mr. Floyd being modest, or doesn't he know his own strength?

Miss M. Hunkifer



"Modest? Who, me? It's Mr. Nielsen who's being modest."

KEL-O-LAND

CBS • ABC • NBC

America's Great 4-State Beam: South Dakota, Minnesota, Iowa, Nebraska—plus!

KELO-TV
Sioux Falls: *and boosters*

KDLO-TV
Aberdeen-Huron-Watertown

KPLO-TV
Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R
In Minneapolis: Wayne Evans & Assoc.

Carlock Leaves C & H; Four Others Promoted

A top executive and major stockholder of Calkins & Holden, New York, resigned last week. Merlin E. Carlock, vice chairman and a partner, who is selling his stock in C & H, said he had not yet decided on his future connection but was studying several offers.

Formerly a vice president of Benton & Bowles, Mr. Carlock had been with C & H for eight years. Apparently there had been "differences of opinion" with his partners at the agency. Reportedly one of them was over the agency's failure to effect a merger with Burke Dowling Adams [ADVERTISERS & AGENCIES, Sept. 29]. Mr. Carlock was a motivating force seeking the combination of the two.

In announcing acceptance of Mr. Carlock's resignation Oct. 6, the agency's board of directors also revealed these changes: Walter B. Geoghegan, a vice president, elected senior vice president; W. A. Chalmers, a vice president, elected executive vice president; A. Dudley Coan, account supervisor, and Warren E. Rebell, director of media and research, elected vice presidents. C & H has a number of top accounts, among them, Boeing Airplane, Bavarian Brewing, part of Gulf Oil Corp., New York Stock Exchange (with which Mr. Carlock has been closely associated), Oakite (cleaning compound), Stegmaier Brewing and others.

Shun The Role of Tv 'Pitchman,' N. Y. Medical Group Asks Members

The New York County Medical Society has urged that no physician endorse proprietary remedies on television. An editorial in *New York Medicine*, official publication of the society, expressed this last week. The editorial, which was prompted by a report of three young physicians that they had been invited to make filmed commercials, asked doctors to "think twice before agreeing to make a commercial."

The editorial raised these questions: "Should any physician make his reputation as a pitchman and substitute for a professional actor? Should not a physician make his effort in the practice of medicine and not in advertising?; when his television contract expires, how can a doctor regain his reputation as a practicing physician?" However, the society has made no official ruling. The society noted that the tv industry code now forbids use of actors playing doctors in commercials, but noted an out to this is the effort to hire real doctors for the commercials.

Raymond Morgan, Creator Of 'Queen for a Day,' Dies

Funeral services were held last Monday (Oct. 6) for Raymond R. Morgan Sr., 63, founder of Raymond R. Morgan Adv., Hollywood (division of Fletcher D. Richards Inc.).



MR. MORGAN

Mr. Morgan, who died Oct. 3 in Los Angeles, is credited with pioneering daytime audience-participation shows with *Breakfast in Hollywood*. Other shows that he created, owned and produced: *Chandu the Magician, Omar Khayyam, Strange as it Seems, Heart's Desire* and the 14-year-old *Queen for a Day*.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the "activity" week now runs Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Sept. 26-Oct. 2. This is how they spent their time:

72.1%	(90,677,000)	spent 1,848.4 million hours†	WATCHING TELEVISION
58.2%	(73,196,000)	spent 1,131.8 million hours	LISTENING TO RADIO
83.2%	(104,637,000)	spent 412.1 million hours	READING NEWSPAPERS
36.0%	(45,276,000)	spent 210.9 million hours	READING MAGAZINES
25.8%	(32,448,000)	spent 395.2 million hours	WATCHING MOVIES ON TV
23.2%	(29,170,000)	spent 121.5 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age see tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.



Gets to Detroit's big mobile audience with vital traffic bulletins!



Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK *presents your message to an appreciative and responsive audience out-of-home and in home! . . .* Storer Radio sells with the *impact of integrity.*

"Famous on the local scene"

WJBK

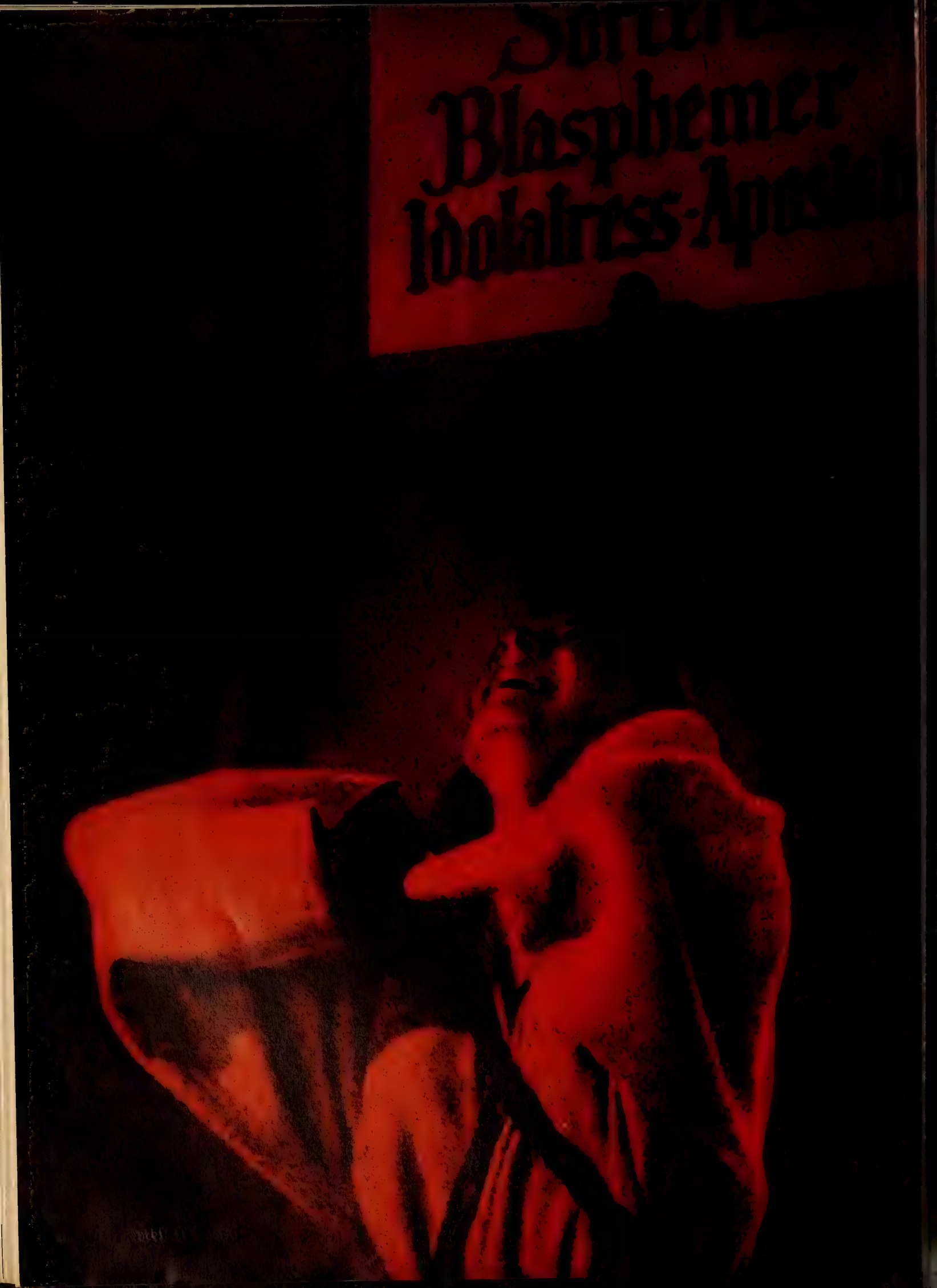
THE MODERN SOUND OF RADIO IN DETROIT

Represented by the KATZ AGENCY, INC.

STORER BROADCASTING COMPANY

Storer Radio

WJBK	WIBG	WWVA	WAGA	WGBS	WSPD	WJW
Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland


Blasphemer
Idolatress-Apo

A moment in history and . . .

YOU ARE THERE

Great events become great television as YOU ARE THERE takes viewers behind the scenes to re-create history's most drama-charged pages.

The final hours of Joan of Arc; the Boston Tea Party; the first flight of the Wright Brothers; Lou Gehrig's farewell to baseball; the death of Dillinger . . . you are there as these and 34 more "headline stories" are re-created in present tense, as half-hour television news specials.

Combining the sweep of history with the excitement of on-the-spot television coverage, and narrated by CBS Newsman Walter Cronkite, YOU ARE THERE, a Peabody Award-winner, is distinguished, different entertainment for all audiences, all markets.

". . . the best film programs for all stations" **CBS FILMS**

Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd.

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D. C., for September 29, 1958.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—Sol Taishoff, Washington, D. C.
Managing Editor—Edwin H. James, Bethesda, Md.
General Manager—Maurice H. Long, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 20,410.

Maurice H. Long
Vice President and General Manager

Sworn to and subscribed before me this 7th day of October, 1958.

Mary Jo Freehill
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting for the past 12 months averaged a paid weekly circulation of **20,410** (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. Incidentally only Broadcasting in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses Broadcasting as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

Council Claims Record Response To Its Anti-Recession Campaign

The Advertising Council's current anti-recession campaign, promoting "confidence in a growing America," has been given "more enthusiastic support" by business and advertising media than any other peacetime public service drive, Charles G. Mortimer, president of General Foods and co-chairman of the council's industries advisory committee, reported last week.

"There have been nearly a hundred million home impressions from the 133 messages broadcast on 29 network radio shows. And close to 1.5 billion home impressions have been obtained from 218 messages carried on 103 network commercial television shows. These figures do not include the enormous coverage through messages donated by local television and radio stations."

Mr. Mortimer said the $255,000 contributed to cover out-of-pocket expenses of the campaign had "generated advertising of a value of nearly $20 million."

EWR&R Promotes Wachter

Frederick J. Wachter, formerly vice president and general manager of the Chicago office of Erwin Wasey, Ruthrauff & Ryan, last week was appointed executive vice president of both the New York office and the eastern division of EWR&R. Roswell W. Metzger, chairman of EWR&R's executive committee, succeeds Mr. Wachter as general manager of the Chicago office and central division.

MRB Starts Ad Reference Service

Marketing Reference Bureau, 1616 Pacific Ave., San Francisco 9, has announced a new reference and research service for users of advertising and marketing trade journals. Starting in November, the *MRB Index* will be published monthly, including two semi-annual cumulative editions.

The 12 annual issues will collate the contents of more than 30 leading publications (including Broadcasting) in the advertising and marketing fields, cross-filed by subject matter, name of article, description of article and name of magazine in which it appeared. The publication also will report lists of charts and graphs, personnel, associations and organizations available in other magazines.

Charter subscriber annual rate for *MRB Index*, until Jan. 1, is $19, after which its price will be $27.50 annually.

C-C Links 12,000 Pontiac Men

Pontiac Motors dealers numbering 12,000 in 51 cities "met" last Tuesday via closed-circuit tv to hear details of the 1959 Pontiac push—biggest in the carmaker's history. Linked by facilities of Theatre Network Television Inc., the 1-2 p.m. meeting was presided over by Pontiac general manager Semon Knudsen, speaking directly from the Pontiac, Mich., assembly line. The program was the 161st TNT telecast. Pontiac is leaning heavily on radio-tv [Advertisers & Agencies, Oct. 6].

Agency Staff Service Offered

Kiernan & Co., New York management consultant firm, has announced the addition of a new service for selection of top management personnel within advertising agencies. Announcement was made last week in the form of a brochure distributed to approximately 2,500 agency executives. Company Vice President Joe Besch, formerly with Crosley Broadcasting Corp. and WINS New York, will be associated with the new service.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

NBC-TV

Oct. 13-17, 20-22 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Oct. 13, 20 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Oct. 13 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Oct. 14 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson.

Oct. 15, 22 (8:30-9 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 15, 22 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson.

Oct. 17 (8-9 p.m.) *The Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

Oct. 17 (9-10 p.m.) *An Evening With Fred Astaire*, Chrysler Corp. through Leo Burnett.

Oct. 18 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Oct. 18 (9-10 p.m.) *Jerry Lewis Show*, U. S. Time Corp. through Peck Adv.

Oct. 19 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Oct. 19 (8-9 p.m.) *Steve Allen Show*, Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Greyhound through Grey and Timex through Peck Adv.

Oct. 19 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Oct. 20 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Oct. 21 (8-9 p.m.) *George Gobel*, RCA through Kenyon & Eckhardt.

From Caesars Head Mountain, S.C.

WFBC-TV.. A GIANT AMONG THE SOUTH'S GREAT MARKETS



The Giant of Southern Skies

WFBC-TV
Population 2,783,100
Incomes $3,163,844,000.
Retail Sales $2,337,504,000.
Television Homes 523,830

CAESARS HEAD

Atlanta, Ga.
Population 2,275,900
Incomes $3,419,821,000.
Retail Sales $2,466,048,000.

New Orleans, La.
Population 1,285,800
Incomes $1,582,024,000.
Retail Sales $1,134,440,000.

Jacksonville, Fla.
Population 1,053,800
Incomes $1,436,034,000.
Retail Sales $1,229,777,000.

Birmingham, Ala.
Population 2,219,100
Incomes $2,681,335,000.
Retail Sales $1,766,249,000.

Miami, Fla.
Population 1,305,100
Incomes $2,441,693,000.
Retail Sales $2,243,761,000.

DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here's the new WFBC-TV market . . . with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Giant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.



Channel 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

MAXIMUM HEIGHT—2,000 ft. above average terrain, and 3,978 ft. above sea level.

MAXIMUM POWER—100 kilowatts.

TRANSMITTER SITE — Caesars Head Mtn., S. C.

Population, Incomes and Sales Data from SALES MANAGEMENT, 1958. WFBC-TV's T. V. Homes from Nielsen No. 3.



This is another in our series about successful people in advertising. ***Peters, Griffin, Woodward, Inc. Spot Television***

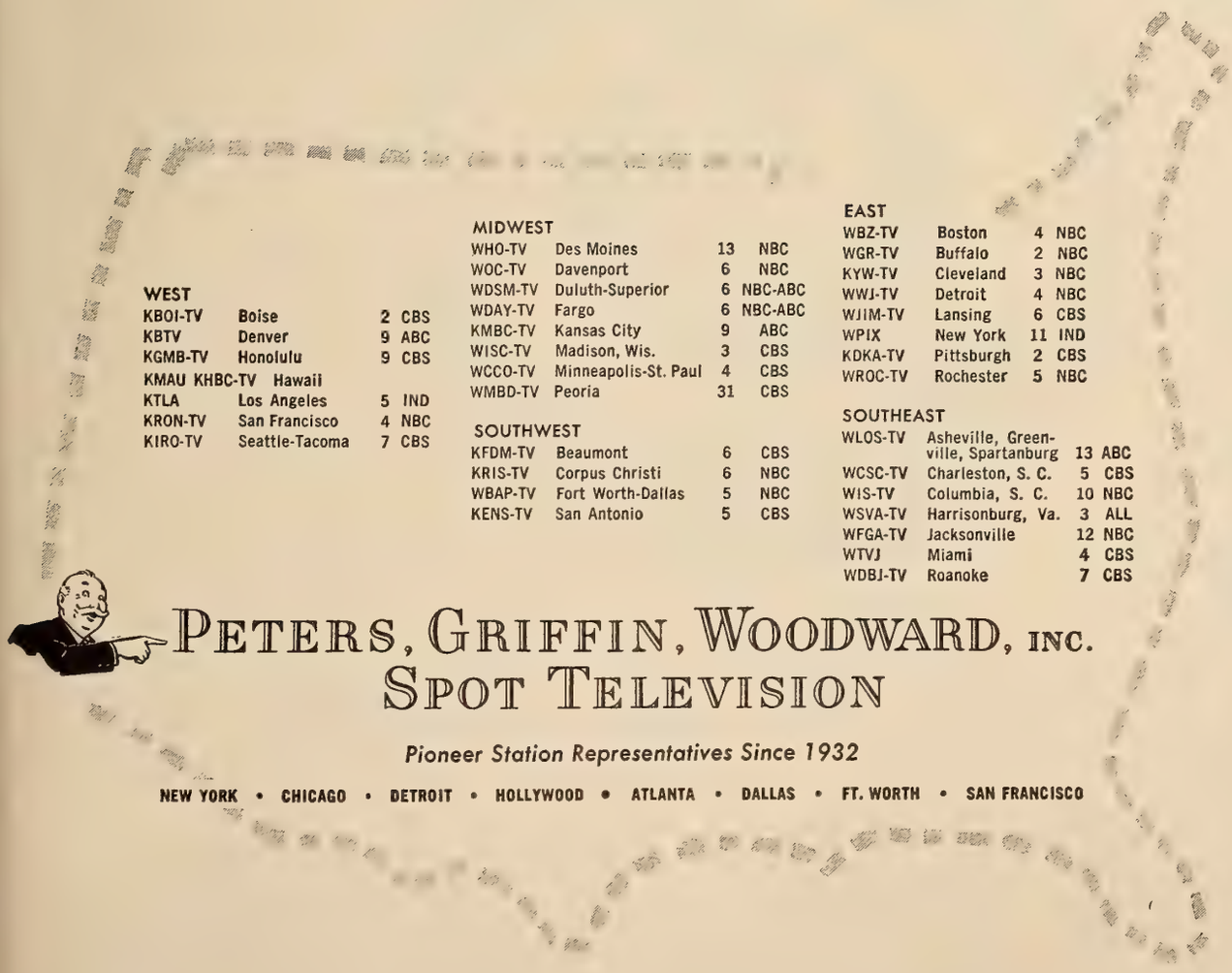
MR. SPREADTHINLY

. . . whose national advertising was spread so thinly that it frequently disappeared where the people got deep. And so did his sales.

When he tried Spot Television, however, he learned that *big potential* is a stepping stone to *bigger sales*, and that was what he wanted.

Let us send you a copy of "A LOCAL AFFAIR" which will show you how powerful Spot Television is on the local scene, where *your* sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.



WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Three Recite Moral Of Flexible Selling

Three radio-tv advertisers who radically revamped their advertising-marketing departments over the past few years told their stories Monday (Oct. 6) before the New York chapter of the American Marketing Assn. The three companies: F. & M. Schaefer Brewing Co., Brooklyn, N. Y. (one product: beer); Campbell Soup Co., Camden, N. J. (91 products: from soup to tv dinners) and General Electric Co., Schenectady, N. Y. (hundreds of products).

Indicative of the importance of changing advertising-marketing strategy was the comment by Campbell Soup's James P. Shenfield, product marketing director, who pointed out that "in our fiscal year ending July 31, 1950, our net sales were $260.4 million. For the fiscal year just ended on Aug. 3, sales were $501.4 million—almost double the 1950 total in only 8 years. We think that's a pretty good record of growth, even after you allow for our acquisition of C. A. Swanson & Sons in 1955. Right now, we have a total of 91 products versus only 26 in 1945. That in itself gives ample evidence of growth and of the need for expanding and streamlining our marketing organization. . . ."

Speaking on behalf of Schaefer was Marketing Vice President John T. Morris; on behalf of GE, Marketing Services Administration Manager Edward S. McKay. Moderator of the session—bolstered by the use of charts depicting organizational breakdown of yesteryear and today—was New York U. Marketing Professor Dr. Arnold Corbin.

The next AMA workshop session is Oct. 16, when Alan Greenberg, research director of Doyle Dane Bernbach, will discuss copy research at a creative agency.



KEYS of her prize, a new Renault Dauphine, are given to Irene Ford of Kenyon & Eckhardt, Boston, by Norton I. Virgien Jr., general manager, WEZE there. In the foreground are Vernon Goodwin and Eugene Klebenov, WEZE account executive and promotion director, respectively. Frank Christian, K&E vice president-regional manager, stands at far right behind the car with other agency staffers. Miss Ford won the car, plus two tickets to a World Series game, in the station's contest among local advertising people for predicting pennant winners and home run and batting leaders with their season's totals.

WAPI
Birmingham
Soon to be
50,000
watts*
more than ever
The Voice of
Alabama
5,000 Nighttime
Represented nationally by
Henry I. Christal

New Free Radio Script Service Makes Subtle Commercial Plugs

Another gimmick to lure free radio time for national advertisers has appeared.

Jack G. Berefield, of Communications Counselors Inc., New York (subsidiary of McCann-Erickson), is offering radio stations a monthly script service that weaves in adroit mentions for such firms as Avis Rent-A-Car System, John Hancock Mutual Life Insurance Co., Esso Belgium and the government of Cuba and Umbroiler Co. (Shoppers Calculator).

The free plugs include a neat trick—free time for a competing medium, General Outdoor Advertising Co.

Commercial mentions are woven into continuities dealing with travel. In the case of General Outdoor, the script explains that the company introduced highway games on its signs "as a public service to help overcome the dangerous monotony of highway driving and the hazards of road hypnosis." The script closes, "My thanks to the General Outdoor Advertising people for these little games for auto traveling."

Per Inquiry Deal Offered

The per inquiry business has turned an eager eye toward the Pearly Gates. A deal for cemetery monuments is offered stations by O'Neil, Larson & McMahon, 427 W. Randolph St., Chicago. Each inquiry will net stations $1.50. "Presently there is no Rockdale copy in or near your station," according to a letter from E. D. Silha, of the agency. He adds, "It is all virgin territory and ripe for picking."

KHC&C Seminar Agenda Set

The fifth annual one-day seminar on new product introduction, sponsored by Kastor, Hilton, Chesley & Clifford, New York, will be held on Oct. 14 at the Biltmore Hotel in New York. The panel of speakers includes Henry S. Sylk, president, Sun Ray Drug Co.,



LIKE
EVERYWHERE
ELSE – – –

IN

SAGINAW-BAY CITY

– – – ONLY ONE

CAN BE THE LEADER!





CBS
TELEVISION
NETWORK

WKNX-TV

LAKE HURON BROADCASTING CORPORATION

207,000 WATTS **SAGINAW, MICHIGAN**

REPRESENTED BY: GILL-PERNA, INC.

Eastern Maine
is
YOURS...



WITH
MOST POWERFUL
CHANNEL TWO-

The station that *reaches* Eastern Maine's 500,000 people.

EARN AN EXTRA
5%

A 5% Discount Is Allowed When WLBZ-TV Is Bought In Matched Schedules With WCSH-TV Portland.

National Representatives
Venard, Rintoul & McConnell, Inc.

Weed Television Corp.—Boston
for Mass., R. I. & Conn.

WLBZ-TV
Bangor, Maine

CBS-TV Affiliate
A RINES STATION

Philadelphia; Robert Curran, legal advisor, Dept. of National Health & Welfare, Canada; Mary Margaret McBride, radio-tv personality; Edward Sawyer, manager, premium department, General Foods Corp., White Plains, N. Y.; Samuel G. Barton, president, Market Research Corp. of America, New York, and Lloyd K. Neidlinger, executive director of the U. S. Council, International Chamber of Commerce.

AGENCY APPOINTMENTS

Lowrey Organ Div., Chicago Musical Instrument Co. (electric organs), Chicago, appoints J. Walter Thompson Co., Chicago, effective Jan. 1, 1959. D'Arcy Adv. Co. to service through December this year.

Revlon Inc., N. Y., appoints Heineman, Kleinfeld, Shaw & Joseph Inc., N. Y., to handle advertising for That Man, new men's cologne. Agency already handles Revlon product, Home Beautiful Room Mist.

Bayuk Cigars Inc., Philadelphia, appoints Noble-Dury & Assoc., Memphis, Tenn., for its John Ruskin and Flor de Melba brands. Noble-Dury will also place all advertising throughout South for Bayuk's complete line including Phillies, Websters and Tom Moore brands.

Chicago Sun-Times appoints The Buchen Co., Chicago, to handle its advertising, succeeding John W. Shaw Adv. Inc.

Harwyn Publishing Corp., N. Y., names Cayton Inc., N. Y., for its Harwyn Picture Encyclopedia. Extensive tv advertising is planned.

Sta-Wite Inc. (Italo-American food products) Medford, Mass., names Ray Barron, Boston.

Continental Mfg. Co. (boy's and men's slacks, bluejeans), Oscaloosa, Iowa, has appointed Gourfain-Loeff Inc., Chicago.

Marvo Mix Corp., L. A., appoints Advertising Agencies Inc., Studio City, Calif., for its Marvo Mix milk-flavoring.

Consolidated Cigar Sales Co. shifts Harvester Cigar Div. account, handled by New York office of Erwin Wasey, Ruthrauff & Ryan, to EWR&R's Chicago office, largely because prime distribution of Harvester cigars is centered in greater Midwest area.

Lawson Milk Co. (regional chain of retail dairy stores), Akron, names McCann-Erickson, Cleveland, for tv advertising.

A & A SHORTS

A. C. Nielsen Co. has moved New York offices to 16th and 17th floors at 575 Lexington Ave. Telephone: Murray Hill 8-1020.

Bakers Franchise Corp., N. Y., has launched annual fall push on behalf of Lite Diet special formula white bread. Agency, Emil Mogul Co., has allocated in excess of $200,000 to push which will embody spot broadcasting on 150 radio stations and 30 tv stations. Radio spots average 15-30 one-minute and 30-second announcements per week.

McCann-Erickson's west coast television-radio programming division and commercial production division have moved to new headquarters at 915 N. La Brea Ave., Los Angeles 38. Telephone: Oldfield 4-5550. Move physically separates broadcasting program from agency's main L.A. office at 3325 Wilshire Blvd.

Reginald Vance Coughlan, New York marketing consultant, announces formation of special department to handle requests for studies of current product advertising. Coughlan offers condensed industry or product study with photostats of national advertising appearing during calendar month (newpaper, magazine, Sunday supplement, comics—local ads where available), 'stats of pertinent articles appearing during period in consumer, trade and medical publications—rate of $200 plus cost of 'stats, for minimum of three months.

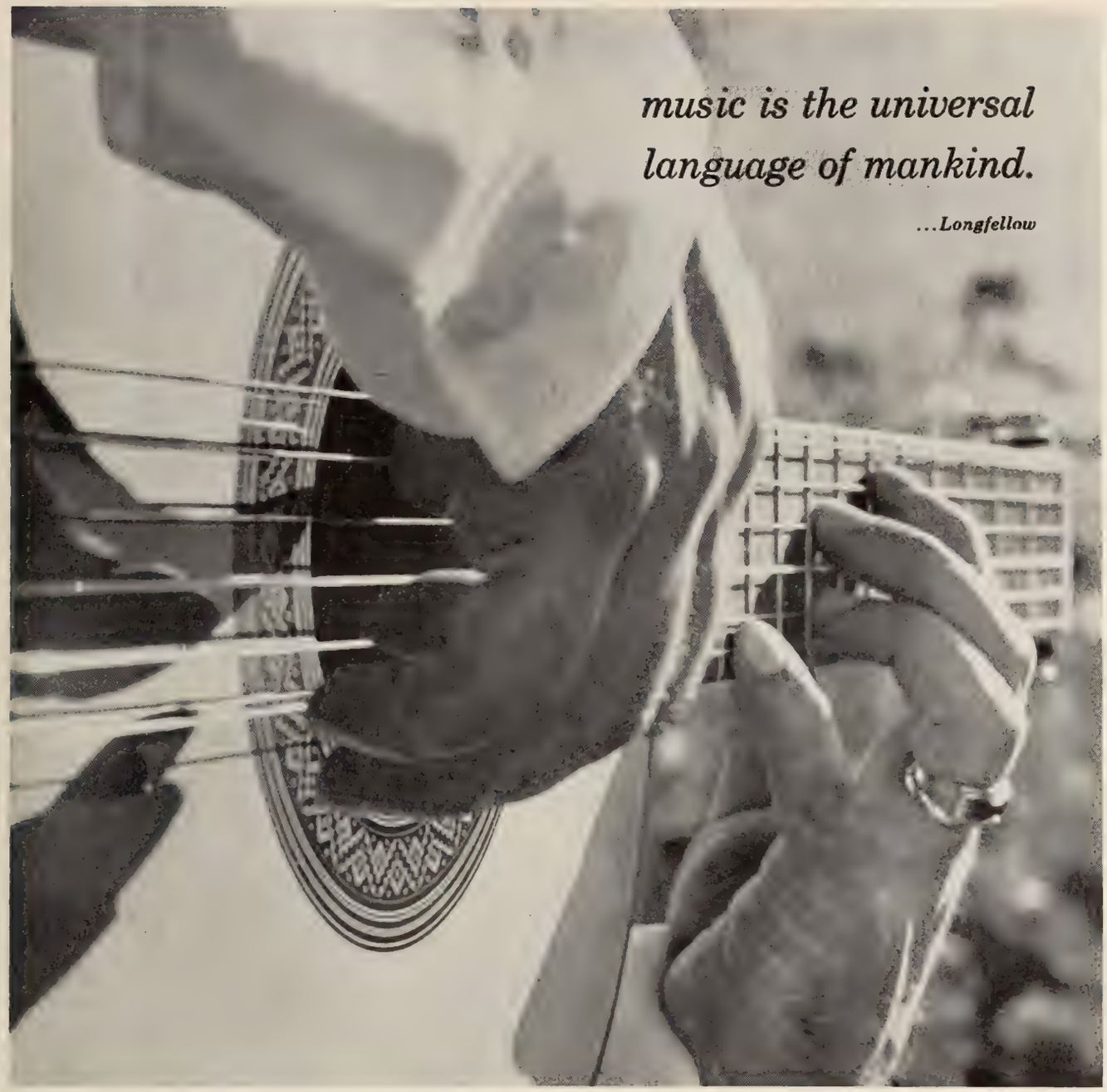
Miller Adv. of Florida Inc., Tampa, has been sold to Sara Weisberg, who has been serving as v.p.-general manager of business since its start in June. Agency renamed Sara Weisberg Inc. and will operate from 3602 Henderson Blvd., Tampa. Phone: Redwood 7-7593. Miss Weisberg was formerly with *Tampa Times* and Tucker Wayne Agency, Atlanta.

BBDO, New York, has announced preparation of new "Live Better Electrically" promotion kit for use in electrical houseware industry's Christmas retailing program this fall. To be provided by Live Better Electrically Project for participating utilities and manufacturers, kit includes 50-second tv spot and 50-second recorded radio spot.

J. E. LaShay & Co. has changed name to Shaffer, Lazarus & LaShay Inc., advertising and public relations specialists. New Chicago address: 162 N. State St. Telephone: Randolph 6-6440. Joining new corporation will be Jerome B. Shaffer and Arthur Lazarus, both formerly with Holtzman-Kain Adv., Chicago.

Shopping Bag Food Stores Inc., L.A., has begun full 52-week sponsorship of KNX Los Angeles "Sports Package." Total of 127 programs, involving more than 194 hours of sports programming on KNX, comprises package. Shopping Bag operates 36 stores in Los Angeles metropolitan area.





GOOD MUSIC IS GOOD BUSINESS

In the Los Angeles market, KFAC delivers one of the largest audiences, and one of the least duplicated. KFAC advertisers discovered long ago* that worth-while music produces worth-while audiences *at the lowest cost per thousand of any Los Angeles radio station.*

Twenty-four hours a day KFAC's distinctive and varied musical format carries a full commercial schedule to AM and FM homes simultaneously, at one low cost.

To learn more about the selling ability of the two KFACs in the rich Southern California market, ask your Bolling Company man today.

**42 advertisers are in their second to eighteenth continuous year of successful selling on KFAC.*

KFAC
"The Music Stations" AM and FM

24 HOURS DAILY • FROM PRUDENTIAL SQUARE • LOS ANGELES

HIGH PRICE OF LOW COST-PER-1,000

A tv station manager writes a novel about television tensions, but he says real life pressures are as tough as any in his book. Main source of conflict: falling C-P-M, rising operating costs.

THIS WEEK Doubleday & Co. will publish *The Merger,* a novel about a fictitious merger in a large tv company. It was written by a man who lived through the real merger of American Broadcasting-Paramount Theatres. The author is Sterling C. (Red) Quinlan who is now vice president in charge of WBKB (TV) Chicago, a station owned by AB-PT. The novel, his first, is a revealing expression of a man who has been in broadcasting for more than 25 years—as an announcer, a writer and recently in the management side. The book deals with the pressures of a television broadcaster whose company is going through a merger. In an exclusive BROADCASTING interview last week, Mr. Quinlan answered some questions about one of the real problems that weigh on a broadcaster today:

Q: Has the libel line started forming on the right yet for your new book? I mean *The Merger.*
A: No, there is no libel line potential in the book at all.
Q: What is the message in the book—what, specifically, are you trying to put across?
A: . . . . We have had *The Hucksters, The Man in the Grey Flannel Suit, Executive Suite, The Great Man*—about 20 if we research the subject—and what they seem to have in common is too much writing in black and white instead of gray tones.



Ours is a heck of a business—from fighting each other, other media, nursing talent, the tremendous tension and pace. Executives in our business are giving much of themselves to this rat race. . . .

I have tried to show how rough mergers are. There have been 4,500 mergers since 1951 and no sign of a decline.

Q: Is the plot of your book typical of station management? In a talk earlier this year you stated that Chicago o&o stations served primarily as the money belts for the networks. Can you elaborate on this view?
A: The corporate pressure on stations owned by the networks is pretty tense at times. Not by mandate, or memo, but it's consistent and you know it's there. The o&os are the lifeblood of the networks. If two o&os were taken away from the networks, it would change the structure of network broadcasting for the worse. I think the same situation exists with other broadcast corporations such as Westinghouse, Storer, etc.
Q: What do you feel is the single, greatest dilemma before the tv industry today?
A: The greatest outside dilemma, beyond our control, is the outside political pressures in Washington. We're the prize whipping post of American politicians.

In the field of station management, the greatest dilemma is the terrific pressure placed on managers to deliver lower cost-per-thousand in the face of rising costs with *no* leveling off in the operating cost table yet in sight. There are several facets to this dilemma. The other one is the fact that stations in a tight competitive situation, made more competitive by just the slightest trace of a recession, get into a rate cutting battle which in turn undermines faith in our very own medium on the part of those who are buying it.

The classic example of this is a certain Southern radio situation I discovered a few years ago. A friend of mine asked me to look over a "sick radio property" in a Southern market. A major market to be sure.

"It's in terrible shape," he said. "We used to get $25 a spot; now we're down to $2. And we're not getting business even at this price!"

The situation I found was appalling. The station was no better, or worse, than others in the market. It was the *market* that had been ruined! Steady, suicidal price cutting over a five-year span had completely ruined the market for *all radio stations!*

Stupidity, of course, has no dimension. Once the snowball of rate-cutting starts, there is no way to stop it.

The most grievous sin we can commit in management is to take the most dynamic means of advertising the world has ever known (tv, No. 1 and radio No. 2) and sell them down the river by lacking faith in them. You not only put yourself in a position of selling out the whole market and selling out the whole medium but you put yourself in a situation where you can't win even on a temporary basis.

As is happening today with so many stations, their costs are climbing each year and they are giving away more time, if not official rate cuts (we don't hear much of it), larding them with package plans, giving away more time—filling up the station with spots—and you have to increase your net about 20% each year just to break even. This undermines faith in our medium.

I remember that Jim Riddell [former president and general manager of WXYZ-AM-TV Detroit, now executive vice president of

CONTINUED ON PAGE 83
AFTER ADVERTISING INSERT

and now

NEW WLW-A TOWER OF STARS

BEAMS OVER GEORGIA WITH SWEEPING NEW COVERAGE



Reaching—

68% of Georgia population! 3 million people! In 117 Counties!

This amazing new Power Tower increases WLW-A coverage by ⅔ of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

The revolutionary new WLW-A Power Tower has changed the entire television picture in Georgia and in the whole South. It's the first "traveling wave" transmitting Tower of its kind east of the Mississippi and the second in the whole Country!

With this tremendous new Tower, WLW-A will now reach over Georgia with all the star ABC programs and the finest local shows for the greatest entertainment lineup, widest coverage, and sharpest TV picture ever!

Call the WLW TV Representative in your city. You'll be glad you did!

So get your products on WLW-A . . . now!

wlw-a ATLANTA

Channel 11 . . . *one of the 6 famous WLW stations*

Sales Offices: New York Cincinnati Chicago Cleveland Sales Representatives: NBC Spot Sales Detroit • Tracy Moore & Associates Los Angeles San Francisco • Painter Lawrence & Associates, Inc. Atlanta Dallas . . . . . Crosley Broadcasting Corp. . . . . Avco



This amazing new Power Tower increases WLW-A coverage by 2/3 of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

Your Tower of Stars

CHANNEL 11 ATLANTA



Says Quinlan: package plans are a nice way to describe a device which depresses cost-per-thousand

ABC], told me recently: "We're getting as much as we did two years ago, but we have to run three times as many spots to come out with the same profit."

Q: Do you think this is less true of radio today?

A: Radio has faced its Armageddon with tv and has survived with the exception of a few markets. Tv is going through the same thing right now in certain markets where managers have panicked because of recession, or because they bought film unwisely, or because they can't see their costs leveling off. They are caught in the middle. They do the easy and natural thing when frightened. To keep your gross up you succumb to this pressure and give away more time in a desperate effort just to come up with the same net of the preceding year.

Q: What is the most common abuse?

A: Package plans. You never hear a station say they are cutting rate cards. They keep the same rates but they add grandiose, give-away package plans. No matter how favorably you try to look at it, they're only designed to deliver a lower cost-per-thousand. Three years ago, for example, you could buy, say 10 spots for $1,000—now you get 25 spots for $1,000.

Q: If costs don't level off, what will this mean to tv advertisers?

A: I am pessimistic. I don't think they are going to level off. I don't see yet any real determination on the part of the major corporate powers in this country—which are CBS, NBC and ABC and another half dozen—to say to labor: Look, gentlemen, you are the highest paid people in the country for the type of work you do. We have gone much too far in appeasing you, probably a good deal farther than we can afford, and now at last we have come to the end of the road. The very first inkling of that kind of thinking came in the CBS-IBEW deadlock. The next reading of the barometer will come up right after Christmas when the three major networks face the American Federation of Musicians and discuss whether or not they will renew a contract with them. It will be interesting to see if the networks renew the quota system for musicians where o&o stations have to have 16-60 musicians per station.

Q: Do you think the time will come when stations will reach the point of no return and advertisers will refuse to buy at any price?

A: We've reached the point of no return in the local field with certain types of sponsors. There are now some advertisers in this town who can't use tv any more because it doesn't pay off. We put them in a real strait jacket—with tight commercial length, jacked up prices—no matter how hard they tried to stay with tv they couldn't make it pay off.

Q: Are station reps demanding more so-called package plans from their stations to be more competitive?

A: Yes. We have tried to hold the line on package plans, but a lot of reps push too easily.

Today, the station manager is being tugged at from all sides.

His station rep harangues him for more buying plans. "Give us more package plans," he cries. "Be more flexible." Which, defined, means: "cut prices some more."

There are notable exceptions to this. By and large, I think station reps take the easy route and float along with a trend.

Q: What do you think of the Kellogg spot tv package. Wasn't this a case, in effect, of a network (ABC-TV) cutting its rates to woo a client away from spot?

A: There has got to be a certain compatibility between network daytime buying and individual station buying because there are so many clients that don't have distribution patterns to take the whole network. Even though we are owned by the network, I think it is a healthy situation to have a real dog-eat-dog fight between network and spot buying because ultimately the advertiser will get the best buy for his money; we always expect to get a healthy share of national spot even though owned by a network.

Q: Can the agencies be expected to fight this trend toward package plans?

A: If we are going to hold the line on the present cost-per-thousand, the primary responsibility rests on station managers. The agency's proper function is to be somewhat of a gold-digger for his clients and get the most for his money. I think far-sighted agencies wish that managers would hold the line more, because if this thing gets out of hand, you undermine faith in the medium. We have to believe in our medium. Rate-cutting is a symptom to be afraid of.

Nighttime cost per thousand is down in Chicago from $2.50 per thousand in 1955 to $1.75 per thousand in 1958. McCann-Erickson's fine booklet, "Turning of the Tide," graphically illustrates the general situation. In percentage of change in cost per thousand between 1950-1958, magazines have gone up 30%, newspapers up 33%; network television at night has gone down 18%; spot television has gone down 19%. At the same time, programming costs for half-hour evening shows have gone up 375%; wages of stagehands have gone up 18%; technicians up 38%.

Where does such a trend lead? To chaos, of course. All costs are going up, but cost-per-thousand is going down.

Q: In the face of rising union and other operating costs, what can a station manager do to avoid rate-cutting?

A: One manager alone in a market can't. He is sunk. He can't do a thing.

Q: You have video tape recording facilities, serving as a network relay point for different time zones. Will this mean lower costs to the individual station operator?

A: There's no question that the potential of the machines is fantastic. There are so many dreams to be dreamt about what these VTR machines can do. But for the avid dreamers, one word of warning: Until the jurisdictional points get straightened out between SAG and AFTRA, there isn't going to be much hay made, and again, if we judge by the easy-going generosity of our industry to labor—if that's any indication—we may go along and let ourselves get so tied up with "dos-and-don'ts" that VTR will be a doubtful asset to our industry.

Q: What are your views on triple-spotting. Can a station operator who desists from this practice recoup revenue in other ways?

A: Agencies, again with the help of easy-going managers, brought in triple-spotting; but I am very pleased to see some agencies reverse this trend. I think eventually it will be eliminated. We adhere to the NAB Tv code. We do not accept any triple-spotting in network time. This is a very good thing.

Where to draw the line

Q: Where do we draw the line on cost-per-thousand?

A: Right here, I think.

We are delivering the best advertising buy in America right now at $1.75-$2.00 cost-per-thousand for nighttime spots. The daytime cost-per-thousand of $1.00 is excellent. Let's hold it here. And let's get help all down the line. The industry should help. Agencies should help. The reps should help.

But more than that, television managers must help themselves! They must put away that dull blade of self-assassination; stop giving away their birthright.

That Southern radio market I mentioned is reviving slightly. After three years, I understand they are now getting three or four dollars for spots. This is truly wonderful. It proves that the dead *do* come back to life. And, that a ruined market can, some day, be resurrected.

But it takes such a long time.



HAIL HAIL The BANGS

ALL HERE!

Yes, in the rich and growing Fort Worth Area the big bang comes from KFJZ RADIO, the station whose audience is ALL the family — with ALL the family's immense buying power. You get complete coverage, so sell with a BANG — on KFJZ RADIO.

1270 **kfjz** *Radio*

FORT WORTH, TEXAS

Sold in combination with
KLIF-RADIO, Dallas

Represented by
John Blair Company

Call Bob Brown
KBTV
Channel 9
Denver - Colorado
AMherst 6-3601
or your nearest
P.G.W. Colonel
for the most exciting
60 second availabilities
in "A" time in Denver!
KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins. Pres. Joe Herold. Sta. Mgr.
Represented Nationally by
Peters, Griffin, Woodward, Inc.

MGM-TV HAS $750,000 FOR PILOTS

Loew's Metro-Goldwyn-Mayer tv division has approximately $750,000 earmarked for new tv film production—enough to make some 10 pilot films for proposed new series.

MGM-TV is flush with some success: two productions sponsored on the networks (*The Thin Man* and *Northwest Passage*), a thriving tv commercial production unit and sales to tv stations now well over $50 million for its feature film library.

It was learned last week that one of the new pilots may be on videotape.

Rating high in current MGM-TV hopes is syndication of tv film to stations. The tv production unit feels that if one or two of the string of pilots it works on result in good properties these will be placed in syndication immediately.

As for new series, the most definite is *Jeopardy*—a mystery series which MGM-TV apparently would aim for network or advertiser sale [CLOSED CIRCUIT, Oct. 6]. MGM-TV also still thinks in terms of three methods (any one or combination of methods) in financing tv film production: (1) solely via MGM and its facilities, (2) full financing of an independent producing firm and (3) co-financing with an outside producer.

While MGM-TV effervesces with plans, its parent company (Loew's Inc.) is jittery once more with a lurking threat of still another proxy fight over the pending separation of theatres from motion picture production. Last year, the Loew's management dealt a spectacular defeat to a dissident stockholder element that sought control of the company. A faction of the Loew's board of directors now seeks a spinoff of the MGM studio operation in order to strengthen Loew's. But management would rather do this with the theatre divisions it owns (Loew's is the last of the Hollywood majors to divest theatre operation from motion picture making).

In addition to its studio, the theatres and the tv operation, Loew's has music publishing and record companies and owns WMGM New York. MGM (the studio) in recent years has been deep in the red, with revenues from other operations (including substantial monies from tv) helping to ward off collapse (liquidation of the studio already has been sought by certain Wall Street investors).

Under the plan of the non-management group, a spun-off studio would retain tv residual rights and also would assume a $27 million funded debt.

Though studio losses have been heavy in the past, there's evidence of improvement: for the fourth quarter ending Nov. 30, Loew's is expected to earn around $2.5 million after taxes compared to a loss of over $1 million in the period of a year earlier.

Joseph R. Vogel, Loew's president, is optimistic. Released last week was his statement expressing belief that a proxy fight will not come off, that the studio is making money "notwithstanding any uninformed reports to the contrary" and that he is "confident of the future."

It still is very possible, however, that Loew's board will have two proposals before it at a meeting slated for Oct. 29—one, a spinoff of the theatres, the other the setting up of the studio on its own.

In any event, tv activity will play a role in the final deliberation.

FASCINATION

The report that MGM-TV may try to videotape at least one program series underscores the increased attention being given tape by film program syndicators. California National Productions, NBC's film subsidiary, is considering VTR on an experimental basis, planning to tape a half-hour dramatic (network-type) show. These are but the latest film companies to show an interest in tape, others including Screen Gems (subsidiary of Columbia Pictures), National Telefilm Assoc. and Guild Films.

ITC-TPA Announces Sales Staff Lineup

Sales staff assignments at the newly-organized Independent Television Corp.-Television Programs of America (ITC-TPA) were announced last week by Walter Kingsley, president, following several weeks of organizational shuffling. ITC purchased TPA last month for $11.35 million to form a new company with assets totaling $25 million [LEAD STORY, Sept. 22].

The division responsibilities at the new company will be as follows: Hal James, who joined ITC-TPA last Monday (Oct. 6), will be director of national sales; William Dubois, who was general manager of syndicated sales for ITC, will serve in this capacity at ITC-TPA, and Hardie Frieberg, eastern sales director at TPA, will be assistant general sales manager, syndicated sales. It is planned that Charlies Goit, who was co-director of national sales for TPA, will work closely with Mr. James upon his return to work. Mr. Goit is now recuperating from surgery. Mr. James formerly was vice president in charge of radio-tv at Doherty, Clifford, Steers & Shenfield, New York.


MR. JAMES

In other executive assignments, Walt Plant, formerly western sales head of TPA, has been named eastern division manager of ITC-TPA; Art Spirt will become central division manager of ITC-TPA and also head of the Chicago office; William Andrews, named western division manager by Mr. Kingsley prior to the merger; Russ Clancy, previously co-director of national sales for TPA, has been appointed manager of New York City sales, syndication division; Kurt Blumberg, formerly in TPA sales adminis-



MR. DUBOIS



MR. FRIEBERG

tration, has been promoted to manager, sales administration for all sales departments; and Alvin E. Unger, formerly vice president in charge of the Chicago office of Ziv Television Programs, has joined ITC-TPA in New York as a general sales executive.

Mr. Kingsley noted that Manny Reiner, who has headed foreign sales for TPA, will continue in that position for ITC-TPA. The foreign sales staff numbers 25 with the domestic staff in excess of 40, according to Mr. Kingsley.

Prudential, Ford Dealers Lead Grid Film Client List

Blue chip sponsors have purchased *Big Ten Football Hilites* in 25 midwest markets, it was announced last week by Al LeVine, Sportlite Inc., who negotiated the sales. Series is produced by Sports Tv Inc., Hollywood.

Aside from its purchase on WGN-TV Chicago, Prudential Insurance Co. of America (Mid-America office) also bought co-sponsorship of the series on WMBD-TV Peoria with Ford Dealers and on WFBM-TV Indianapolis, with Pure Oil Co., which picked up the tab for *Hilites* in several midwest markets last year. Agencies are Reach, McClinton Co. for Prudential and Leo Burnett for Pure Oil.

FDAF (Ford Dealers Advertising Fund), through J. Walter Thompson Co., signed for the filmed sports package on WOC-TV Davenport, Iowa; WCIA (TV) Champaign, Ill.; KCRG-TV Cedar Rapids, Iowa, as well as WMBD-TV. Client initially sponsored the series on a test basis in Peoria and Cedar Rapids last year.

NEW PURCHASE

The high-flying Independent Television Corp-Television Programs of America continued its program of expansion last week by purchasing *The Gale Storm Show—Oh, Susanna* from Hal Roach Studios Inc. for a reported $2 million. The purchase price includes 111 half-hour film episodes, including the current series being shown over CBS-TV and 38 future films now being produced by Roach. Since ITC-TPA is affiliated with Associated Television Ltd. (ATV) of England, the programs are expected to be given world-wide exposure. The acquisition brings the ITC-TPA roster of network and syndicated programs to a total of 16.

NILES BUYS PLANT FROM KLING STUDIOS

- **Niles also going into VTR**
- **Kling retains two studios**

Fred A. Niles Productions Inc. last week announced the outright purchase of certain Chicago facilities of Kling Film Enterprises. While the price for plant and equipment was not disclosed, Mr. Niles said that the investment represents about $750,000.

Involved in the purchase is Kling's film plant at 1058 W. Washington Bldg. Kling's other art and still photograph studios at 601 N. Fairbanks Court and Kling-California studios are not involved in the sale. Niles plans to move from 22 W. Hubbard into the Kling Washington St. quarters today (Oct. 13).

Certain syndicated commercials and program properties will remain with Kling Film Enterprises, according to Robert Eirinberg, its president, and distribution will continue to be handled by Al LeVine in Chicago. Commercials are institutional in nature for banks, savings and loan organizations, bread, milk, beer, ice cream and potato chips. Syndicated film properties include *Old American Barn Dance, Hormel Girls, Boxing From Rainbow, Paradox,* and *All American Wrestling.*

Mr. Niles emphasized the deal was in no sense "a merger" and that he would hold 100% stock in his expanded organization. He expressed confidence in "Chicago's great growth and its subsequent need for a communications center to serve agencies, advertisers and industries. Such a center will compete with New York and Hollywood."

Mr. Niles, onetime executive vice president and an owner of Kling, set up his own motion picture and tv firm on Dec. 12, 1955. He simultaneously announced the appointment of Michael Stehney, former Kling executive, as vice president in charge of tv-film commercials and of Ed Rinker, previously with Kling, as vice president in charge of sales. Eleven out of 22 top Kling executives will be retained by Niles.

Other plans include the proposed purchase of videotape recording facilities, which Mr. Niles feels "will open the industry, not hurt it."

He cited current agency interest in VTR and claimed that such a technique "would take business from live fields rather than motion pictures." He added, "70% of the commercials are so complex that VTR couldn't possibly be a substitute for motion picture methods."

Kling's Washington St. facilities, housed in a 90,000 square foot building, include three soundproof stages, a three-studio film department, a wing devoted to editing facilities, two prop rooms, machine shop, two kitchens, a scene dock, and office space for production, creative and sales personnel. Kling Film Enterprises is headed by Mr. Eirinberg. Niles' Hollywood division is not affected by the Chicago move. The motion picture firm recently shifted its syndicated tv spot division to Chicago [FILM, Oct. 6].

Niles claims to produce about 70% of all tv commercials turned out in Chicago, with 50% of its business in the tv film area and the remainder in industrial, public relations and slide films. Three other film companies reportedly also were interested in acquiring the Kling property, including current client accounts, negatives, ellipticals, visuals and other materials.

Mr. Niles estimates his volume will reach about $2 million this year, with predictions of about $150,000-$200,000 in additional business accruing from the Kling purchase.



MR. STEHNEY



MR. RINKER

Control of AAP Moves Under United Artists

United Artists Corp. is achieving working control of Associated Artists Productions Corp., a major distributor of feature films for television [LEAD STORY, Sept. 22].

Robert S. Benjamin, board chairman of United Artists Associated Inc., a UA subsidiary through which UA is acquiring AAP's assets, said Monday (Oct. 6) that UA depositories already had received enough AAP stock to give UA approximately 75% of shares outstanding.

Mr. Benjamin also indicated that enough shares to give UA 80% of AAP stock was expected to be tendered by the end of last week and that the UA invitation would not have to be extended beyond the scheduled Oct. 16 termination date.

UA offered $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer included $7 for each warrant that represents the right to buy four shares. UAA proposed $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture.

Holders of AAP debentures met Oct. 6 at Toronto, while stockholders meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

Meanwhile, UA President Arthur B. Krim reported the biggest individual quarterly and third quarter gross in UA's 39-year history. Third quarter revenues (theatrical films and tv films) came to $23.7 million (as against last year's third quarter gross of $18.5 million). On the basis of the showing for the first 9 months ($56.9 million world-wide as against $48.1 million last year) Mr. Krim predicted the 1958 annual gross will be in excess of $80 million, of which about $8 million should be in television earnings.

Ten Film Spots Picked for Show

Animated commercial films produced by 10 Hollywood studios have been accepted for showing at the Sixth Annual Screen Cartoonists Guild Film Festival, to be held



KERO-TV CHANNEL 10 IS THE ONLY WAY TO REACH OVER ONE MILLION

PROSPEROUS PEOPLE IN AMERICA'S UNIQUE FIVE COUNTY CITY, CALIFORNIA'S SUPER-MARKET, IN THE SAN JOAQUIN VALLEY.



KERO-TV BAKERSFIELD

CHANNEL 10 NBC

is television for the entire rich San Joaquin Valley

REPRESENTED BY
EDWARD PETRY & CO., INC.

Friday (Oct. 17) at the Sheraton West, Los Angeles.

Participating in the three scheduled showings, to start at 8:30 p.m., will be Animation Inc., Cascade Pictures, Churchill-Wexler, Fine Arts Productions, Ray Patin Productions, Playhouse Pictures, Quartet Films, Sherman Glas Productions, John Sutherland Productions and LeOra Thompson Assoc. This year, the festival is placing special emphasis on tv commercials and business films.

Two Regional Managers Named In Expansion at Banner Films

As part of an expansion at Banner Films Inc., New York, Charles McGregor, president, last week announced the appointments of William Vidas as district manager for the midwest and Sam Posner as district manager for the west coast.

Mr. Vidas, for ten years a free-lance sales representative for various film distributors, has set up headquarters in Chicago's Congress Hotel. Telephone number is Harrison 7-9667. Mr. Posner, formerly with Associated Artists Productions in Chicago, will operate out of San Francisco. Office space will be leased shortly.

Banner Films, organized several months ago, has moved into new offices in New York at 527 Madison Ave. Telephone number is Plaza 5-4811.

The company is distributing 33 feature films and the *Night Court* half-hour tv film series of 78 episodes. The series has been sold in 17 markets, with latest sales to KREM-TV Spokane, WRGP-TV Chattanooga, Tenn., and WNEW-TV New York. The sale to WNEW-TV is a multiple-run transaction amounting to $225,000, according to Mr. McGregor.

Film Producers Speak Up For Crack at Residual Rights

Moral rights of tv film producers to residual payments are "at least as strong as [those of] the writer, director and actors," according to a resolution of the tv committee of the Screen Producers Guild, which the SPG executive board endorsed at its Tuesday (Oct. 7) meeting in Hollywood. The committee, headed by Lou Edelman, asked the board to draft a code of practice for television similar to the one now operating between the guild and major producers of theatrical films.

"The situation involving reruns or residual payments to other creative workers and not to the producer is both morally unjust and economically unsound," the report stated.

"We firmly believe that management cannot and will not remain blind to the fact that the tv producer is entitled to such a future income status since the producer is the key figure, the permanent day-to-day creative force to whom the advertising agencies and their clients, as well as the networks and the independent stations, look for the welfare of their shows. The writer, director and actor are generally employed on an intermittent basis."

NAB SETS UP STAND IN MILWAUKEE

Four prominent figures in the advertising field have been selected by NAB to address the four Fall Conferences as the second half of the eight-meeting series opens today (Oct. 13) in Milwaukee. The series recessed following the Sept. 29-30 conference in San Francisco.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the windup Milwaukee luncheon tomorrow. Advertising speaker at the sixth NAB meeting in Minneapolis Thursday-Friday (Oct. 16-17) will be J. Cameron Thomson, board chairman of Northwest Bancorporation, Minneapolis.

Jerome Feniger, vice president of Cunningham & Walsh, New York, will be the speaker at the seventh NAB conference, Oct. 20-21 in Boston. Final advertising speaker of the fall series will be Felix W. Coste, marketing vice president of Coca-Cola Co. His luncheon address in Washington Oct. 28 will wind up the NAB conference schedule.

NAB President Harold E. Fellows will head the 10-man headquarters crew as the conferences resume in Milwaukee after a fortnight hiatus. The Milwaukee and Minneapolis programs will be based on operational problems, following the pattern set at the first four conferences [TRADE ASSNS., Oct. 6].

Agenda for the Oct. 20-21 meeting in Boston was completed last week by NAB. The opening morning will include economic, public relations and Washington discussions by NAB staff executives. A panel on editorializing will include Daniel W. Kops, WAVZ New Haven, Conn., and C. Wrede Petersmeyer, Corinthian Broadcasting Corp. Both are members of the NAB Committee on Editorializing.

A panel on radio sales department administration will include Joseph Bloom, president of Forjoe & Co.; Sydney E. Byrnes, WADS Ansonia, Conn.; Keith S. Field, WARA Attleboro, Mass., and Arthur Haley, WORL Boston. Mr. Kops will speak on news broadcasting. George W. Armstrong, WHB Kansas City, will review music programming trends. Sherwood J. Tarlow, WHIL Medford, Mass., will report for the All-Industry Radio Music License Committee.

Members of a panel on radio staff organization will be Richard E. Adams, WKOX Framingham, Mass.; Joel H. Scheier, WIRY Plattsburg, N. Y., and Fred E. Walker, WTTM Trenton, N. J.

Mr. Petersmeyer and Cliff Kirtland, Transcontinent Television Corp., will discuss tv costs at the separate tv sessions. Leaders of a tv programming panel will be Frederick S. Houwink, WMAL-TV Washington; Frank Tooke, WBZ-TV Boston, and Paul Adanti, WHEN-TV Syracuse.



NAB'S new assistant Tv Code director, Harry H. Ward (left), is welcomed to the code review board staff by its chairman, Roger W. Clipp, Triangle Stations. Mr. Ward succeeds Charles S. Cady who resigned to join WCSC-TV Charleston, S. C.

State Association Presidents To Meet in D. C. Feb. 24-25

NAB will be host to the fourth annual conference of state broadcaster association presidents, to be held Feb. 24-25 at the Shoreham Hotel, Washington. NAB President Harold E. Fellows said the meeting will provide "a forum for the exchange of ideas and information among all the associations, and we have been most gratified by the enthusiastic endorsement which the conference has received each year from those participating in it."

The association presidents will be reimbursed by NAB for meals and lodging while attending the conference. The program will be handled by Howard H. Bell, NAB assistant to the president for joint affairs.

Coinciding with the February conference will be Washington ceremonies honoring state and national winners of the 1958-59 Voice of Democracy scriptwriting contest for high school students. State winners will receive trips to Washington.

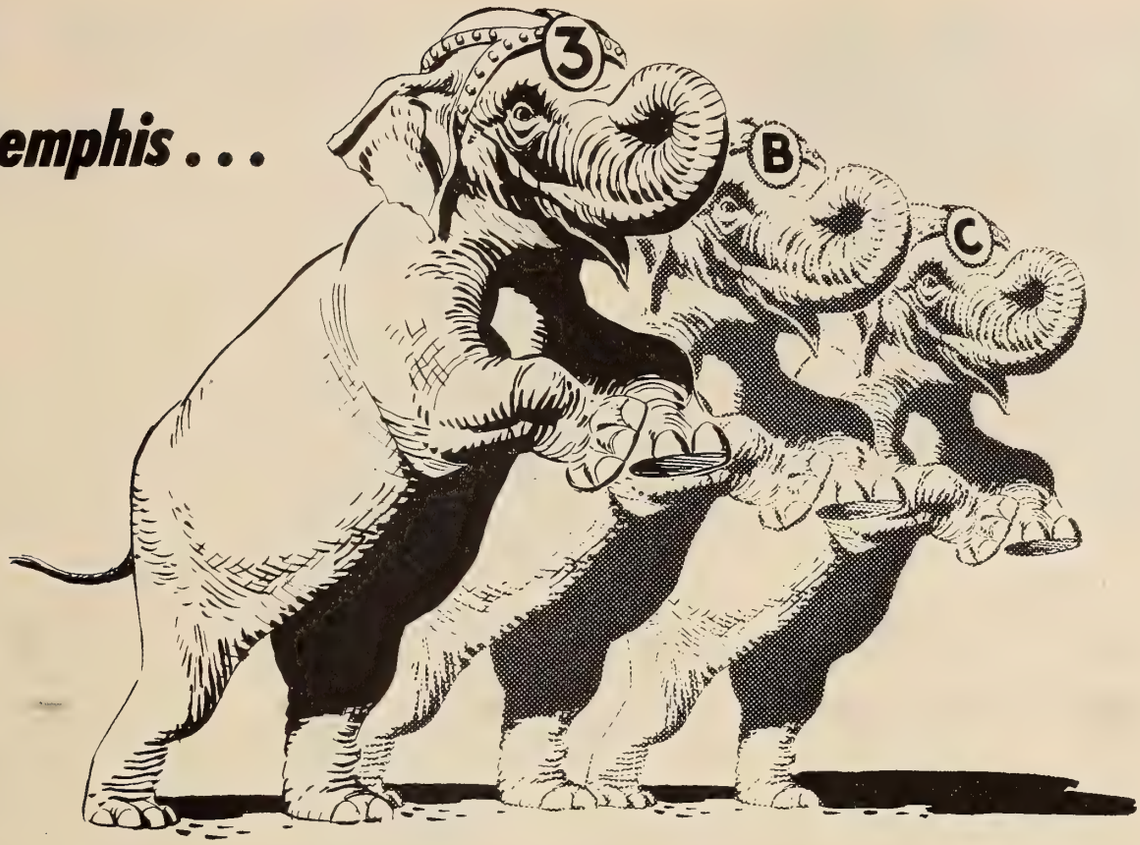
Texans Lauded for Efforts In Reducing Highway Toll

The first "Deathless Weekend" campaign conducted by Texas Assn. of Broadcasters was a key factor in reducing the number of Labor Day weekend traffic deaths from an estimated 40-50 to an actual 29 fatalities, the association was told Oct. 6 at its Fort Worth meeting. TAB was officially lauded by Brad Smith, Texas state traffic safety director, for the campaign.

Awards for highway safety promotion over the holiday weekend went to KTRK (TV) Houston; KVMC Colorado City (daytime radio) and KVKM Monahans (fulltime radio). In addition Ross Rucker, KVKM, received the Pitluk Advertising Agency trophy for outstanding public service programming.

Albert D. Johnson, KENS-AM-TV San Antonio, was elected TAB president succeeding M. E. Danbom, KTBB Tyler. Mr.

In Memphis . . .



The Biggest Audience Is On Channel 3

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

First by All Surveys

*Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

OCT. 1948: 900,000 VIEWERS!



Milton Berle is back. His premiere show last Wednesday was viewed by the greatest audience of any new show this season. It was larger than the combined audiences of competing shows on the other two networks.

Berle's return gave dramatic focus to the truly amazing growth of television in one decade. Ten years ago, he starred in the young medium's most popular show, yet his audience Wednesday was *51 times greater!*

Before the largest audience ever to watch him, Mr. Television returned to the medium he helped create and to the network which, with him, introduced television to the American people—The Network of Stars.

NBC TELEVISION NETWORK

SOURCE: NBC Research Department Estimates.

...still

OCT. 1958: 46,000,000 VIEWERS!



Mr. Television!

Johnson is a former president of Arizona Broadcasters Assn.

Other officers elected were Joe Leonard Jr., KGAF Gainesville, vice president; George Tarter, KCBD-AM-TV Lubbock, secretary-treasurer. New board members are Leo Hackney, KGVL Greenville; Gene Hendrix, KVLF Alpine; Marshall Formby, KPAN Hereford, and Mr. Danbom. Continuing on the board are Charles Jordan, KFDA Amarillo, and Jim Hairgrove, KFRD Rosenberg.

Alex Keese, WFAA-AM-TV Dallas, NAB district radio director, observed in a discussion of NAB's services, "There are very few places on the face of this earth, other than the United States of America, where we broadcasters could be businessmen and not civil servants." He said NAB's "enlightened leadership" deserved much of the credit for the fact that private enterprise prevails in U. S. broadcasting.

Austin was picked as site for the spring meeting of TAB, to be held in March.

Thornburgh Off Radio Board

Donald W. Thornburgh, WCAU-AM-TV Philadelphia, has resigned as a member of the NAB Radio Board following acquisition of the stations by CBS Inc. He is ineligible to serve because CBS already is represented on the Radio and Tv Boards. The vacancy will be filled during the winter board elections.

RTNDA CONVENTION TO REVIEW CANON 35

- **Palmer on Oklahoma decision**
- **Heavy agenda set for Chicago**

A review of the Oklahoma Criminal Court decision favoring equal radio-tv access to courtroom proceedings on a par with the press and holding Canon 35 to be obsolete and unrealistic has been added to the Radio Television News Directors Assn.'s convention agenda in Chicago this week.

Bruce Palmer, KWTV (TV) Oklahoma City, analyzes implications of the court findings [LEAD STORY, Sept. 8] in a talk following a freedom of information report and a debate on Canon 35 by Robert D. Swezey, WDSU-AM-TV New Orleans, and Albert E. Jenner Jr., past president of the Illinois Bar Assn. Harold E. Fellows, NAB president, will deliver the Friday (Oct. 17) luncheon address on "Management Responsibilities in News."

"News: Radio's Most Salable Product" is explored in a Thursday afternoon panel by Robert K. Byars, vice president of MacFarland, Aveyard & Co., Chicago agency. Chicago Mayor Richard J. Daley will give a welcoming address that noon, to be followed with a keynote speech by Jim Bormann, WCCO Minneapolis.

The agenda was complete early last week save for the Saturday evening banquet speaker. The convention opens unofficially Wednesday noon with a board of directors meeting, registration and a reception in the Mayfair Room of the Sheraton-Blackstone Hotel. Registration will be resumed Thursday morning prior to the opening "editorial and public affairs conference" featuring network, station and education speakers. Officers will be elected Friday morning and introduced by Jack Krueger, WTMJ-AM-TV Milwaukee (outgoing RTNDA president) at the annual banquet Saturday evening. The new board convenes Friday afternoon.

The awards dinner will include the presentation of RTNDA awards by Baskett Mosse, Northwestern U. director of radio-tv and of the Paul White Memorial Award by Ted Koop, CBS Washington.

Other highlights of the convention:

Wednesday—Edward R. Murrow, CBS news commentator-interviewer, addresses the board of directors; Thursday—"The 1958 Election Issues," a debate between Paul M. Butler, Democratic Party national chairman, and Meade Alcorn, Republican Party national chairman.

Friday—Tv Workshop under Ralph Renick of WTVJ (TV) Miami. "Ampex VTR & News," a demonstration; "News Audiences Mean More to the Advertiser," James R. Seiler, American Research Bureau, director releases an ARB study; "Camera Correspondents," a discussion of tv stringers and new newsroom ideas by Floyd Kalber, KMTV (TV) Omaha, Greg Gamer, KAKE-TV Wichita, Robert Hoyt, WSBT-TV South Bend and Jim McGaffin, WOW-TV Omaha; "Covering Cape Canaveral," Harold Baker, WFGA-TV Jacksonville; "What Is Libel in Tv News?," Prof. Fred Siebert, Michigan State U.

Saturday—Election Coverage Workshop under Tom Eaton, WTIC Hartford: "Regional Coverage of Elections," Jack Shelly, WHO-AM-TV Des Moines; "Texas Election Bureau," Jim Byron, WBAP-AM-TV Fort Worth; "Legal Aspects of Campaign Coverage," Vincent T. Wasilewski, NAB; "Small Station Election Coverage," Monroe Benton, WTRY Troy and Albert Larsen Jr., WALL Middletown, both New York; "Washington State Election Coverage," Robert Mott, KWSC Pullman, Wash.

Chicago Workshops Ready to Go With Slate of Radio-Tv Clinics

Speakers and agenda for series of weekly workshop sessions of the Chicago Federated and Women's Advertising Clubs of Chicago, starting Wednesday (Oct. 15), were announced last week.

Broadcasting clinics will be held on such topics as audience promotion, market research, potentials of videotape recording, film programming and Chicago's role in national radio-tv. Clinic chairman is James G. Hanlon, public relations manager of WGN-AM-TV that city and president of Chicago Unlimited promotional organization.

Speakers and their topics: Elliott W. Henry Jr., promotion and publicity manager, ABC Central Div., "Planning an Audience Promotion Campaign," Oct. 15; Dr. Mark Munn, research director, and



FOR SALE . . . TO THE DISCERNING TIME BUYER KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R Television man NOW for the HOTTEST avails.



We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR

CLEVELAND OHIO*

The Peoples Broadcasting Corporation

WRFD-Worthington, O. · WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. · WNAX-Yankton, S. D.
KVTV-Sioux City, Ia.

*Represented by the Henry I. Christal Company



WESTERN ELECTRIC AND

BIG HELP FROM SMALL BUSINESS. H. P. Bitzer (right), Executive Vice-President of American Coil Spring Company, Muskegon Mich., and Western Electric's Art Betz discuss Western Electric order for spring used in dial of Bell telephones we make (see inset). Over 90% of Western Electric suppliers are "small businesses" like American Coil Spring . . . having fewer than 500 employees.

ITS 37,000 PARTNERS

From Maine to California . . . in tiny shops and in giant factories . . . thousands of American companies help us at Western Electric provide things needed for Bell telephone service, and national defense. For their help, these "partners" received well over a billion dollars last year . . . benefiting communities all around the country.

Last year about 37,000 companies employing some five million people helped Western Electric with its job as manufacturing and supply unit of the Bell System.

This supplier "team"—which ranged from blue-chip corporations to three-man operations—reached into 3,165 cities and towns in every state across the nation. More than 90% of these companies were "small businesses" with fewer than 500 employees.

From some came raw materials and parts for our factories where we make Bell telephones and telephone equipment. From others came finished products—everything from paper clips and pliers to paper towels and telephone poles—things we buy for ourselves or the Bell telephone companies. Some of our suppliers provided special services . . . like transportation. Some helped with defense projects entrusted to us by the government.

In return, the Western Electric dollars paid out to these firms—$1,224,000,000 in 1957—helped meet payrolls, pay taxes in thousands of communities. And so, helped spread a measure of prosperity the length and breadth of the nation. Perhaps in your town, too.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



BIG HAUL. Last year Western Electric's transportation bill totalled 65 million dollars. Among the more than 4,000 carriers which shared in this sum was Scott Bros., a trucking company operating in the Philadelphia area. Western Electric business supported jobs for many trainmen, seamen and freight-handlers—as well as truckers—during the past year.



WIRE IN THE RAW. Part of this mountain of copper bars is destined to be drawn into telephone wire for cable in Western Electric factories. As one of the world's largest users, Western contributes substantially to the economy of such copper mining states as Utah, Arizona, Nevada and Montana.



BOOK-PRINTER. William C. Clegg, head of the Clegg Company of San Antonio, Texas—is one of 67 printers who prepare some 2,600 different telephone directories for the Bell Telephone System. The telephone "book" is just one of thousands of items we purchase for the Bell telephone operating companies.



TALKING TREES. For over 18 years Fernwood Industries of Fernwood, Miss. has helped Western Electric supply telephone poles to the Bell telephone operating companies. Here, Fernwood's L. E. Ramsay and E. C. King complete the final inspecting and scheduling of an outgoing shipment of poles.



NIKE BUILDER. Ralph DiCiurcio works at the Whiting & Davis Co. of Plainville, Mass. He helps make important electronic components used in the NIKE guided missile system. Whiting & Davis is one of many companies which help prime contractor, Western Electric, build NIKE systems for the Army.

Charles Stroud, presentations chief, both of WGN-AM-TV, "Statistics and Showmanship in Tv-Radio Selling," Oct. 22; Hooper White, radio-tv producer, J. Walter Thompson Co.,"Ampex Videotape," Oct. 29; Henry Ushijima, John Colburn Assoc., "Film for Television," Nov. 5; Mr. Hanlon, "Chicago's Position on the National Tv-Radio Scene," Nov. 12, and Hal Golden, midwest manager of station sales, MCA-TV Film Syndication Inc., "Tv Film Syndication," Nov. 19.

A copywriting clinic on Oct. 13 will feature six Chicago agency presidents—Gordon Best, Gordon Best Co.; George H. Hartman, George H. Hartman Co.; Earle Ludgin (board chairman), Earle Ludgin & Co.; Donald Nathanson, North Adv. Inc.; Edward H. Weiss, Edward H. Weiss & Co., and Martin Zitz of Henri, Hurst & McDonald. Kenneth C. T. Snyder, tv creative chief of Needham, Louis & Brorby, will discuss "How to Make a Tv Commercial Sing—Even if It's Live," at a Nov. 10 session.

Other clinics include public relations and publicity, art and layout direct mail, production, marketing and merchandising and industrial advertising. Co-chairmen of the CFAC-WACC advertising workshops are Fred Isserman Jr., The Toni Co., and Ray Markman, Leo Burnett Co. Emerson Foote, senior vice president and director of McCann-Erickson, kicked off the advertising series with a keynote talk Thursday (Oct. 2). General theme of the fall series is, "Sales Are Our Business."

4A's West Convention Gets Underway Today

General sessions of the 21st annual convention of the Western Region of the American Assn. of Advertising Agencies get under way tomorrow (Oct. 14), following an executive and business session for members only to be held today, at which new regional officers and governors will be elected. About 450 agency people and invited guests are expected to attend the Monday-Wednesday meeting at the El Mirador Hotel in Palm Springs, Calif.

Speaking at Tuesday's general session will be Arno Johnson, vice president of J. Walter Thompson Co., New York, on "The Role of Advertising in our American Economy"; William J. Calhoun Jr., vice president of Young & Rubicam, San Francisco, who will tell the marketing story of Kaiser Aluminum foil, in "The Quilted Brand that's Riding a Maverick"; LeRoy M. King, merchandising director of *Food Topics & Food Field Reporter*, on "Supermarketing's Equation for Profit."

Wednesday speakers are Eugene I. Harrington, board chairman of Honig-Cooper, Harrington & Miner, San Francisco, on "Rally 'Round the Ad, Boys"; Margot Sherman, vice president, McCann-Erickson, New York, on "What Makes a Good Idea?"; Edward G. Zern, vice president of Geyer Advertising, New York, on "How to Re-Write Advertising Copy"; Moorhead Wright, management consultant with General Electric Co., Ossining, N. Y., on "Development of Men"; J. Davis Danforth, executive vice president, BBDO, New York, and AAAA board chairman, on "Advertising Agencies in the 1960's."

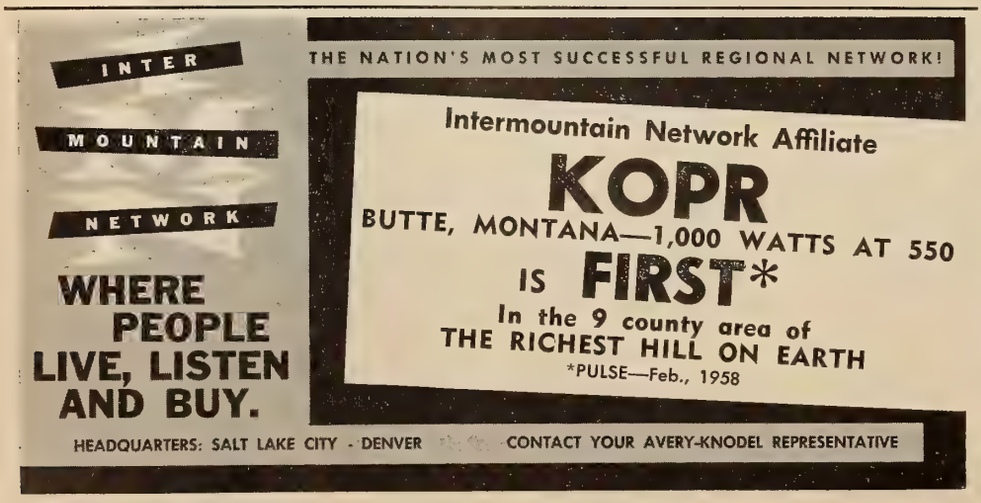
Howard Pyle, deputy assistant to President Eisenhower, will discuss "The Role of Advertising in Communications" at the annual convention luncheon on Wednesday. Dennis Day will entertain at an informal dinner Tuesday.

AWRT, WAC Clinic Wednesday

The seventh annual Publicity Clinic of the Women's Advertising Club of Washington, D. C., will be held Wednesday (Oct. 15) under co-sponsorship of the local chapter of American Women in Radio & Tv at the Perpetual Building Assn. auditorium, 1100 E St., N. W., Washington. Among those who will speak at the clinic: Bryson Rash, WRC-AM-TV Washington news commentator; Laurese Byrd Gordon, WTOP Washington advertising-promotion director, and Dorothy Looker, WTOP-TV's *Ask-It-Basket* producer-moderator. The session is open to anyone. Admission fee: $1.

Californians Pick Sacramento

California State Broadcasters Assn. will hold its annual meeting next January in Sacramento, the state capital. The 1959 meeting will be the first held other than in Los Angeles or San Francisco. Members of the state legislature will be invited to meet with SCBA to discuss legislative measures affecting broadcasting.



BPA Adds Speakers To St. Louis Meeting

Views of station and sales representative executives on promotion as a key management function will highlight one session of the Broadcasters' Promotion Assn.'s third annual convention-seminar in St. Louis, Nov. 16-19 at the Chase Hotel.

Lon King, assistant vice president in charge of tv promotion-research, Peters-Griffin-Woodward Inc., and John Stilli, sales manager of KDKA-TV Pittsburgh, have been added to a Tuesday (Nov. 18) agenda.

A multiple-media schedule of speakers from newspaper, magazine and outdoor representatives also has been completed with the addition of John L. Bricker, executive vice president of Outdoor Advertising Inc., New York, for Tuesday morning. Other speakers are Charles T. Lipscomb Jr., president, and Edward A. Falasca, creative vice president, American Newspaper Publishers Assn.'s Bureau of Advertising, and A. M. Snook, Chicago manager of Magazine Advertising Bureau. They will talk at Monday (Nov. 17) morning and afternoon sessions [TRADE ASSNS., Sept. 29].

At another Tuesday session Edwin J. Gross, research director of Gardner Adv. Co., St. Louis, joins with Dr. Thomas Coffin, NBC research director, in a discussion of "Rating Madness." Mr. Gross replaces Dr. E. L. Deckinger, vice president and media director, Grey Adv., previously announced.

Moderator for the "pick-the-brain" round table on idea exchange Wednesday morning was announced. L. Walton Smith, promotion director of Trancontinent Television Inc., will preside. Mitchell Krause, sales promotion director of WIP Philadelphia, is chairman of the sales promotion panel featuring management and sales representative views.

The convention opens unofficially on Sunday Nov. 16 with a board of directors meeting and registration until 10 p.m. Latter is being handled by William Pierson, BPA secretary-treasurer, at 190 N. State St., Chicago. No sessions are scheduled for Sunday. John F. Hurlbut, promotion and public relations manager of WFBM-AM-TV Indianapolis, is convention program chairman and Don B. Curran, promotion manager of KTVI (TV) St. Louis, is arrangements chairman. Elliott W. Henry Jr., ABC Central Div. press information director, is BPA president.

Insurance Men to Get Tv Help

Local television stations and the Television Bureau of Advertising will be available for help in implementing the two-fold tv project planned for 1959 by the National Assn. of Insurance Agents, John R. Sheehann, director of national sales for TvB, told the annual meeting of NAIA in New Orleans last Wednesday (Oct. 8). The association will sponsor a prestige tv program on a national basis next year and will distribute a public relations film, "Man With a Mission," to stations.

WWJ 1ST IN DETROIT

• More Detroiters Listen to WWJ!

Nielsen shows WWJ has more Detroit-area audience (Wayne, Oakland, Macomb counties—1,076,500 radio homes) than any other station *all day long:*

First—6:00 AM to 9:00 AM

First—9:00 AM to Noon

First—Noon to 3:00 PM

First—3:00 PM to 6:00 PM

• More Detroiters Listen to WWJ News!

Nielsen shows WWJ-originated newscasts have more Detroit-area listeners than those of any other station.

- **Reach Detroit's believing, buying listeners *best* with WWJ—the station that's basic throughout the entire Detroit Metropolitan Area for *adult listeners*, for *women listeners*, for *news listeners*, for *total audience*.**

Ask Nielsen!*

WWJ AM and FM RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

*Nielsen Station Index, July-August, 1958

National Audience Board Lauds Tv for Filling 'Need'

The National Audience Board, which has been critical of television programming in the past, last week reversed its field and had some words of praise for the medium.

An editorial by the group's president Peter Goelet, in the October issue of the *NAB Newsletter* stated that television has had "phenomenal acceptance" by the public, as evidenced by the purchase of more than 46 million receivers by Americans. This means, he wrote, that television must have served a need and "obviously has satisfied it in a most dramatic way." He claimed that commercial television has some inherent weaknesses—the participation in programming by the sponsor, agency and station—and recommended that superior programming and advertising campaigns be devised. Mr. Goelet took cognizance of government investigations into broadcasting and commented: "We hope these investigations will soon run their course so that network executives can use their talents to mind the store."

National Audience Board serves as a central liason for organized groups of listeners belonging to various service organizations. The board recently opened preview offices in Chicago and New York. In the past, previews of upcoming television programs have been conducted largely in Los Angeles.

1959 Wescon Plans Announced

The 1959 Western Electronic Show and Convention will be held Aug. 18-21 in the Cow Palace in San Francisco, Don Larson, business manager, announced. Reporting on the 1958 Wescon, held Aug. 19-22 in Los Angeles, Mr. Larson said that total registration was a record-breaking 33,223, with total attendance of 11,457 at the 42 technical sessions held in the Ambassador Hotel. Attendance reached as high as 900 during some of the sessions, topping 500 at 22% of them and ranging between 250 and 500 at most of the others. The largest number of exhibitors at any Wescon, 715 companies showed their products in 911 exhibits in the Pan Pacific Auditorium.

Bartley to Address Mass. Assn.

Annual meeting of the Massachusetts Broadcasters Assn. will be held Wednesday (Oct. 15) at the Boston University Club, according to Roy V. Whisnand, WCOP Boston, MBA president. State political figures will attend the luncheon, headed by Gov. Foster Furcolo. Comr. Robert T. Bartley of the FCC will speak at the afternoon session.

RTES Luncheon To Hear DeSapio

Carmine DeSapio, New York Democratic leader, will speak before the Oct. 15 luncheon meeting of the Radio & Television Executives Society to be held at New York's Roosevelt Hotel. Nelson Rockefeller, Republican candidate for New York governor, spoke at the September RTES "Newsmaker" luncheon.



A NEW *NAB technical award for outstanding achievement, to be presented at the Broadcast Engineering Conference next March, was voted by these members of association's Engineering Conference Committee: (seated, l to r) James D. Russell, KKTV (TV) Colorado Springs; NAB President Harold E. Fellows; A. Prose Walker, NAB engineering manager; Allan Powley, WMAL-AM-FM-TV Washington; Wilson Raney, WREC Memphis; Raymond F. Guy, NBC; (standing) George W. Bartlett, NAB; Leslie S. Learned, MBS; Clure Owen, ABC; Mel Burrill, KIMA-TV Yakima, Wash.; Joseph B. Epperson, Scripps-Howard Radio; Julius Hetland, WDAY-AM-TV Fargo, N. D.; James H. Butts, KBTV (TV) Denver, and John H. DeWitt Jr., WSM-AM-TV Nashville.*

NAB Plans Technical Award At Chicago Sessions in March

An award for outstanding technical achievement will be presented at the NAB Broadcast Engineering Conference, to be held during the NAB's March 15-19 convention at the Conrad Hilton Hotel, Chicago. The management section of the convention has been giving a keynote award for a number of years.

The technical award idea was announced Wednesday (Oct. 8) at a meeting of the NAB Engineering Conference Committee in Washington. Allan Powley, WMAL-AM-FM-TV Washington, presided as committee chairman. A. Prose Walker, NAB engineering manager, was named chairman of a special subcommittee to determine criteria for the award, which will be made annually to a broadcast engineer if there has been an outstanding contribution to broadcast engineering.

Presentation of the 1959 award will take place at a March 18 luncheon. Members of the Walker subcommittee include Raymond F. Guy, NBC; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Wilson Raney, WREC-AM-TV Memphis, and Joseph B. Epperson, Scripps-Howard Radio.

Engineering Conference sessions will be held March 16 morning and afternoon; March 17 morning; March 18 afternoon. Engineers will attend joint management-engineering luncheons March 16-17, with the afternoon of March 17 left open to visit equipment exhibits. A joint session will be held with management the morning of March 18.

Attending the Oct. 8 committee meeting besides award subcommittee members were Leslie S. Learned, MBS; James H. Butts, KBTV (TV) Denver; Mel Burrill, KIMA-TV Yakima, Wash.; Julius Hetland, WDAY-AM-TV Fargo, N. D.; John H. DeWitt Jr., WSM-AM-TV Nashville, Tenn., and Clure Owen, ABC. Taking part for NAB were President Harold E. Fellows; Mr. Walker; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president for joint affairs; Donald N. Martin, public relations assistant to the president, and George Bartlett, assistant engineering manager.

Audio Engineers Pick Plunkett

Donald J. Plunkett, Capitol Records Inc., New York, has been elected president of the Audio Engineering Society for the 1958-59 term, succeeding Sherman M. Fairchild, Fairchild Recording Co., New York. Mr. Plunkett has been executive vice president of the society. Other new officers elected were Harry L. Bryant, Radio Recorders, Los Angeles, executive vice president; Arthur G. Evans, RCA, Indianapolis, central vice president; Vincent Salmon, Stanford Research Institute, Menlo Park, Calif., western vice president; C. J. LeBel, Audio Instrument Co., New York, secretary (re-elected), and Ralph A. Schlegel, RKO Teleradio Pictures, treasurer (re-elected).

Newly elected governors include Frank E. Pontius, Westres Corp., Hollywood; Ross H. Snyder, Ampex Corp., Redwood City, Calif., and S. Edward Sorensen, Columbia Records, New York.

KRUS' Faulk Heads LAB

Clarence E. Faulk Jr., KRUS Ruston, has been elected president of Louisiana Assn. of Broadcasters. Other officers elected for 1958-59 are Thomas G. Pears, KVOL Lafayette, radio vice president; Paul Goldman, KNOE-TV Monroe, tv vice president; Gene Jones, KSLO Opelousas, treasurer.

Board members are William L. Switzer, KRMD Shreveport; Henry Clay, KWKH Shreveport; Don Bonin, KANE New Iberia, and John Knight, WIKC Bogalusa.



TELECHROME MANUFACTURING CORP

VERTICAL BLANKING INTERVAL
TEST SIGNAL KEYER
1008-A

The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

IMPORTANT: Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately — manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC ITA (Brit.), NHK (Japan)

Write for Specifications & Details

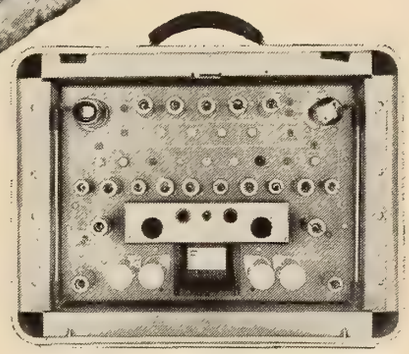
COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP

AT THE FRONTIERS OF ELECTRONICS

28 RANICK DRIVE
AMITYVILLE, N. Y.
Lincoln 1-3600
Cable Address: COLORTV

Eastern Engineering Division—13635 Victory Blvd., Van Nuys, Calif.—State 2-7472

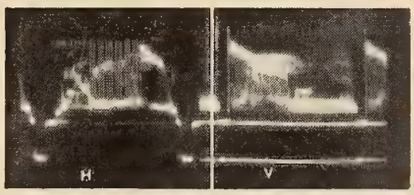


MODEL 1008A VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained regulated power supply.



Video picture with multiburst test signal inserted, as seen on picture monitor.



Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of video signal.



1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply. 12¼" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.

1043-DR VERTICAL INTERVAL DELETER-ADDER

Integrates with model 1008-A to recognize incoming test signals. Deletes incoming test signals and/or adds new test signals.

HOOSIER FM HEALTHY ACCORDING TO STUDY

- **Commercial coverage: 97%**
- **Favorable potential found**

Fm broadcasting is on the move in Indiana.

Evidence of a larger audience and expansion plans of stations are cited in a study of the medium conducted by Indiana U. Radio & Television Service in cooperation with Indiana Broadcasters Assn.

The survey shows that 97% of the state lies within the primary signal area of at least one of Indiana's 14 commercial fm stations. In addition 13 educational fm stations operate in the state.

Fm programming ranges from educational programming to rock-and-roll music, the survey notes, adding, "Yet a balanced programming is available on fm channels and the listener has perhaps an even wider choice of programs than on competing media. Fm stations are able to provide wide-range sound reproduction, too, with virtually no static. And recent developments aid fm stations in moving toward broadcasts of stereophonic presentations."

On the basis of these advantages, plus increased interest in and availability of fm receivers for homes and autos, the survey finds "a favorable potential for fm broadcasters in the state."

The study was directed by Elmer G. Sulzer, chairman of the university's radio-tv department, and Jean C. Halterman, associate professor of marketing in the Indiana U. School of Business.

If fm stations are to earn a profit, it is stated, they must raise rates or increase the number of sponsors concurrent with the increase in audience size. The audience gain is hinged to more listeners and more listening hours per day per listener, "both of which seem definite prospects."

An increase in the number of fm stations in Indiana is likely in coming years, according to the study, with station operators facing the challenge of discovering and providing the necessary programming.

In a discussion of fm business developments, the survey pointed out that only two commercial stations are fm-only. In joint am-fm operations, fm is found to provide only a small portion of total income. Fm is helpful to daytime operations, with night programming especially important when the fm outlet features sports.

In am-fm stations the cost of additional fm coverage is reflected in the am rate in the case of simulcasts. The study continues, "Fm stations affiliated with national networks follow the same practice of charging only the published rate of the am operation for network programs carried simultaneously on their fm outlet. During hours of simultaneous broadcast on both fm and am, few advertisers purchasing time on Indiana stations choose to broadcast on only one of the facilities, except for coverage of certain special events."

Pricing practices vary widely in cases where fm broadcasts are separate from am. "Most commonly the rate charged for fm evening broadcasts is identical to the regular am rate because these evening broadcasts usually are local sports programs entailing higher broadcast costs and commanding relatively large audiences," it is stated.

In most cases no additional employes are needed for joint am-fm broadcasts and only additional power and equipment costs are required to maintain the fm operation, the study points out.

"Direct costs attributable to the fm operation generally have been low, particularly once the investment for fm broadcast equipment has been made," according to the survey. "So long as the station plans to recover operating costs almost exclusively from the am operation, then additional revenue derived from the sale of fm time to clients who would not have purchased am time represents an addition to the station's gross profit.

"In general, Indiana's fm operations have been profitable, at least from this point of review."

Other advantages include ability of a joint operation to give better community service, creating a better atmosphere for time sales; ability to maintain a higher joint time rate, with the fm audience representing a segment of the total audience sold to the advertiser.

Five station managers told the surveyors that fm provides them with extended coverage over the am pattern. Four others mentioned extended broadcast hours and only one manager found little of value in the fm operation.

"Indiana is perhaps on the brink of a renewed and continuing interest in fm broadcasting," the survey suggests in pointing to new technical developments such as high-fidelity reproduction, stereo and functional applications. No station in Indiana has any multiplex operations but at least four are considering the idea, it is noted. A widespread acceptance of fm auto radios would be a helpful factor, it was said.

SCBA to Hear Los Angeles D. A.

Los Angeles District Attorney William B. McKesson will be guest speaker at this Thursday's (Oct. 16) membership luncheon meeting of the Southern California Broadcasters Assn. at the Hollywood Roosevelt Hotel.

"Buggy whips, son! There's something people will always need!"



IT PAYS TO KNOW THE ANSWERS

When was the last time *you* bought a buggy whip? What once seemed a business with a solid future is today about as extinct as the giant auk. But in today's TV and radio business, important broadcast advertising decisions can be made with surer chances of success because it's easy to keep well-informed on everything new. BROADCASTING — and *only* BROADCASTING — gives complete coverage of TV-radio developments, trends, latest news. It's *THE* authority on broadcast advertising. It can be *your* source of answers for the next 26 weeks at a get-acquainted cost of $3.50. Subscribe now.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C

ATTENTION NEWS DIRECTORS:

I will see you at the convention in Chicago this week.

Pat Munroe

(Head of Munroe News Bureau, National Press Building, Washington, D. C.)



PAT MUNROE

FOR PAST DECADE SERVICING TOP METROPOLITAN DAILIES, MAGAZINES, RADIO AND TV STATIONS

RAB Financial Package Packs Flexible Appeal

A sales package which Radio Advertising Bureau believes packs unusual flexibility as well as especially-tailored information is being received this week by more than 900 member radio stations.

Target: financial institutions—the bank and/or the savings and loan associations.

RAB claims its new "package mailing" contains several features probably new to any media presentation. A set of special, snap-out binder rings, extra set of covers and inclusion of blank sheets of stock, makes it possible for station salesmen to insert a story about the station within the package, to tailor the material for a particular prospect and to adapt case history material for the prospect and for his market.

The basic presentation, RAB notes, is "convertible," permitting it to be used either



for banks or for savings and loan associations.

The case history section contains 28 individual stories, 14 on each type of financial institution, detailing how radio is used by each of the firms. They represent a broad cross-section as to size of bank or of market—from the Bank of America in San Francisco, reportedly the largest privately-owned and managed bank in the world, to the Alamogordo (N. M.) Federal Savings & Loan Assn. (31,000 people included in the city area combined with the retail trading region).

Still other sections in this massive package include full-length case history brochures on four banking firms and a 16-page book providing backround on banking institutions.

Ohio Assn. Meets in Columbus, 'Mystery Speaker' Is Feature

Separate radio and tv sessions will be held by the Ohio Assn. of Broadcasters at its fall convention slated Oct. 17 at the Columbus Athletic Club. A "mystery speaker" will address the luncheon, with a joint radio-tv program in the afternoon.

Speakers at the tv program will include William L. Putnam, WWLP (TV) Springfield, Mass., discussing "A Uhf Success Story in

Announcing . . . ANOTHER 1st FOR **K-NUZ** and HOUSTON—

BIG MIKE, JR.!



Custom designed to serve as a PUBLIC SERVICE UNIT, BIG MIKE, JR. is the newest addition to the K-NUZ family of "BIG MIKE" mobile units . . . Houston's largest and best equipped news fleet! Big Mike, Jr.—a small, compact Vespa vehicle—boasts a Hi-Fi PA system, a turntable, 3 microphone inputs, and receiver. Available for civic affairs *free of charge* . . . and commercial promotions at a minimum cost!

FIRST in PUBLIC SERVICE—FIRST in POPULARITY with the ADULT* HOUSTON AUDIENCE—K-NUZ DELIVERS THE LARGEST PURCHASING POWER* OR ADULT SPENDABLE INCOME AUDIENCE IN THE HOUSTON MARKET!

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

***Special Pulse Survey* (Apr.-May, 1958)**
Nielsen (June, 1958)

STILL THE LOWEST COST PER THOUSAND BUY

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

5 Tv Markets"; T. S. Christensen and Leonard Mathews, both of Philip Morris Inc., "The Marlboro Story," and Robert Dunville, Crosley Broadcasting Corp., "Tv Sales."

On the radio agenda are Harold Krelstein, Plough Inc., "Successful Sales Practices"; H. B. Fearnhead, WINS New York, "Music Policy and Its Relationship to Sales"; and Kevin Sweeney, president of Radio Advertising Bureau. Ralf Brent, WIP Philadelphia, will address the joint session on "The Department Store Account We Didn't Know We Had."

Network Tv Better Than Ever, Briller Tells N. Y. Ad Group

Network tv is offering better values—a greater efficiency—for the national advertiser, Bert Briller, director of sales development at ABC-TV, emphasized at a meeting Wednesday (Oct. 8) in New York of the Assn. of Advertising Men & Women.

Mr. Briller claimed that tv's circulation has expanded faster than the rise of its cost, an improvement which Mr. Briller thought could be attributed to increased competition among the networks.

He asserted that the tv industry was "holding the line on costs," observing that "program and talent costs have remained relatively stable" and while "time costs have increased," they are "not in proportion to the many additional homes reached."

In his talk, Mr. Briller emphasized there was no "third network" but three networks; a balance in programming and a greater qualitative impact of tv compared to other media. He cited the Motivation Analysis Inc. study commissioned by Television Bureau of Advertising that points up the emotional involvement values of television, the initial presentation of which was held by the bureau at the NAB convention in the spring [NAB CONVENTION, May 5]. This was the study that showed a company advertising on tv viewed by the public as large, reliable, modern, friendly and as engaged in much scientific research.

TRADE ASSN. SHORTS

Westinghouse Broadcasting Co. elected to membership in Advertising Federation of America. AFA also announced election of Eastern Air Lines as member.

Advertising Federation of America will establish new bureau of research and education according to AFA President C. James Proud. Formation of bureau will come after comprehensive study of advertising education needs to be conducted by Robert D. Stuart, advertising management counsel, and former editor of *Advertising Agency* magazine.

PLAYBACK

QUOTES WORTH REPEATING

WANTED: VENTURESOME ADS

Nobody can resist an exciting idea skillfully presented at the right time, Ernest A. Jones, president of MacManus, John & Adams Inc., told the Denver Advertising Club in putting the case against tried-and-true but often mediocre advertising. Part of his speech:

There is too much Old Pro-ism in advertising and selling today.

The Old Pro knows every blade of grass in the ballpark. He knows what the client bought in the past and feels he can pretty well anticipate what will be bought in the future. He knows his customer's budget as well as he knows his own bank balance.

And he may know a lot of things which aren't true.

The majority of today's advertising is good advertising. But too little is great advertising because it lacks the real secret weapon: the adventuresome idea.

Are you aggressively producing new ideas for the businesses you serve? Or are you—because you know the client so well—dropping the ideas into the wastebasket because you feel they are too expensive or not in the client's traditional advertising pattern?

It is ironic that the Old Pro in his constant search for the serene security of the sure thing should engage in the most dangerous practice of all: showing only variations of what was bought last year or ten years ago. Some remarkable things have been accomplished in merchandising because the man with the idea didn't know it was impossible.

To coin a cliche: businesses are people. Despite their protests of economy they will find the money for things they want badly enough. Have you ever set up a strict budget for your family and then made a rather sheepish admission at the dinner table one evening?

"Honey," you say. "I bought US a new red convertible today."

Businesses as well as individuals have their "red convertibles."

The irresistible force in all human relationships is the exciting idea skillfully presented at the psychologically right time. Neither women nor corporations can stand against it.

MARKETING THE CANDIDATE

Lloyd G. Whitebrook, executive vice president of Kastor, Hilton, Chesley & Clifford, reassured the American Political Science Assn. on television's potentialities as a political kingmaker, saying:

I doubt if the day will ever come when Madison Avenue picks the candidates.

To paraphrase Mr. Stalin's famous remark: "How many votes does Madison Avenue have?" The answer is that Madison Avenue has no patronage, no constituents, no delegates. As long as our political system retains some vestige of its present form, the candidates will be selected by the pros, who operate a considerable distance from Madison Avenue both geographically and psychologically.

In the second place the voters are, as I have said, a suspicious lot. Sincerity means a good deal more in my not inexperienced opinion than a handsome face or a pleasant voice.

Why, then do the political parties need Madison Avenue? Very simply because television is a tool. It's a very technical tool. . . . We can tell a candidate how to look his best and speak his best before the cameras. We can tell what lens to look into, what kind of a shirt to wear. We can tell him what length of time he should speak to get the most concentrated audience attention. We can help him put together the kind of tv program on film that will help hold that audience.

PRESSURE FROM D. C. OR SOAP?

Much of the criticism aimed at television is due to the power of its effect on the American public, the fact that many people want programming to reflect their own concepts and a failure of many viewers to plan their viewing carefully. These causes of criticism were voiced in the Sept. 21 Open Mind *program on NBC-TV, moderated by Richard D. Heffner. Guests were Richard S. Salant, CBS vice president; Stockton Helffrich, NBC continuity acceptance director, and Prof. Reuel Denny, author, of the U. of Chicago.*

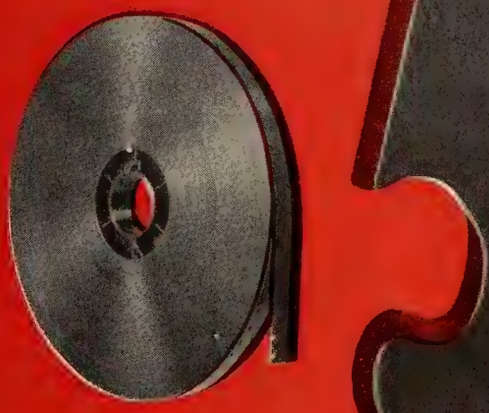
Prof. Denny cited this ground for criticism of tv, drawing a response from Mr. Salant:

PROF. DENNY: Much too much of television policy and what appears on it is determined by large other industries in the United States which are very brassy industries. I would name, for example, the soap industry, the beer industry, and the cigarette industry; and I think that their influence on what happens in tv is entirely undue and that those people who are running tv ought to fight to free what they are doing from those industries.

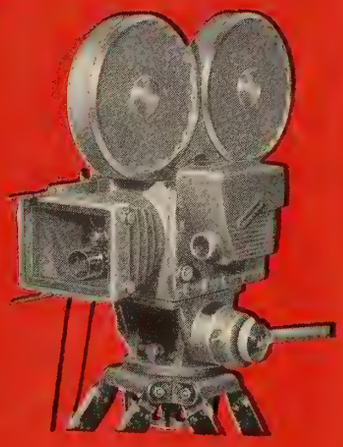
MR. SALANT: Perhaps because of my own personal experience in Washington I would say that the pressures for spreading control come not from the industries but come from Washington. We have constant pressures not to do programming ourselves, to become conduits for other people's programming. That's what concerns me. I think that the industry pressures are exaggerated.

they go together

to bring you spot news films with *living sound!*



SOUNDCRAFT MAGNA-STRIPE® RAW STOCK



AURICON FILMAGNETIC CAMERAS

16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe . . . perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.

REEVES SOUNDCRAFT CORP.
10 E. 52nd St., New York 22, N. Y.



Name_____

Title_____

Firm_____

Street_____

City_____ Zone_____ State_____

AURICON DIV., BERNDT-BACH, INC.
6900 Romaine St., Hollywood 38, Calif.

☐ Please send new FILMAGNETIC Camera Information.

☐ I want to install FILMAGNETIC on my Auricon Model _____.

Name_____

Title_____

Firm_____

Street_____

City_____ Zone_____ State_____

R32

Trans-oceanic tv possibility seen from juggling satellites in space

The scientists who have to worry about making the dream of transoceanic television a reality have come up with a juggler's trick.

This is keeping a number of balls in the air at the same time.

Only in this case, the electronic engineers have envisaged a series of space satellites rotating about the earth so that there is always one in such a position that tv signals can be bounced across the ocean.

The speculation was made last week by Dr. John R. Pierce, director of electrical communications research, Bell Labs. Dr. Pierce addressed a national symposium on extended range and space communications at George Washington U. in Washington. The meeting was sponsored by the university and the professional groups on antennas and propagation and communications systems of the IRE.

Dr. Pierce's discussion was entitled "Transoceanic Communication by Means of Passive Satellites."

Dr. Pierce said that a 1,000 ft. sphere, 22,000 miles out in space would require 10 megawatts of power from an earthling transmitter in order to use the sphere as a reflector for broadband (5 mc) transmissions.

A 100-ft. sphere, 2,200 miles out would only require 100 kw of power from a transmitter on earth, the Bell Labs scientist said.

But, said Dr. Pierce, a 100-ft. "mirror" (a flat plane passive reflector), at 22,000 miles out would only require 50 kw of power at an earthbound transmitter.

At 22,000 miles out, it is estimated that a satellite will rotate virtually at the same rate as the earth turns so that it will remain steady in the sky for the whole time it is hung up in space. This would give a transmitter on earth a steady target to shoot at.

At the 2,200-mile distance the satellite would orbit at a higher rate of speed than the rotation of the earth. It is in this instance that Dr. Pierce foresaw a number of satellites—about 10, he estimated—which would move continuously about the earth in such steady progression that there would always be one at the optimum point for relay purposes.

Dr. Pierce also spoke of a powered relay sent 22,000 miles out into space which would operate just like a radio relay on earth. He figured that the satellite would require a 10-ft. antenna and 100 w of power. Since the 22,000 miles distance would keep the satellite at the same position above the earth (both turning at the same speed), the signals could be transmitted virtually as they are now on earth—to the relay point which picks them up, amplifies them and rebroadcasts them.

The frequencies for these uses, Dr. Pierce suggested, would be in the 3,000 mc range.

Although large size "dishes" would be required to send and to receive these signals, Dr. Pierce observed that with the development of masers, receivers are now virtually noise-free. This results, he added, in reducing the amount of power required to utilize passive space reflectors. A maser is a solid or gaseous-state device that operates as a highly efficient radio frequency amplifier.

In another paper at the space symposium, Dr. Charles Sonett, Ramo-Wooldridge Corp., Los Angeles, reported that one watt of power would be sufficient to transmit a coarse tv picture of the far side of the moon.

The Air Force is planning a lunar probe with a satellite which, it is understood, will carry a tv camera to transmit back to earth pictures of the dark side of the moon. The power of this station is believed to be more than one watt.

Dr. Sonett said even a one-watt transmitter would be able to show moon craters and "explosion rays." The latter are the streaks spreading out from moon craters, presumably caused by meteors. Dr. Sonett estimated that it would take 30 minutes for the tv pictures to be received on earth from the moon satellite, 240,000 miles away. He also said 60-ft. parabolic dishes would be required on earth to receive these very minute signals.

A one-watt transmitter on a satellite would require 1 million watts to return a picture from Mars, Dr. Sonett added. However, he continued, the 400-ft. parabolic dish being built for radio astronomy at Sugar Grove, W. Va., would reduce this requirement to 30 kw. And, he added, if a directional antenna could be mounted on the satellite, the power needed to transmit from Mars could be still further reduced to 3 kw. In 1956, when Mars was the closest to Earth it has been in recent years, it was 35 million miles away.

FCC Revised Equal-Time Guide Being Printed for Early Release

The FCC's guide for political candidates, "Use of Broadcast Facilities by Candidates for Public Office," has been revised and will be printed soon in pamphlet form for distribution, on individual request, to interested groups and individuals. It was published in the *Federal Register* last Friday (Oct. 9). Copies of the guide will be sent to all licensees this week.

The booklet is published as an aid to broadcasters and others in handling questions arising under Sec. 315 of the Communications Act on broadcasts by political candidates. It cites both the act and FCC rules based on it, plus a summary, in question-answer form, of rulings on problems or cases arising under Sec. 315.

The revised pamphlet adds 19 interpretations which have been considered by the FCC since publication of the original guide in 1954.

For instance, the FCC says a station which uses, as part of a newscast, film clips showing a candidate participating as one of a group in official ceremonies, is not required to give equal time to that candidate's opponent since the first candidate did not initiate filming or presentation and the broadcast is nothing more than a routine newcast with the station exercising its judgment as to a newsworthy event.

The guide does not answer categorically the question of whether a candidate for the House of Representatives must pay a station its national or its local rate, pointing out that the FCC would have to know the criteria a station uses for local and national advertisers before determining what are "comparable charges."

Sec. 315 of the Communications Act and FCC rules do not prohibit the practice of a political party buying time and allocating it to several of its candidates, the guide states, although it would be "reasonable to assume that the group time used by a candidate is . . . paid for by the candidate through the normal device of a recognized political campaign committee, even though part of the campaign funds was derived from sources other than the candidates' contributions."

FCC Gets Nov. 3 Deadline To Report on Boston Ch. 5

The U. S. Court of Appeals told the FCC last week that it wanted another report on remanded Boston ch. 5 by Nov. 3.

The Commission just two weeks ago told the court that it had not been able to schedule a hearing because it had to undertake some original investigation [GOVERNMENT, Oct. 6].

The ch. 5 case was remanded to the FCC last July to investigate accusations of *ex parte* representations to commissioners by parties [GOVERNMENT, Aug. 4]. The court upheld the 1957 grant to the *Boston Herald-Traveler* (WHDH).

One of the original applicants in the Boston ch. 5 case, Massachusetts Bay Telecasting Inc., asked the court to withhold the mandate while it considered asking the U. S. Supreme Court to review the court's decision. Massachusetts Bay had asked the appeals court to reconsider its July opinion and remand the entire case back to the FCC without ruling on the merits of the Commission's grant. The court denied this several weeks ago. The mandate was stayed to Oct. 17.

Nov. 12 Hearing Date for Rates

Further FCC hearings resume Nov. 12 on proposals by American Telephone & Telegraph Co. and Western Union to increase rates on private line teleprinter service, it was announced after a pre-hearing conference Oct. 2. FCC Hearing Examiner J. D. Bond allowed NAB, which opposes the increases (now postponed to Jan. 1), to intervene in the case on a limited basis.

AMST Against 840-890 Shift

The Assn. of Maximum Service Telecasters last week filed an opposition to rulemaking requested by Lenkurt Electric Co. to reallocate 840-890 mc (uhf chs. 75-83) to fixed common carriers. MST said if the proposal is not denied, it should be deferred until conclusion of the FCC's current study of the use of 25-890 mc.

NOW . . . ANOTHER FIRST FROM WBKB, CHICAGO'S PIONEER TELEVISION STATION!

Weather By Radar

The all-seeing eye of WBKB's Radar now provides television viewers in the greater Chicago area with a fascinating picture of weather in the making. For the first time in Chicago, weather is seen, not heard!

abc WBKB 7 CHANNEL

Represented nationally by BLAIR TV

WBKB's WEATHER BY RADAR

presents an exciting, visual and completely accurate report and presentation of the weather. WBKB is now Chicago's FIRST television station to provide complete and instantaneous weather reports as observed from its own meteorological laboratory in addition to the facilities of the U.S. Weather Bureau. North, South, East and West, the probing eye of WBKB's Radar reaches out 150 nautical miles.

WARREN CULBERTSON

Nationally-recognized meteorologist, interprets WBKB's WEATHER BY RADAR findings. Since 1950, he has been chief weathercaster for station WFAA-TV in Dallas. He is a graduate of the California Institute of Technology and served as an Army Air Force meteorologist throughout World War II. Culbertson is a professional member of the American Meteorological Society.



WEATHER BY RADAR IS SEEN THREE TIMES EACH EVENING--MONDAY THROUGH FRIDAY--ON WBKB, CHANNEL 7.

These five-minute exclusive reports are telecast at 6:00 PM, 6:25 PM and 9:55 PM. WEATHER BY RADAR is formatted along with three of Chicago's top news specialists—Paul Harvey, Norman Ross and Ulmer Turner—whose nearly three-quarters of a century of news gathering experience furnish Chicago's most comprehensive interpretation of local, national and international news. Once again, with this new and fresh programming concept, WBKB has pioneered with impact in the Chicago market. Chicago's first television station has delivered another first, another exclusive! First to do a remote sports telecast, first to do a live studio program, first to present an early-morning educational series, first to telecast the dramatic U.S. Senate Rackets Committee hearings direct from the nation's capitol . . . such video presentations constitute but a mere mention of WBKB in action! Now, first with WEATHER BY RADAR, WBKB offers its viewers in the nation's second largest city, a continuation of its exciting and effective television coverage.

AMERICAN BROADCASTING COMPANY
190 North State Street, Chicago 1, Illinois

Programmed
all day long
to an adult
buying audience

WISH
Indianapolis
CBS *Represented by Bolling*



A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

FTC ARMS FOR PHONY-PRICE WAR

The FTC has declared open war on deception in advertised prices.

Last Friday (Oct. 10), the Trade Commission released a new nine-point guide for its staff to follow in an effort to halt fictitious pricing. And, in making the guide public, the FTC served notice on one and all that "intensified enforcement has been ordered."

The crackdown will apply to all types of advertising, including radio and television. In carrying out the "get tough" policy, the FTC told its staff to consider ads in their entirety since some price claims may be "entirely misleading although every sentence separately might be literally true."

FCC Chairman John W. Gwynne said the new "teeth" would act as a long-needed spotlight on an advertising evil that has misled the public in its purchases and worked a competitive hardship on merchants who advertise honestly. "While our staff already has been hitting hard at those who lie about their bargain prices, we believe the problem is growing worse," Comr. Gwynne stated. He continued:

"Its solution calls for no less than a united effort by all groups—private, civic, state and federal—to get price advertising claims back on a truthful level. This task may be too widespread for the Federal Trade Commission alone, but its solution is not beyond the capacity of all of us whose patience has run out, including the buying public." Directed against nine major types of fictitious pricing, the guide states:

1. Sellers must not represent or imply that they are offering a reduced price unless that price applies to a specific article, not similar or comparable merchandise. Any savings claim must be based on a reduction from the "usual and customary" retail price.

2. Merchandise must not be advertised as reduced in price if the former higher price is based on an artificial markup. Also, the former price quoted must be the one that immediately preceded the sale price.

3. Comparative prices for comparable merchandise may be used only if the claim makes clear that the advertiser is talking only about comparable merchandise and not the former price of the article he is selling.

4. Special advertised sale prices must represent a bona fide reduction from the customary retail price.

5. "Two-for-one sales" claims may be made only if the price for two articles is the seller's usual retail price for one.

6. One-half, 50% or 1¢ sales must be factually true and, if conditioned upon the purchase of other merchandise, this fact must be conspicuously disclosed.

7. Articles must not be advertised at factory or wholesale prices unless they actually are being offered to the public at the same price the retailer regularly pays.

8. Merchandise should not be "preticketed" with any price figure that exceeds the usual retail price.

9. Comparative prices must not be used in the advertising of merchandise described as imperfect, irregular or seconds, unless it is prominently displayed that the higher price refers to the same merchandise in new and perfect condition.

All of the guides relate to comparative prices in the same general trade area. In sending the nine-point guide to its staff, the FTC outlined these principles to use in evaluating questionable advertising:

Advertisements must be considered in their entirety and as they would be read by those to whom they appeal; ads as a whole may be completely misleading although every sentence separately might be literally true (things may be omitted that should be said or the ads may be printed in such a way as to mislead the public); the ads are not intended to be carefully dissected with a dictionary, but rather to determine what impression would be produced on a prospective customer; whether or not the advertiser intends to mislead, the deception of customers and the diversion of trade from competitors is the same.

Also, a deliberate effort to deceive is not necessary to support a charge of using unfair methods; laws are made to protect the trusting as well as the suspicious, and pricing claims, however made, which are ambiguous should be interpreted in the light of the FTC's purpose, which is to prevent claims which have the tendency and capacity to mislead.

Harry A. Babcock, FTC executive director, said the agency's staff will follow the new rules to the fullest of its capacity. "We hope that the guides not only will serve to educate advertisers on what the law requires but also will encourage the widest cooperation on a voluntary basis," he said. "Nevertheless, we are prepared to augment our hopes by taking fast adversary action against those who think these guides don't mean what they say."

The FTC will work with Better Business Bureaus, the Advertising Federation of America and civic organizations in its new enforcement program, Comr. Gwynne said.

A House subcommittee last summer hit the Trade Commission on two separate occasions for alleged failure to police false and misleading advertisements [GOVERNMENT, Aug. 25; LEAD STORY, Aug. 18]. In neither instance, however, was the question of fictitious pricing involved.

FCC Has Doubts on Fm Sublet, Remands Grant Recommendation

May an fm licensee legally sublet his multiplex subcarrier to another? If so, can he do it for a period extending beyond the expiration date of his three-year fm license?

The FCC intends to find out and has remanded an initial decision—recommending grant of 102.7 mc in Los Angeles to Hall Broadcasting Co.—to Hearing Examiner Basil P. Cooper for a new hearing and a supplemental initial decision.

The FCC last week noted that Richard C. Simonton, who operates a wired background music service in the Los Angeles area, withdrew his competing application for 102.7 mc in an agreement with Hall whereby Mr.



Anything you can do on tape you can do better on the new Presto 800



SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
Cable: Simontrice.

PRESTO

TURNTABLES • TAPE RECORDERS • DISC RECORDERS • DISCS • STYLI



800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.



800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

Simonton could use a multiplex subcarrier on the fm frequency for his background music service. It was understood he wanted to switch to fm from wired service because of the expenses of the latter method in reaching various parts of that sprawling city. The examiner's decision was released April 21.

The FCC questions whether Hall's agreement with Mr. Simonton would constitute abdication by a licensee of his responsibilities and whether such an agreement can be made to extend beyond the customary three-year license period for broadcasters. The Hall-Simonton agreement was for 30 years.

A current inquiry being conducted by the FCC into possible uses of multiplexing by broadcasters for additional non-broadcast uses raises the question of whether a licensee should be allowed to lease a subcarrier to another party.

ABC Wants KOB Decision Stayed Until Final Clear Channel Action

American Broadcasting-Paramount Theatres (ABC) last week asked the FCC to set aside its Sept. 3 decision in the 17-year-old 770 kc case and place the application of KOB Albuquerque, N. M., in the pending file to await final action in the Commission's clear channel proceeding.

If this request is denied, ABC said, it asks in the alternative that the decision be modified to make it clear that conclusions are "tentative" and that the rights of ABC's WABC New York on 770 kc won't be modified "unless and until" procedures for duplication of clear channels are spelled out in the final action on clear channels.

The FCC on Sept. 3 [GOVERNMENT, Sept. 8] acted to resolve the controversy, which began in 1941, by ordering both WABC and KOB to operate on 770 kc, both with directional antennas. The Commission maintained 770 kc as a Class I frequency and approved use of 50 kw at night, directional, for KOB. The limits of the directional patterns are to be specified.

ABC said last week it feels that the FCC cannot legally duplicate 770 kc without also acting on proposed duplication of other clear channels. The FCC placed KOB on 770 kc with 50 kw day and 25 kw night in 1941 under a special service authorization and has renewed such authorizations ever since. KOB had been assigned 1030 kc with 10 kw earlier that same year. Ever since, ABC has tried to get KOB off 770 kc and has won two court appeals, the latter resulting in directionalizing of KOB at night to protect WABC. The FCC's clear channel rulemaking proposes that 770 kc be duplicated in the same way as that ordered in its Sept. 3 decision [LEAD STORY, April 21].

NEARLY SIX YEARS LATER

Chesterfields are not "milder" than other cigarettes, the FTC ruled last week, and ordered manufacturer Liggett & Myers Tobacco Co. to stop making that claim in advertisements.

The Trade Commission also ordered the firm to desist from advertising claims that Chesterfields will have "no adverse effect upon the nose, throat or accessory organs" and that Chesterfields are "soothing and relaxing." The FTC's final order closed a case dating back to January 1953.

The action went beyond recommendations made a year ago by a hearing examiner, who would have permitted Chesterfield to continue making the "milder" and "soothing and relaxing" claims. The FTC order, however, said the cigarette manufacturer could continue to claim its product left "no unpleasant aftertaste" because there was no evidence that Chesterfields, or any cigarette, is "unpleasant."

DBA Will Put Up Legal Fight Against Denial of Longer Hours

The Daytime Broadcasters Assn. announced last week it is planning "a course of legal action . . . within a few weeks" which it will take in response to the FCC's Sept. 19 order denying daytime am stations' requests for extended hours of operation [AT DEADLINE, Sept. 22].

DBA's executive officers, meeting Oct. 1-2 in Washington with their legal and engineering counsel, announced afterward that they were "amazed at the FCC's utter disregard" for the local service needs of some 900 communities served only by daytime stations. DBA said the FCC order may be a "technical" answer, but doesn't solve the needs of these communities.

The organization charged the FCC with "continuing to adhere to engineering standards set up a quarter of a century ago" when there were only 600 am stations. It noted that there are 3,300 ams, 600 fms and 600 tvs today and that public broadcast needs are "basically local."

Muzak's N.Y. Fm Fights Order Against Simplex

Muzak Corp.'s WBFM (FM) New York last week became the first fm operator to go to court over the FCC's Oct. 1 order denying requests by fm stations to continue functional music operations on a simplex basis. WBFM appealed Wednesday (Oct. 8) to the U.S. Court of Appeals for the District of Columbia and asked a preliminary injunction against compliance with the FCC order until the court decides on the appeal.

The FCC order allowed WBFM to continue simplex operation to Oct. 31.

WMIT (FM) Clingmans Peak, N. C., filed a similar action with the court Thursday. The Oct. 1 FCC order affected 15 fm stations and others are expected to appeal.

WBFM based its position on the FCC's denial without hearing of the New York fm's petition to continue simplexing and asked the court to find that the station is entitled to a full hearing before the FCC may require WBFM to convert to multiplex.

WBFM noted that the court granted a stay in the Functional Music Inc. (WFMF [FM] Chicago) case, now pending before the court in a test of the validity of the FCC's multiplex rules and the FCC's determination that functional music is not broadcasting, and thus, cannot be programmed on a broadcast frequency. The FCC also consented in court to stays in the cases of KFMU (FM) Los Angeles, WNAU-FM Annapolis, Md., and WEAW-FM Evanston, Ill., which filed a joint appeal, WBFM said. But despite this, the FCC denied both an extension of WBFM's simplex operation and a stay of the order to go on multiplex-only operations pending the outcome of the test cases in the court, the station charged.

The New York fm noted that while it derives some revenue from broadcasting, the major source comes from its background music subscription service.

WBFM pointed out that it both simplexes and multiplexes at present, but that only 105 of its background music subscribers are equipped for multiplex reception while 645 customers are still equipped on a simplex basis. (The station itself bears the expense of furnishing and installing the new multiplex receiving equipment, since it sells a service.)

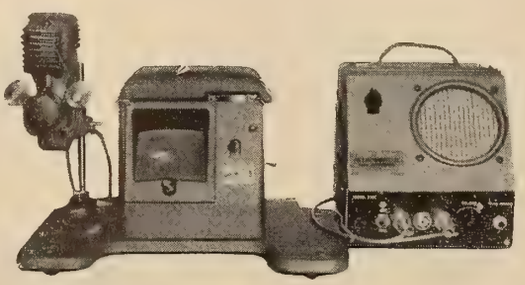
The station cited problems and expenses of conversion to multiplex and said multiplex transmission and reception equipment "has not reached the stage where they are suitable for WBFM's purposes."

Tv Test Period Extended

The FCC last week authorized television stations to continue conducting test transmissions in accordance with a public notice of April 4, 1957, for the period ending April 3, 1959. A rule making proceeding is

CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastripe or double system magnetic sound.
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right, or right to left.



Model SB-111
Magnetic or Optical
Model $195.00

THE CAMERA MART, INC.
1845 Broadway New York 23, N. Y.
Plaza 7-6977

It's green.... green.... GREEN!



The "Top of the Rock", crowning Chicago's 41-story Prudential Building, is frequently the high spot in many a Windy City timebuyer's day. On a clear one, you can see into four states. Many of the more successful timebuyers, however, are seeing a great deal farther — into the northeast corner of the country. Known paradoxically as "Downeast" (but officially named Maine), this state is so great they're starting to toast it with creme de menthe.

Why? Because Maine and Money, you see, have more in common than the same initial letter. Both are beautifully green — and the green in Maine isn't all from pine trees (even though dollars *do* practically grow on trees there).

Within the confines of Maine's fast-growing market are nearly a million customers lavishly spending — at latest tally of cash register bells — over One Billion Dollars per annum.

Lots of money can also be found in Fort Knox, too. But in Maine, we're happy to report, *you can get at it!* There's a network of radio and TV stations with a wellnigh hypnotic influence upon buying habits of Maine families. No advertising medium reaches so many of them so often and so persuasively as The Hildreth Stations. Next time you find a smart timebuyer dreamily humming "The Maine Stein Song" to himself, you'll know why. He's discovered something *good!* So why shouldn't you?

The Hildreth Stations

wabi • wabi-tv • wabm • wagm • wagm-tv • wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT

LEON P. GORMAN, EXECUTIVE VICE-PRESIDENT

Represented by: GEORGE P. HOLLINGBERY—Nationally
KETTELL-CARTER— in New England



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

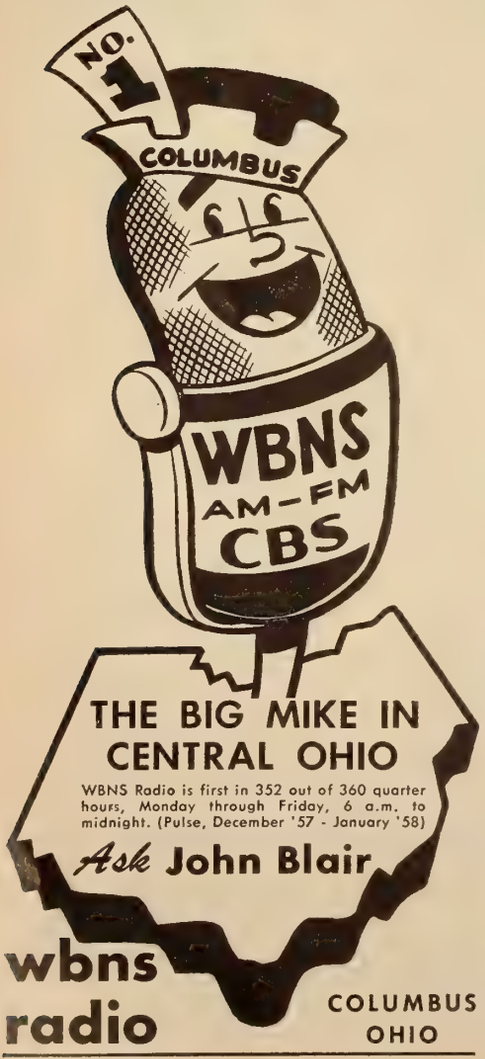
Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

KOSI 5000 Watts **Denver** is KOSI–land!

Give a "whistle" for your Petry Man

WGVM–Greenville, Miss.
KOBY in San Francisco

Mid-America Broadcasting Co.



outstanding for the purpose of adopting a standard tv station test signal. The Commission requested that stations using test signals notify it of that fact. Also, the FCC noted, "the transmission of test signals during program transmissions shall not interfere with synchronization nor significantly degrade the picture reception."

Criticisms of USIA Unleashed At House Subcommittee Hearings

A House Foreign Affairs subcommittee, reviewing the operations of the USIA, last Monday (Oct. 6) heard several attacks on the operation of the Voice Of America. Achilles Catsonis, attorney for the National Confederation of American Ethnic Groups (NCAEG), called for the establishment of a "new U. S. information program with some real talent . . . and proven ability in fighting communism successfully."

He said organizations affiliated with NCAEG have come to the conclusion that USIA-VOA is not doing the job. "And they have said so in no uncertain terms, year after year," he emphasized. "An immediate change is imperative."

Dr. Lev E. Dobriansky, chairman of the Ukrainian Congress Committee of America on VOA, said USIA's decision to eliminate certain foreign language programming and curtail others "is the product of ignorance and intellectual incompetence. . . ." Other witnesses last Monday also attacked the USIA-VOA operations.

Rep. Wayne L. Hays (D-Ohio), subcommittee chairman, ordered the hearings to investigate charges made on the House floor last August when that body was debating a $10 million appropriation for the establishment of a VOA transmitter in North Carolina [AT DEADLINE, Aug. 25]. After last Monday's session, the hearing was adjourned subject to the call of the chair.

George V. Allen, USIA director, and other agency personnel appeared before the subcommittee Sept. 22 in defense of the operations of VOA.

Ch. 10 Parma Grant Protested

Jackson Broadcasting & Tv Corp., unsuccessful applicant for ch. 10 at Parma, Mich., last week asked the FCC to stay the effective date of its grant of the channel on a share-time basis to Tv Corp. of Michigan Inc. and the State Board of Agriculture [GOVERNMENT, Sept. 8]. Jackson petitioned for a rehearing, alleging *ex parte* activities took place during the hearing and that Jackson was denied due process of law. Other unsuccessful applicants were Triad Corp. and Booth Radio & Tv Stations Inc.

AMST Objects to Ch. 9 Sites

The Assn. of Maximum Service Telecasters last week asked the FCC not to act on applications for ch. 9 at Savannah and Columbus, both Georgia, which if granted would locate the transmitter sites 173 miles apart—17 miles less than the FCC's minimum separation requirements. AMST has consistently opposed any breakdown of mileage separations. AMST said the U. of Georgia, which has applied for ch. 9 at Savannah for a noncommercial educational station, and WTVM (TV) Columbus (ch. 28), which has applied for ch. 9 at Columbus, can decide between themselves on alternate sites which will fulfill minimum space requirements. WTVM and WRBL-TV Columbus had planned to occupy a joint antenna site near Columbus.

REVISED EDITION

The FCC has announced that the Government Printing Office is planning to print and sell volumes of FCC rules and regulations by categories, including amendments. The new plan, which may require up to three years for completion, would replace the current method of selling the Commission's rules in parts dealing with services individually. The new GPO printing will be in 10 volumes, "appropriately grouped as to services," on two-column loose-leaf pages in eight point type. Amendments will be mailed to all purchasers of each basic volume. The price of each volume will depend on size, and as each becomes available it can be purchased directly from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

National Airlines Files Denial Of Violation Charge by Eastern

National Airlines, parent company of WPST-TV Miami, last week filed at the FCC a response to a petition the previous week by rival Eastern Airlines asking the FCC to revoke the license of the ch. 10 station. Eastern had charged that an agreement between National Airlines and Pan American World Airways, whereby stock would be exchanged by the two airlines to give Pan American 26% of National, violated FCC regulations because of failure to give the proper 60 days advance notice in a transfer of control.

National denied such a violation, saying the proposed agreement was filed Sept. 12 and that the National-Pan American agreement is effective Nov. 12. National said the transaction does not constitute a transfer of control because Pan American stockholders holding National stock must vote with the majority of National stockholders.

The FCC currently is holding a rehearing in the Miami ch. 10 case to determine if Richard A. Mack—since resigned—was qualified to vote in the FCC action awarding ch. 10 to Public Service Tv, a National Airlines subsidiary.

KCUL Gets 50 Kw Day

The FCC last week granted an increase in daytime power, with engineering conditions, to KCUL Fort Worth, Tex. The station currently operates on 10 kw, day; the increase would up this to 50 kw. KCUL would continue to operate on 1540 kc with 1 kw, night, directional antenna, different pattern day and night.

"... puts you at ease just thinking about it."

BILL: "Looks good, doesn't it?"

JIM: "Sure does. *Sounds* good, too."

BILL: "One of the most *feature packed* 1 KW transmitters I've ever seen."

JIM: "You must mean the inbuilt dummy antenna, complete serviceability from the front, new cooling system, new distortion low, all new functional design, plus the..."

BILL: "You've got the idea. Everything you want or need wrapped into one transmitter...kind of puts you at ease just thinking about it."

JIM: "It's *easy* to *own*, too."

BILL: "That's right, Jim. You know, I'm sure glad *we* own a Gates BC-1T."

JIM: "You can say that again."



GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY — QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

VIDEOTAPE GETTING RECORD RUN ON ABC-TV OPERATION DAYBREAK

- **Total 5½ hours of programming being put on tape**
- **Clock time of shows to be uniform through country**

What appears to be by all odds the heaviest videotape operation in network television goes into effect today (Oct. 13) at ABC-TV.

All of ABC-TV's new Operation Daybreak programming—the project to get the network into daytime tv at one swoop, which starts today—will be taped for delayed transmission in order to deliver each show for broadcast at the same clock times throughout the U. S.

In all, 3½ hours of new programming plus 2 hours of existing daytime shows will be put on tape each day, Monday through Friday.

Frank Marx, engineering vice president, spelled out details for BROADCASTING last week.

The programs will originate in New York and with three exceptions will be transmitted live to stations in the Eastern time zone. But they will be taped in Chicago and Hollywood for delayed broadcast so that they will be seen at the same clock hours in those time zones as in the East.

One exception to the clock-time policy is the Mountain time zone, which will take the Central zone feed from Chicago. Mr. Marx said several reasons contributed to the decision not to make a special Mountain zone feed. Among them: shortage of AT&T circuits, small number of stations involved, and research indicating that in this area audiences might be better at the new hours.

Two programs from Hollywood will be taped there and the tapes then will be flown to New York—at a great saving as compared to line charges—to be put on the network. These programs—*Liberace Show* and *Day in Court*—will be fed on the regular delayed basis from Chicago and Los Angeles to the Midwest and West.

Who Do You Trust?, which originates in New York, also will be taped for the Eastern as well as the other zones. This, Mr. Marx explained, is being done to overcome facilities problems involved in live production of the show.

Similarly, facilities problems are overcome by taping *Liberace Show* in Hollywood. A considerable cost saving will be effected, because it will be possible to tape shows for a full week in 2½ or 3 rather than 5 days.

Mr. Marx pointed out that in addition to using tape for clock-time repeats of daytime shows, ABC-TV is using VTR substantially in the public service area, since —for example—it enables the network to get important people as guests at times that are more convenient than the actual broadcast times. Along with the other networks, ABC-TV also is using tape extensively in overcoming the vast time-differential problems that always exist during Daylight Saving Time months.

ABC-TV also is using VTR at night for some commercials and also for inserts in live programming *(Naked City)*.

The only ABC-TV daytime programming from Monday through Friday which will not be taped is *Mickey Mouse Club* and *Walt Disney's Adventure Time*, which alternate in the 5:30-6 p.m. spot, and *Tales of the Texas Rangers*, which occupies the 5-5:30 p.m. portion of *American Bandstand* on Thursday. These three are on film.

For its VTR activities ABC has 18 Ampex machines, divided equally among New York, Chicago and Los Angeles, and is adding two others in Chicago and two in Los Angeles.

The new daytime lineup, the first 3½ hours of it being launched today:

Day in Court, 11-11:30 a.m.; *Peter Lind Hayes Show*, 11:30-12:30; *Mother's Day*, 12:30-1; *Liberace*, 1-1:30; *Chance for Romance*, 2-2:30; *Beat the Clock*, 3-3:30; *Who Do You Trust?*, 3:30-4; *American Bandstand*, 4-5:30 (except Thursdays, when *Texas Rangers* takes 5-5:30), and *Mouse* and *Disney's Adventure Time*, 5:30-6 p.m.

Marx, Guy Plan VOA Tour

Frank Marx, ABC vice president in charge of engineering, and Raymond F. Guy, NBC senior staff engineer, are slated to leave Oct. 18 for an around-the-world trip to inspect Voice of America facilities. The tour was authorized by the U.S. Information Agency and an industry advisory group of which Messrs. Marx and Guy are members. Among their assignments: to see to what extent Voice facilities are able to meet the Communist propaganda barrage. Points to be visited include England, Tangiers, Greece, Germany, Ceylon, the Philippines and Hawaii. The trip is expected to take six weeks.



FIRMING UP the Channel 10 Tv Corp. of Michigan Inc. affiliation with NBC-TV are (l to r) John Pomeroy, president, Channel 10; Harry Bannister, station relations vice president, NBC, and Edward E. Wilson, vice president, Channel 10. The NBC-TV affiliation is effective when the Parma-Onondaga station goes on the air. Its target date is next Jan. 1.

Audience Opinions Essential For Good Programming—Coyle

In order to maintain a balanced and effective programming schedule, television must keep "a close tab on the audience's many facets, its opinions, its likes and dislikes, its needs and directions," Donald W. Coyle, vice president and general manager of ABC-TV, told a seminar of the Advertising and Sales Executive Club of Kansas City last Thursday (Oct. 9). He substituted for Oliver Treyz, ABC-TV president who was ill.

Among the means used to achieve better communication with the audience are mail and audience measurement. He credited the mail with providing "invaluable hints as to the trends and turns of the future," and added: "Ratings are guides, not gods . . . in many cases the rating a program achieves has an iceberg quality. Ninety percent of the truth is hidden and we must dive beneath the surface for the full story. And different services provide insight into different aspects of a program."

An additional method of rating program effectiveness, Mr. Coyle noted, is one used by the advertiser—at the retail level where the sales of a product are made. In this connection, he pointed out that television can create "tremendous appeal" for a product and imaginative merchandising of the program at the local level can prove to be a highly effective sales aid.

Mutual Praises Affiliate Group For Work in Adding Stations

MBS last week paid tribute to the Mutual Affiliates Advisory Committee for the selling job it is performing to independent stations on the desirability of network affiliation with MBS. The reason: in six months, the committee's sales campaign has increased the number of affiliates by 53—from 395 to 448.

The committee has used several sales techniques. One is scheduling MBS station meetings during regional sessions of the NAB so that new affiliates may become acquainted with Mutual operation from a network representative and veteran MBS affiliates. Another sales approach devised by Charles Godwin, Mutual vice president for stations, is to invite non-Mutual stations to attend the meetings.

Mr. Godwin reported that five stations will join the Mutual roster this week, raising the total of 453. New affiliates are WHSM Hayward, Wis.; WJMC Rice Lake, Wis.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan. and KMAP Bakersfield, Calif.

Mr. Godwin and Victor C. Diehm, chairman of the MAAC and president of WAZL Hazleton, Pa., are continuing their sales efforts at the NAB regional meetings in Milwaukee, Minneapolis and Washington.

SHOW COSTS CBS A USSR BUREAU

The CBS programming department last week got the CBS news department in dutch with the Kremlin.

The result was that the USSR booted Paul Niven, CBS News Moscow bureau chief out of Russia and ordered him to close down the bureau there.

The reason: the *Playhouse 90* production of "The Plot to Kill Stalin," presented on CBS-TV Sept. 25.

Mr. Niven was called to the press department of the Foreign Ministry on Oct. 8 and told that the CBS News bureau must be closed because CBS had prepared and broadcast in the United States "a number of anti-Soviet radio and tv programs," particularly the Sept. 25 play.

The Moscow action came two days after Soviet Ambassador to the United States, Mikhail A. Menshikov, lodged a protest with the U. S. State Dept. against the broadcast. He was told that the U. S. government could take no action against a private company, nor had it any power to censor a broadcast.

Sig Mickelson, CBS vice president and manager of the CBS News Div., termed the Soviet action a violation of the "principles of mutual understanding."

He issued an official statement which said as follows:

"CBS News regrets the action taken by the Soviet Union today in expelling Paul Niven and blacking out on-the-spot CBS News coverage of the USSR. We believe the Soviet action is inconsistent with Russia's often-expressed support for greater mutual understanding. It is obvious there can be no mutual understanding without a free and full flow of information. Coverage from the Soviet Union has been limited at best because of severe censorship, restrictions on freedom of movement, and limited access to government officials. With this latest step, however, the USSR has violated once again the principles of mutual understanding."

John F. Day, CBS News director of public affairs, declared:

"We of the news division are being punished over something we had nothing to do with, over something we had no control over—namely a production of the CBS programming department."

Lincoln White, State Dept. press officer, accused Russia of a form of intimidation. "This comes on the heels of the expulsion of Roy Essoyan of AP," Mr. White said. Mr. Essoyan, Moscow AP correspondent, was ordered to leave the USSR Sept. 20.

The USSR order to close the CBS bureau was the first in recent years. The bureau was established in September 1955 by Daniel Schorr, who returned the end of each year to participate in the CBS *Years of Crisis* radio and tv roundups. Last December he returned as usual and then went on an extended lecture tour with plans to return to Moscow April 1. Mr. Niven was sent out to man the bureau during Mr. Schorr's absence in the U. S. Between April and July, Mr. Schorr and CBS attempted to secure a visa, but received a final "nyet" from the Soviets in July. Mr. Schorr was put on the Washington and UN beats, and Mr. Niven was told to stay on in Moscow.

CBS had a Moscow office up to 1947, manned by Richard C. Hottelet. After the cold war began in that year, American broadcast correspondents were harassed and finally denied radio facilities.

Still open and operating in Moscow is the NBC bureau, headed by Irving R. Levine.

William R. McAndrew, vice president, NBC News, said last Wednesday, "NBC News joins the Columbia Broadcasting System in urging the State Department to protest the closing of CBS' News bureau in Moscow."

"The Plot to Kill Stalin" was written by David Karp, and produced by Fred Coe. Its theme was that the present rulers of Russia conspired to prevent medical assistance from being given to the Soviet dictator when he was near death. It was triple-sponsored by the American Gas Assn., All-State Insurance Co. and Kimberly Clark.

Meanwhile, NBC last week reported that its Far Eastern correspondent James Robinson has been readmitted to Formosa following a tiff with the Nationalist Chinese government over his story that Generalissimo Chiang Kai-shek had declined to answer 8 of 15 questions submitted in advance [NETWORKS, Sept. 21].

KMJ-TV

Leads in Fresno



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Leads in news — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.*

*ARB May '58

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY • The Katz Agency, National Representative

SEEING RED

Soviet observers smarting over the CBS-TV *Playhouse 90* presentation on the death of Stalin will have an opportunity to study the network's two-part series on Russian propaganda methods and "their disturbing effects around the globe." The series, *The Red Sell,* will be presented at 6:30-7 p.m. on Oct. 26 and Nov. 2, as part of *The Twentieth Century* program sponsored by Prudential Insurance Co. of America. The *Sell* programs, under the supervision of the CBS news-public affairs operation, had been planned and prepared well in advance of the latest incident of Russia tossing CBS News out of Moscow. CBS said last week this incident would have no effect on the series' content or presentation.

U. S. Networks Ogle Canada Live Tv Shows

The Canadian-produced one-hour live drama series *Encounter* didn't break the rating barrier with its initial production of "Breakthrough" on ABC-TV Oct. 5. But it has stirred interest as a vehicle of cultural exchange and has awakened Madison Avenue to the fact live drama of approved quality can be produced just a tv network flip-of-the-switch north of the border for a fraction of the U. S. production cost (see IN REVIEW, page 18).

Of equal importance is the fact the Canadian Broadcasting Corp. is under mandate to recoup part of its operating losses by exporting more of the one product which it does well: live programming, especially drama [CLOSED CIRCUIT, Oct. 6]. CBC has approached all three U. S. networks with properties and says more than ABC-TV are interested in the vehicles being offered to get it started in the export business. In all cases to date, the properties being offered currently are regular sponsored series on CBC's tv network, but CBC isn't overlooking the new program market.

Aside from the possibility of simultaneous exposure of the program both in Canada and the U. S. sponsored by a major advertiser having markets in both countries, there is the obvious willingness on the part of CBC to allow the program to have any manner of sponsorship in the U. S., including local co-op, which ABC-TV is doing with *Encounter* pending potential national sponsorship. The Sunday 9:30-10:30 p.m. show on ABC-TV is running for a four-week trial on that network. ABC-TV last week noted initial exposures usually are low rated and *Encounter* had stiff premiere competition from CBS-TV and NBC-TV, too. It's position on picking up its option to extend the series is "one of waiting" to see how it fares. The show in Canada is known as *General Motors Theatre,* sponsored by General Motors Ltd. through MacLaren Adv., Toronto.

CBC's Toronto technical facilities are of the most modern for live tv production and the government policy of encouraging the dramatic arts through subsidy of live production via CBC has resulted in the gathering there of a considerable pool of live talent.

Total production and talent cost for the one-hour "Breakthrough" performance Oct. 5 came to only $35,000, a figure which U. S. producers find hard to believe, but which is possible by Toronto craft and talent scales. One technical development in CBC's favor for export is the video tape recorder, which would permit any delayed broadcast of a Canadian production demanded by the scheduling in the U. S.

The other series CBC is attempting to market in the U. S., with their current Canadian tv sponsors and agencies, include: *Hit Parade,* Philips Electric through Erwin, Wasey & Co. Ltd.; *Front Page Challenge* (quiz), Lever Bros. through Young & Rubicam, Toronto; *Showtime* (variety), General Electric Co. through MacLaren Adv., and *Unforeseen* (mystery anthology), Lever Bros. through MacLaren and General Foods through Baker Adv.

Sen. Hubert H. Humphrey (D-Minn.) last week congratulated ABC-TV for its pioneer Canadian series, in a letter to Thomas Moore, ABC-TV vice president in charge of programming and talent. Mr. Humphrey is a member of the Senate Foreign Relations Committee.

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BBC Cold But Tolerant Toward American Import

The British Broadcasting Corp. politely said last week it is not happy about the 10% share of evening program time devoted to American tv films and movies, but has no choice since its own market place is virtually bare of tv film.

The BBC annual report concisely observed: "the corporation regards as unsatisfactory this position of dependence on the American product and is therefore doing all that it can to stimulate production of British films for television." BBC said it hoped that during the next year "substantial advances will be made which will increase the flow of British material not only on to television screens in this country but also overseas in the form of exports."

The report said that among the U. S. programs it airs are "top star shows with Perry Como, Jack Benny and Phil Silvers, some of the better 'westerns' and others. These are well-made and entertaining programmes and they are generally liked by viewers."

BBC reported its main network of tv stations is now completed and it is going ahead with low power 1 to 5 watt repeaters to fill in the blind spots. It is estimated "some 98% of the population of the United Kingdom was within range of BBC transmitters. In no other country in the world—not even the USA—has such a high population coverage of television been achieved." By early 1958, the report said, there were tv sets in the homes of 60% of the population compared to 51% a year previous.

The adult tv public rose to 22.5 million this year, of which 13.5 million could receive both BBC and independent television authority and 9 million could receive BBC only and not ITA. In its section on audience research, BBC said that among those able to receive both BBC and ITA, time devoted to each fluctuated during the year from 28% BBC and 72% ITA to 38% BBC and 62% ITA.

Commercial Tv Starts in Iran; A. Vance Hallack is Station Mgr.

Commercial television, U. S.-style, is under way in the Middle East.


MR. HALLACK

Television of Iran, owned and operated by a local wholesale distributor for U. S. manufacturers, was dedicated in Tehran Oct. 3 by his majesty, the Shah-in-Shah of Persia. The station owner is Habib Sabet, who also maintains American offices at Rockefeller Center in New York City.

Station manager of TVI is A. Vance Hallack, at onetime in charge of programming and production development in color tv for RCA and NBC in both New York and Washington, more recently technical assist-

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46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), and it is organized for speedy reference.

It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

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To give you an idea of the sweep and depth of this source-work, the six main sections and subheads are:

The facilities of radio and television

- TV Station Call Letters
- TV Station Directory
- Experimental TV Stations
- UHF Translator TV Stations
- TV Stations Grouped by Channels
- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
- Radio Station Directory
- U.S. Stations Beaming Overseas
- AM Stations Grouped by Frequencies
- Group Ownership of Broadcast Stations
- Newspaper Ownership of Stations
- Radio-TV Station Representatives
- TV Network Interconnection Map
- National Radio and TV Networks and Rates
- Regional Radio Networks
- Regional TV Networks
- Canadian Broadcasting Corp. Executives, Staff
- Canadian TV Call Letters
- Canadian TV Station Directory
- Canadian AM Call Letters
- Canadian Radio Station Directory
- Canadian AM Stations by Frequencies
- Mexican-Caribbean Radio Stations

Regulation, imposed and voluntary

- How to Apply for a Broadcasting Station
- TV Code of the N.A.B.
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
- F.C.C. Commissioners, Executives and Staff

Suppliers and services

- Equipment Manufacturers
- Equipment for Rent
- Communications Attorneys
- Consulting Engineers
- Station Brokers
- TV Program Services
- Radio Program Services
- Radio-TV News Services
- Talent Agents
- Research Services
- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants
- Unions, Labor Groups
- Communications Carriers
- Closed Circuit TV Operators
- Subscription TV Interests
- Community Antenna Systems
- Radio-TV Schools
- Government Agencies

Trade associations, professional groups

- The National Assn. of Broadcasters
- State Associations of Broadcasters
- The Radio Advertising Bureau (RAB)
- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress
- Other Associations of Broadcasters
- Associations, Societies in Other Fields

Facts, figures, history of broadcasting

- The ABC's of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
- TV Time Sales, Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio Time Sales, Network, Spot, Local
- Radio Time Sales in Individual Markets
- The Radio and Television Payroll
- Extent of Editorializing on the Air
- Foreign Language Programming
- Negro Programming
- Stereophonic Broadcasting, Multiplexing
- Film-Line Ratio on TV
- Bibliography of Reference Books
- Selected Articles of Basic Interest

Market Facts for all U. S. Counties

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	6,100	50%	2,030	93.4%	3,800	6,281	1,916	232	4,043
BALDWIN	11,900	77	9,170	96.2	11,300	36,693	9,867	1,151	15,317
			3,060		7,000		4,059		

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THE POPE OF THE RADIO-TV AGE

Pope Pius XII was the first pontiff to realize the power of broadcast media and to utilize their facilities.

As radio and tv paid respect to the head of the Catholic Church following his death last Wednesday, broadcasters recalled his historic encyclical of September 1957, in which he called for worldwide scrutiny of decency standards [NETWORKS, Sept. 16, 1957].

In the 1957 encyclical, titled *Miranda Prorsus* (Latin for "The Remarkable Inventions") the Pope ordered creation of national offices in all countries where they did not exist. These offices were to use "positive action and authority" to combat undesirable films and radio-tv programs "so that by means of this difficult and extensive province of the arts, Christian ideas may be ever more widely spread."

Pius XII took a major step with a 1936 encyclical on motion pictures. This document led to formation of the Legion of Decency in the U. S. and similar organizations throughout the world.

In 1948 His Holiness formed the Pontifical Commission for Didactic & Religious Motion Pictures, a coordinating group in Rome that passed judgment on public spectacles. In 1954 its activities were extended to radio and tv under the name of the Pontifical Commission for Motion Pictures, Radio & Television. An executive committee, augmented by advisors, is credited with establishment of control organizations in many countries.

The 1957 encyclical, the first to deal specifically with radio and tv, was described as having collected into a single document the Catholic Church's views on moral and religious problems connected with radio, tv and motion pictures.

It is "excellent" for Catholics to take advantage of "this privilege of our century," the encyclical stated, but it warned that listeners must not only make a wise choice of programs but also find suitable ways to express their approval, encouragement and objections in a way helpful to the media in performing educational duties. Broadcasting of more religious programs was suggested. The Pope described tv as "an important milestone in the history of humanity."



Papal History was made minutes after Pius XII died when television was admitted to his bedroom. UPI tv cameraman Vittorio Della Valle, working under a pool agreement, was admitted to the Papal Palace to take films in the interior of the summer palace as well as the bedroom. A UPI dispatch said, "The curtain of secrecy which has veiled such momentous occasions in the past 2,000 years of the Catholic Church's history was torn away by the medium of television which the Pope appreciated and used during his latter years." The picture above is a frame from the UPI film. Flown to New York, it was radioed to Washington by UPI especially for BROADCASTING.

Pius XII granted an extraordinary audience to a U. S. Broadcast Mission to Europe Sept. 5, 1945 [BROADCASTING, Sept. 10, 1945]. The mission, composed of a score of broadcasting leaders, toured principal countries of Europe, inspecting broadcasting facilities.

The Pope addressed the mission in English.

"Like every human invention," His Holiness told the mission, "the radio can be used as an instrument of evil as well as good. It has been used, it is used, to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace with nations and between nations.

"This is an abuse of a gift of God, and it is for the responsible directors, as far as possible, to check and eliminate it.

"Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal, worthy of men's best efforts, and it is our fervent prayer."

He voiced gratitude to American radio for spreading the gospel of good and placed on radio great responsibility for reuniting the world into a community of peaceful nations.

ance representative of the U. S. government. Mr. Hallack earlier organized and managed Television of Baghdad, being on loan to the government of Iraq by the U. S. Prior to that he conducted tv demonstrations in the far east at Djakarta, Indonesia, and New Delhi, India.

TVI is operating with commercial programs initially for four hours a night, seven nights weekly. Using RCA equipment on ch. 3 with effective radiated power of 4 kw, TVI uses U. S. technical standards, which RCA now prefers to describe as "International Standards" since so many countries are using them. The station employs 60 Iranians. It has two studios, plus a mobile unit. There presently are an estimated 1,500 tv sets installed in Iran with 25,000 sets expected to be sold during the first year's operation. Mr. Sabet is RCA's distributor in Iran.

August Sales of Tv Receivers Just Below 1958 Canada Record

The second highest month for television set sales this year was recorded in August when 33,423 tv sets were sold in Canada, according to the Electronic Industries Assn. of Canada, Toronto. In January tv set sales totaled 33,735 units. Total sales in the first eight months of this year were 225,307 units as compared with 233,238 in the same period last year.

Ontario accounted for 85,620 tv sets of total sales in the first eight months of this year, Quebec for 57,310 sets, British Columbia 18,387, Alberta 18,245, and the other six provinces smaller numbers of tv sets.

Radio receiver sales in August dropped to 43,534 for all Canada as compared with 46,640 in July. Total radio set sales in the January-August period were 313,490 compared with 333,960 last year in same period. Ontario accounted for 137,568 radio sets, Quebec 80,625, British Columbia 21,886, and Alberta 21,210 sets, with the balance in the rest of Canada.

August Set Output Up But Year's Total Lags

Production of radio and tv receivers increased seasonally in August but factory totals are running behind 1957, according to Electronic Industries Assn. Radio and tv set sales by retail stores also rose seasonally but are behind last year.

Factory output included 507,526 tv sets in August compared to 274,999 in July and 673,734 in August 1957. Cumulative 1958 output was 2,950,455 tv sets compared to 3,756,533 in the same eight months of 1957. August tv output included 38,166 sets with uhf tuners compared to 88,615 in August 1957. Uhf production totaled 271,097 sets in the first eight months of 1958 compared to 498,865 in the 1957 period.

Radio set production totaled 1,028,852 sets in August, including 242,915 auto models. This compares with 621,541 sets (186,379 auto models) in July and 965,724 sets (301,971 auto models) in August 1957. Eight-month radio output totaled 6,611,686 sets (1,893,813 auto models) compared to 8,765,606 sets (3,392,926 auto models) in the like 1957 period. Output of fm models totaled 21,335 sets in August compared to 11,816 in July. Cumulative fm figures are not available, EIA having resumed publication of this data only recently.

Retail sales of tv sets totaled 405,790 in August, 279,010 in July and 2,862,452 for the first eight months of 1958. Sales totaled 510,097 in August 1957 and 3,756,834 in the eight months of 1957.

Retail sales of radios totaled 658,247 in August, 488,495 in July and 4,111,080 for the first eight months of 1958. Radio sales totaled 710,553 in August 1957 and 4,947,006 in the eight months of last year. Retail radio figures do not include auto models.

Following are radio and tv factory production figures for 1958:

	Television	Auto Radio	Total Radio
January	433,983	349,679	1,026,527
February	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
August	507,526	242,915	1,028,852
TOTAL	2,950,455	1,893,813	6,611,686

CBS Labs' Million-Dollar Home Officially Opened in Stamford

CBS Labs' new million-dollar research center was dedicated formally last Tuesday (Oct. 7) in Stamford, Conn. The center, on the crest of a 23-acre wooded hill on High Ridge Rd., is a glass-enclosed aluminum and steel structure with extensive facilities for research and development. Ground was broken for the building in November 1957 [MANUFACTURING, Oct. 6].

Once housed in the CBS building at 485 Madison Ave. in New York City, the center serves both as administrative and scientific headquarters for CBS Labs, a division of CBS Inc.

Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, spoke at dedication ceremonies which included guided tours of the facility and was attended by Connecticut Gov. Abraham



Dary . . .
Shnary . . .
WHO CARES!

So I twist a little knob, and so I switch off the Dave Dary News. And for that I get walloped? What's so hot about Dary!

Fact is, Dave Dary's pretty hot. He's precisely what news-minded sponsors search for.

Every newscast sparkles with direct, exclusive telephone reports from the scenes of big events . . . and with the choicest from KWFT's unequalled news resources: UPI Texas Wire, AP Texas Wire, UPI Oklahoma Wire, CBS News, and over 50 correspondents.

Listeners hereabout . . . grown weary of *rip-and-read news,* and of *newsliner hysteria* . . . are outspokenly grateful for Dave Dary's fresh, magnetic news presentation.

A lovely setup for sponsor commercials.



NCS #2 COVERAGE: 77 counties; 340,080 radio homes; 108,300 weekly circulation; 72,630 daily circulation. Plus bonus coverage of KWFT's 250-mile half-millivolt radius. Your best buy in the Rich Southwest.

CALL YOUR H-R MAN!

Radio Station
BEN LUDY
Pres. and
Gen. Mgr.
KWFT
The Voice of the Rich Southwest
5 KW
at 620
Day and
Night
WICHITA FALLS, TEXAS

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY
CINCINNATI, OHIO
THE L.B. Wilson STATION
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

**Basis: 1958 Fall Schedule*

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

58-C

YOUR NEW CBS BASIC is

The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)

WHTN TV

CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Petry Co., Inc.



RESEARCH *can now proceed at CBS Labs' new Stamford, Conn., glass-enclosed aluminum and steel center. Principal speaker at the Oct. 7 dedication was Roy W. Johnson (center), director of the Defense Dept.'s Advanced Research Projects Agency. Dr. Peter C. Goldmark, CBS Labs president (left), and CBS President Frank Stanton (right), were also on hand.*

Ribicoff, Stamford Mayor Webster C. Givens, military and business leaders.

Mr. Johnson used the ceremonies to explain the vision of the space age and to discuss important areas of defense research, citing the new research center as a contribution to U. S. scientific progress.

RCA Signs With Dow Jones Co. To Handle Typesetter Marketing

RCA and the *Wall Street Journal* announced last week an agreement under which RCA will produce and market an electronic typesetting machine developed by Dow Jones & Co. and capable of preparing metal type more than three times as fast as conventional methods. The agreement was jointly announced by John L. Burns, president of RCA, and Bernard Kilgore, president of Dow Jones, publisher of *The Wall Street Journal*.

The agreement includes not only the electro-typesetter but also tape editing and collation apparatus, and a strip labeler for addressing newspapers, periodicals and other printed matter.

At the same time, Mr. Burns announced that RCA has formed a new automation productions department under the direction of D. A. Thomas. Mr. Thomas reports to Theodore A. Smith, executive vice president, RCA industrial electronic products. The department will have within its sphere the newspaper automation equipment.

Lineup for Ampex' VTR Showing

Ampex Corp. is demonstrating its VR-100 videotape recorder and new automatic splicer at WLWT (TV) Cincinnati today and tomorrow (Oct. 13, 14). Other engagements for the "Road Show" series: Oct. 17, 18, WTMJ-TV Milwaukee; Oct. 20, 21, Chase Hotel, N. Kingshighway, St. Louis; Oct. 23, 24, WDAF-TV Kansas City; Nov. 3, 4, CBC Toronto, Ontario; Nov. 10, The Homestead (Assn. of National Advertisers' convention), Hot Springs, Va.

Odorizzi, Watts, Casella in RCA Shifts

Charles M. Odorizzi, RCA executive vice president, sales and services, has been named group executive vice president, consumer products and services, RCA President John L. Burns announced last week. He will retain overall supervision of RCA Institutes Inc., RCA Victor Distributing Corp., and RCA Victor Co. Ltd., Canada.

In addition, W. Walter Watts, group executive vice president, will have added to his responsibilities the RCA international division, formerly under Mr. Odorizzi. Mr. Watts continues to head the electron tube and semiconductor-materials divisions.

P. J. Casella, named executive vice president, consumer products, will have responsibility for the activities of RCA Victor television division, RCA Victor radio and "Victrola" division and RCA Victor record division. He will continue as president of RCA Victor Co., Ltd., Canada.

Also announced by Mr. Burns were the appointments of Robert A. Seidel, executive vice president, to assistant to the president of RCA; and Martin F. Bennett, formerly



MR. ODORIZZI MR. WATTS MR. CASELLA

vice president, merchandising, to vice president, distribution, reporting to Mr. Odorizzi. All assignments are effective immediately.

Mr. Odorizzi joined RCA in 1949 after 12 years with Montgomery Ward & Co., where he was vice president and general manager of the mail order division. While at RCA, he has been vice president in charge of the former Victor division, operating vice president for that division, executive vice president, corporate staff and a member of the RCA board of directors.

Mr. Watts came to RCA in 1945 and was elected a vice president in 1946 and executive vice president, electronic products, in 1954. In 1955 he became executive vice president, electronic components. Mr. Casella's past experience includes managing director of RCA's Italian subsidiary.

Underwater Unit in Production

Underwater tv camera housing is being produced by Sampson-Hall (design engineer Herb Sampson and actor Jon Hall) of Costa Mesa, Calif. The unit, which has been turned over to the U.S. Navy for testing, can be operated at a depth of more than 1,000 feet by a diver or remote control. Sampson-Hall also manufactures underwater housings for movie cameras.

KELLY IS COMING

"Ad Age gets read right now!"

says **LES MULLINS**
Advertising Manager
Burgermeister Brewing Corp.



"The informative news reporting and the analysis of controversial subjects by Advertising Age furnish me a generous stimulant for thought. That's why so many Advertising Age items get clipped in my office, are circulated through our organization, and then filed for future reference."

Whether it's for the news, analyses, ideas or reports on current trends in advertising and marketing—Ad Age gets read every week by most of the important people who are important to you. It gets read—and "right now"—by those who *influence* as well as those who *activate* broadcast advertising and marketing decisions.

Burgermeister Brewing, for example, relies heavily on television and radio advertising. Its expenditures for spot tv alone topped $1,421,000 in 1957, and $801,000 for the first half of 1958.*

Every week, Ad Age gets read, clipped and circulated to marketing-interested executives at Burgermeister. Further, *392 paid-subscription copies* blanket the agency handling this important beer account—BBD&O.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

* *Television Bureau of Advertising.*

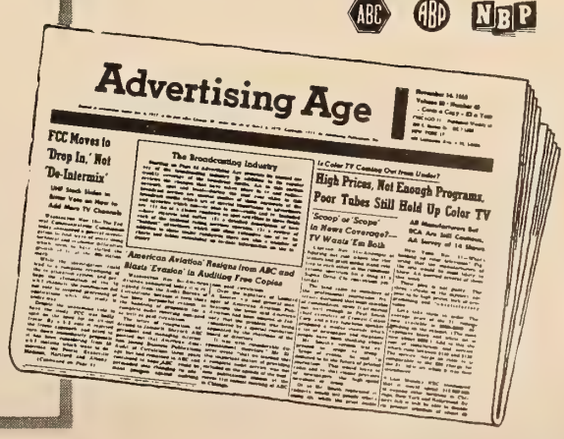
LES MULLINS

Selected advertising manager for Burgermeister Brewing Corporation in July, 1953, Mr. Mullins had his preparatory experience on the ground level in advertising and merchandising. A native San Franciscan, he attended the University of San Francisco and, in 1949, joined Burgermeister where he initiated a point-of-sale-merchandising crew system which was later emulated by many competitors.

In 1952, Mr. Mullins was named assistant to the general sales manager, but continued the supervision of the merchandising crew activities, a task he still assumes. In addition to his merchandising activities, Mr. Mullins directs work on the Burgermeister account done by the firm's agency—Batton, Barton, Durstine & Osborn.

An ardent fan of professional football and other sports, Mr. Mullins served as an athletic instructor under Jack Dempsey for the Coast Guard in World War II.

ABC ARB NBP


Advertising Age

FCC Moves to 'Drop In,' Not 'De-Intermix'

The Broadcasting Industry

Is Color TV Coming Out from Under?

High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

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1 Year (52 issues) $3

CBS GIVES UP ITS HARTFORD UHF

- **Network affiliates with WTIC-TV, the vhf in the market**
- **Action follows pattern NBC set in going vhf in Buffalo**

Uhf television suffered another blow last week as CBS announced it would close its ch. 18 WHCT (TV) Hartford, an indeaffiliate with WTIC-TV Hartford, an independent v on ch. 3.

WHCT is the second network-owned u to be abandoned in the past six weeks. The move, to be effective Nov. 16, follows NBC's darkening of its owned and operated ch. 17 WBUF (TV) Buffalo, N. Y. [LEAD STORY, June 16]. WBUF went off the air Sept. 30.

The CBS decision, closely guarded until announced Thursday, confronts NBC with a problem. By affiliating WTIC-TV, CBS leaves NBC with an owned uhf station in the area (ch. 30 WNBC [TV] New Britain) competing against one local v (WTIC-TV) and one v in nearby New Haven (WNHC-TV)—a situation akin to the one NBC found intolerable in Buffalo. In the Buffalo announcement, NBC officials said they did not feel a single u could compete with multiple v's.

The CBS-WTIC-TV tie-up also gives NBC another problem: where to turn in case it decides this competitive situation is, as in Buffalo, intolerable. The only other v in the area, aside from WTIC-TV, is ch. 8 WNHC-TV New Haven, an ABC-TV affiliate. In Buffalo, NBC affiliated ch. 2 WGR-TV upon closing WBUF.

NBC had no immediate comment on the CBS action.

CBS Inc. President Frank Stanton, announcing the WHCT decision, said it was reached "with great reluctance and regret," but that "to ignore the opportunity" to affiliate WTIC-TV at this time "would have placed the network at the grave risk of a serious competitive disadvantage for the indefinite future."

He did not refer to financial losses at the uhf station, but these are understood to amount to more than one million dollars, including the investment in facilities. CBS operated the station more than two years.

Dr. Stanton said that "WHCT has been rendering an excellent service in the immediate Hartford area. In the last year, however, two vhf stations also have been serving Hartford proper and the general Hartford area.

"Recently the CBS-TV network was offered the opportunity to affiliate with WTIC-TV, one of these two vhf stations, whose management has pioneered in broadcasting.

"To make its programs more widely available to the residents of the important Connecticut River Valley, to provide greater coverage to its network advertisers and because of decisive network competitive considerations, the network felt compelled to affiliate with WTIC-TV while the opportunity was still available. These special circumstances led to the decision to terminate operations of WHCT."

Dr. Stanton said that it was CBS' "current intention" to continue with its other uhf outlet, ch. 18 WXIX (TV) Milwaukee, but observers considered his tone a cautious one. He pointed out that WXIX had recently moved from ch. 19 to ch. 18 in an effort to eliminate technical interference.

"We anticipate," he said, "that the public will receive improved reception from this move, but the full results cannot be assessed for some time. Further, the acute problem of limited availability of a vhf affiliation, present in Hartford, is absent in Milwaukee."

This reference to lack of "limited availability" of vhf affiliation in Milwaukee pointed up the difference between the two market situations as regards networks: In Hartford there are not enough v's for each network to have a vhf outlet; in Milwaukee, NBC and ABC both have vhf affiliates and ch. 6 WITI-TV in nearby Whitefish Bay is an independent to which CBS might turn for affiliation if it decided its uhf operation there was untenable. WITI-TV has been sold to Storer Broadcasting Co., subject to FCC approval.

Dr. Stanton made clear that "CBS is still hopeful about the future of uhf."

He said CBS would look for another uhf investment. "We continue to believe that in appropriate circumstances, uhf can provide a fully satisfactory and competitive service," he asserted. "We will seek another uhf investment to restore the full permissible station ownership quota under FCC regulations." When NBC announced last June its intention to close its Buffalo uhf, it, too, said it would look for another one to buy in a more favorable situation. So far it hasn't found it.

It was understood that CBS planned to reassign general manager Harvey J. Struthers and as many as possible of the other WHCT executives to new duties within the CBS organization and that it also would make every effort to find new jobs for those whom it cannot absorb.

What disposition would be made of the WHCT physical facilities was not immediately disclosed.

While WTIC-TV is affiliating with CBS, its radio station is a long-time NBC affiliate and officials said this association would continue. CBS Radio's affiliate in Hartford is WDRC; this affiliation also is to continue.

Paul W. Morency, president of Travelers Broadcasting Service Corp. (WTIC-AM-TV), said that with a background of CBS-TV programs WTIC-TV would expand its local originations and service to the southern New England area. William B. Lodge, CBS-TV vice president for affiliate relations and engineering, welcomed WTIC-TV to the network, citing the station's high standards and noting that the addition would make CBS-TV programs available to a much larger audience and would improve reception for more than a million viewers.

Carolina Radio Group Formed; Pearson Appointed National Rep

A new sales group of radio stations in North Carolina has been formed with John E. Pearson Co. appointed national sales representative, it was reported last week. Called Carolina Radio Group, stations include WTIK Durham, WFNC Fayetteville, WKIX Raleigh, WCEC Rocky Mount, WRRF Washington, WGNI Wilmington, WBBB Burlington, WSOC Charlotte, WGBG Greensboro, WIRC Hickory, WSAT Salisbury and WTOB Winston-Salem.

A group rate card has been issued, with the advertiser permitted the entire 12 stations or a split buy of those within the eastern part or western part of the state, or additions to either group for flexibility. Basic one-time hourly rate on the full group is $800, and half that amount ($400) for six stations. For a one-minute spot, basic rate for the group is $80, for six outlets $40.

Harry L. Welch, WSAT, is president and Tom Morris, WTIK, national sales manager of the group. Traffic and billing will be handled by the group's Durham office in WTIK's building.

WLOS Stations Appoint PGW

Appointment of Peters, Griffin, Woodward, station representative firm, by WLOS-AM-TV Asheville, N. C., is being announced today (Oct. 13). The stations were acquired recently by WTVJ (TV) Miami (Mitchell Wolfson is president and majority owner). PGW represents WTVJ as well as WFGA-TV Jacksonville of which Mr. Wolfson is a director and part-owner. The appointment was effective Sept. 24. WLOS operates with 5 kw daytime and 1 kw night on 1380 kc; WLOS-TV is on ch. 13.

OIL PROGRESS WEEK—OCTOBER 12-18

In little ways . . . in BIG ways, too

your life is better today because

ESSO RESEARCH

WORKS WONDERS WITH OIL

Esso



CONSTRUCTION begins this month on the WKRC-AM-TV Cincinnati building. The two-story structure, located on Mt. Auburn near WKRC-TV's tower, will house offices, two tv studios and three radio studios equipped with new broadcasting gear. The $1.5 million project will take about 10 months to complete.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WTPS, WYLD NEW ORLEANS, LA. • WTPS sold to Rounsaville of New Orleans Inc. by the *New Orleans Times-Picayune* and *States & Item* for $200,000. Rounsaville of New Orleans in turn is discussing sale of WYLD to Connie B. Gay, also for $200,000. Sale was not completed as of last Friday. The New Orleans newspapers, now under common ownership, had agreed to sell its radio station and withdraw its appeal from the FCC ch. 4 New Orleans decision in a commitment to the Justice Dept. [GOVERNMENT, July 21 *et seq.*].

WTPS is on 940 kc with 1 kw, day, 500 w, night directional, and is affiliated with MBS. Other Rounsaville stations are: WQXI and WATL-TV Atlanta, Ga.; WLOU and WTAM-TV Louisville, Ky.; WCIN and WSOK-TV Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Fla., and WVOL Nashville, Tenn. Five out of seven Rounsaville radio stations are now fulltime. WYLD is on 600 kc with 1 kw, day. WTAM-TV and WSOK-TV are non-operating uhfs. Connie B. Gay (Town & Country) stations are: WTCR Ashland, Ky.; WFTC Kinston, N. C., and KITE San Antonio, Tex. Transactions were handled by Blackburn & Co.

WBRZ (TV) BATON ROUGE, LA. • Sold 47% to Baton Rouge Broadcasting Co. by Lewis Gottlieb and others for $548,000. Baton Rouge Broadcasting, which already owns 50% of WBRZ (TV), is owned by Douglas L. Manship and Charles P. Manship Jr., each 35%, and others. The Manships own WJBO, WBRL (FM) Baton Rouge and the *Baton Rouge Advocate* and *State-Times*. WBRZ is on ch. 2 affiliated with NBC and ABC.

KXEL WATERLOO, IOWA • Sold to Cy N. Bahakel, multiple station owner, by Josh Higgins Broadcasting Co. for in excess of $500,000. Mr. Bahakel owns WABG and a construction permit for WABG-TV Greenwood, as well as WKOZ Kosciusko, both Mississippi, WLBJ Bowling Green, Ky., WRIS Roanoke and WWOD Lynchburg, both Virginia, and WKIN Kingsport, Tenn. The application for this sale has been filed with the FCC. KXEL is on 1540 kc with 50 kw and is affiliated with ABC.

WCMI ASHLAND, KY. • Sold to Fred Gregg, interest in WLAP Lexington, Ky., by Edwina Broadcasting Corp. for $150,000. Blackburn & Co. handled. WCMI, 1340 kc with 250 w, is with CBS.

KEBE JACKSONVILLE, TEX. • Sold to Ray Wells and Dudley Waller, formerly of KVMA Magnolia, Ark., by KEBE Inc. for $75,000. Hamilton, Stubblefield, Twining & Assoc. handled the sale. KEBE is on 1400 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 137.*

KOMA OKLAHOMA CITY, OKLA. • Sold to Storz Broadcasting Co. by Burton Levine and others for $600,000. Other Storz stations: WTIX New Orleans, La., WHB Kansas City, Mo., WDGY Minneapolis, Minn., and WQAM Miami, Fla. Comr. Robert Bartley voted for a McFarland letter in this grant. KOMA is on 1520 kc with 50 kw, directional antenna, night.

KFSA-TV Staff At KNAC-TV As Former Ceases Operations

The closing of KFSA-TV Fort Smith, Ark., Aug. 16 by owner Donald W. Reynolds so that he could buy a substantial minority stock-holding in KNAC-TV there [CHANGING HANDS, Aug. 25] has resulted in consolidation of the two stations' staff.

Walter M. Windsor, vice president-general manager, KNAC-TV, has announced that Rex Hayes is commercial manager; Pat Porta, program director; Robert L. McCay, production manager; Charles Putnam, promotion manager, and Rubin L. Masters is chief engineer.

KNAC-TV, now the only tv station in

PACIFIC NORTHWEST

An independent daytimer now showing a small profit under absentee ownership. Good real estate and a fine facility. Unusually low down payment of $20,000 with long payout to responsible buyer.

$95,000

MIDWEST

Outstanding fulltime facility in a major midwest market, showing good profits and heavy with assets. Buyer must have substantial cash and good operating record.

$250,000

TEXAS

Profitable daytimer in a medium Texas market. Great additional potential for an owner-operator. 29% down with reasonable terms on the balance.

$80,000

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FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
California Bank Bldg.
Beverly Hills, Calif.
CRestview 4-2770



RETIREMENT of Bill Pope, (seated l), general manager, WENY Elmira, N. Y., was announced at Gannett Newspapers Stations' annual executives meeting in Rochester, N. Y., Sept. 28-30. Mr. Pope will be succeeded Jan. 1, 1959 by Dale Taylor (standing l). Also at the meeting (seated l to r): Max M. Everett, president, Everett-McKinney (Gannett group representative); Glover DeLaney, Gannett director and manager of KOVR-TV Stockton, Calif.; Dave Milligan, manager of WINR-AM-TV Binghamton, N. Y.; Max Shaffer, manager, WDAN-AM-TV Danville, Ill.; Dorothy Cotton, publicity-promotion director, WHEC Rochester; (standing l to r): Mr. Taylor, Lowell H. MacMillan, WHEC-AM-TV, manager, and Richard K. Blackburn, Gannett chief engineer.

Fort Smith, has purchased new studios and mobile unit and increased power to 100 kw.

Mr. Reynolds has applied to the FCC to acquire complete ownership of KNAC-TV.

WJRT (TV) Flint Goes on Air As ABC Primary Outlet Oct. 12

Michigan's newest television outlet, ch. 12 WJRT (TV) Flint, was to go on the air yesterday (Oct. 12) with a 5 p.m. dedicatory program.

Licensed to WJR The Goodwill Station Inc., WJRT is an ABC primary affiliate. John F. Patt, president of the parent corporation with Worth Kramer, executive vice president and general manager, were on hand for the dedication along with station personnel, talent and city officials.

A. Donovan Faust, formerly co-manager of WENS (TV) Pittsburgh, is the station manager.

The program manager, Franklin C. Mitchell, and the chief engineer, Clarence W. Jones, are both WJR Detroit veterans. Mr. Mitchell was program manager of the Detroit radio station while Mr. Jones headed the research and development section. Sales manager of WJRT is James P. White. Frank Benesh, the news director, and Lee Murray, the women's director, were in similar capacities at WNEM-TV Bay City, Mich.

WJRT will operate at 316 kw visual, 158 kw aural. In addition to ABC programming, 37 hours of local shows weekly are planned.

Chicago Fms Plan Discussion On Aiding Surveys by FC&B

A move was underway last week for a meeting of Chicago fm stations, based on initiative taken by Foote, Cone & Belding, which has evinced interest in that part of the aural medium.

Research department of that agency has been looking into the possibility of devising an fm survey for future use of its clients. The "pilot project" has been under wraps for three months [CLOSED CIRCUIT, Aug. 4].

Fm station operators are being sounded out on a proposal to at least partly subsidize such a study. FC&B has been quietly gathering data on the Chicago fm situation. The meeting is expected to be arranged within the next fortnight.

Science Service Plan Readied by NBC O&O's

The 13 am and television stations owned by NBC in eight cities will combine their resources and facilities for six weeks or more to present groups of programs designed to stimulate interest in scientific careers among youngsters in high schools, junior high schools and elementary schools.

The project, titled "Science Calling," was announced in New York by P. A. (Buddy) Sugg, executive vice president in charge of NBC-owned stations. He reported that at least 200 hours of program time and 3,500 public service announcements will be devoted to the undertaking. The programming will begin on some stations this week and others later this month and in November.

Mr. Sugg observed that although the Science Calling project has the overall theme of helping youngsters to develop an interest in science, each station will not follow the same procedures. In each community, according to Mr. Sugg, a station will work with educational agencies to determine area needs and arrange appropriate programs.

Subject matter will include the need for better science education on all levels, progress in scientific research, contributions of science to industry and opportunities for science careers. Program formats will include lectures by engineers and educators,

STATION PROFIT & LOSS

► The Houston Post Co., publisher of the *Houston Post* and licensee of KPRC-AM-FM-TV, considers its tv franchise to be worth $20,000, according to a balance sheet as of Aug. 31 filed at the FCC last week in the company's application for sale of KPRC-FM to Paul E. Taft for $20,000 [AT DEADLINE, Oct. 6].

The Post Co. listed total assets of $12,016,452, including $5,322,846 current, $1,013,121 other, $5,113,162 fixed and $547,321 deferred. The tv franchise was listed as an intangible.

The company liabilities included $752,846 current, $39,511 deferred, $1,075,032 accrued and long-term debt of $1,792,500. Capital stock was listed as $4,800,000 preferred, $400,000 common.

Earned surplus not reserved was $2,494,647 and undivided profits $1,654,914. Dividends for preferred stock were $3,156,571 after taxes.

The purchaser, Paul E. Taft, listed total assets of $575,000, total liabilities of $220,000 and a net worth of $455,000.

► Northwest Publications Inc. (Ridder Publications), multiple radio-tv and newspaper owner, showed a capital and net worth of $7,800,000 out of total assets of $15,040,000 for the 12 months ending June 30.

The figures were revealed in a balance sheet filed with application for FCC license renewal of the company's WDSM Superior, Wis. Assets included $6,540,000 current and $8,124,000 fixed. Total liabilities were $7,240,000, including $4,065,000 current, $3 million in long term notes and $175,000 in other liabilities.

► An earned surplus of $3,168 and a donated surplus of $70,000 were listed on a July 31 balance sheet filed last week by WMAM and WMBV-TV Marinette, Wis., for renewal of license of WMBV-TV.

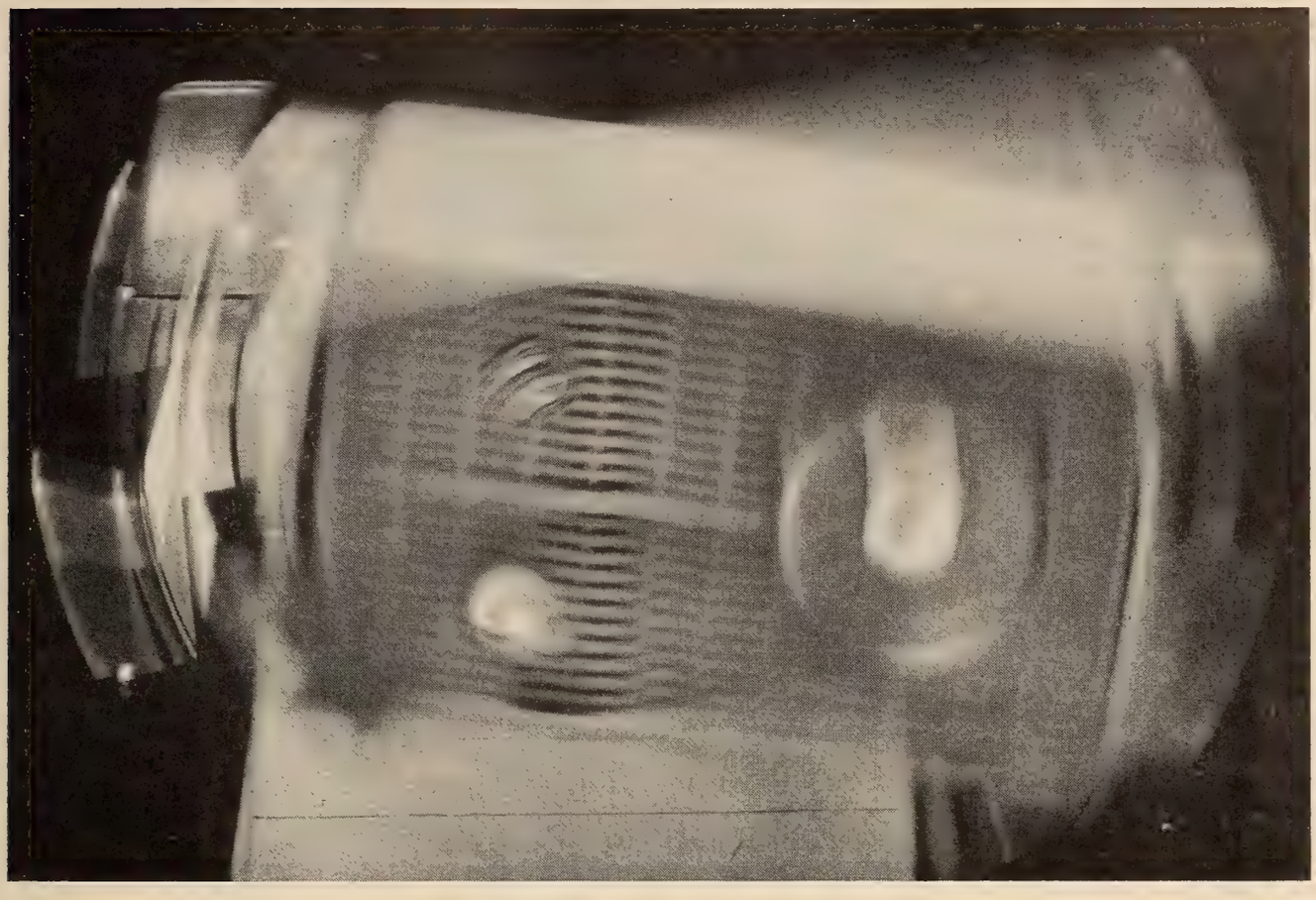
Liabilities for the Marinette stations included $261,640 in notes payable, $47,532 in accounts payable and $43,254 in accrued interest payable. Total assets were listed as $522,199 of which $86,510 were current assets. The stations, controlled by the Evening Telegram Co. (Morgan Murphy), are associated in ownership with the Morgan Murphy-Walter C. Bridges interests, multiple radio-tv ownership group.

► WEAU-AM-FM-TV Eau Claire, Wis., had an earned surplus of $615,991 as of July 31, according to a balance sheet filed last week with application for renewal of WEAU-TV's license. Of that amount, $64,347 is net profit since Jan. 1.

The Eau Claire stations showed current assets of $336,621 and total assets of $888,790, of which $57,630 were listed as stock in other corporations.

Current liabilities totaled $73,034. Other liabilities included a note for $137,458. Besides its earned surplus, the company listed a capital surplus of $25,000.

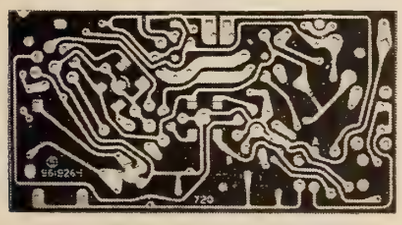
The stations are part of the Morgan Murphy-Walter C. Bridges interests, multiple radio-tv ownership group.



RADIO SHRUGS OFF
CIRCUIT-SHATTERING VIBRATION
thanks to printed circuits of COPPER!

Jiggling for five punishing hours in a paint-store mixing machine, this sturdy little radio by RCA Victor plays gaily on. Secret of its amazing stamina? Instead of conventional wiring, with scores of individually-soldered connections, it has "printed circuits" of copper foil snugly laminated to a nonconductive board.

In making most printed circuits, the desired circuit pattern is printed on paper-thin copper foil with acid-resistant inks. Then unwanted areas of copper are etched away so that only the circuit remains, permanently bonded to the baseboard.



Printed circuit of copper on baseboard, before components are assembled.

The paper-thin copper used is "Electro-Sheet", developed by Anaconda 25 years ago and finding new applications ever since. In many millions of TV's, radios, and machine controls in use today, printed circuits have replaced a maze of conventional wiring. Numerous and costly hand assembly operations have been eliminated. All electrical connections are soldered in one "dip" operation. Rejects are minimized. Space and weight are saved. The public gets better, easier-to-service, more durable products all around.

And you're going to be getting more of them! Industry leaders consider a 500% increase in printed circuitry—above the tremendous acceptance enjoyed today—a virtual certainty within the next few years. Instrument panels of some automobiles already use printed circuits; soon electric ranges will, too, as well as air conditioners, office machines, and communications equipment of many kinds. In fact, almost everything that uses complicated electric wiring can be made more trouble-free with printed circuits.

The pioneering of "Electro-Sheet" for printed circuits is typical of Anaconda's endless quest for "something better." It's reflected throughout the entire Anaconda line of nonferrous metals and metal products for home, farm, and industry.

"Electro-Sheet" is electro-deposited copper produced in weights from ½ to 7 ounces per square foot (.0007" to .0098" thick) in widths up to 64" and in lengths limited only by handling facilities. A booklet on "Electro-Sheet" is available simply by writing to Anaconda at 25 Broadway, New York 4, N. Y.

The ANACONDA® Company

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58256 A

DATELINES

Newsworthy News Coverage by Radio and Tv

McALESTER—Although convicted kidnaper Marvin Albert Walstrom refused to talk to reporters after his Sept. 30 capture, just prior to being sentenced he asked to see C. J. McDonald, news director, KCCO Lawton, Okla. Immediately after the kidnaper was sentenced to 10 years in Oklahoma State Penitentiary, McAlester, Mr. Lawton taped a five-minute interview in which the convicted man gave a description of the kidnaping.

CLINTON—The dynamiting of a high school in this Tennessee town Oct. 5 was covered for NBC by WATE-AM-TV Knoxville, Tenn. The station's newsmobile was on the scene in about an hour after the blast. That same afternoon WATE-TV aired a 15-minute program containing films of the damage.

MINNEAPOLIS—Gov. Orval E. Faubus of Arkansas has received an invitation from WTCN-AM-TV Minneapolis to visit the city and "explain to us in the north the reason for the [integration] stand of one of our sister states." The stations have made next Saturday's (Oct. 18) *Opinion Please* (6-7 p.m.) available to the governor. As of last Friday (Oct. 10) no reply had been received by WTCN-AM-TV from the office of Gov. Faubus.

panel discussions, interviews, documentaries, news features, dramatic shows and remote pickups from classrooms, laboratories and other places of scientific interest.

The stations participating in Science Calling are WRCA-AM-TV New York, WRCV-AM-TV Philadelphia, WRC-AM-TV Washington, WKNB-WNBC-TV Hartford-New Britain, WAMP Pittsburgh, WMAQ-WNBQ (TV) Chicago, KRCA Los Angeles and KNBC San Francisco.

Nearly Half of Los Angelinos Have Fm Sets, Pulse Discovers

Nearly half (48.7%) of the families in the greater Los Angeles area own fm receivers and more than two-thirds (69%) of them listen to fm at least once a week, largely in the evening hours, according to a special survey of 1,000 families made in August by Pulse. The average fm listener is in the 18-49 age group, with only 17% of them under 18 and only 12% over 50, but about 35% in each age bracket 18-34 and 35-49.

Fm's program policies rather than technical performance is what attracts most listeners to the medium, the survey revealed. Good music was given by half (50.7%) of the respondents as their reason for listening to fm, with another 14.6% replying "better programming" and 30.8% "fewer commercials." "Good reception" was the motive of 14.2% and another 2.5% mentioned fm's static-free quality.

Supporting the "good music" replies, the fm listeners listed stations whose schedules are predominantly in the classical and semi-classical music category as those listened to in the previous week and tuned in most frequently. Paradoxically, an all-jazz fm station ranked high in listenership.

Heads of fm families are mostly professional men (24%) executives (17%) salesmen (12%) or skilled craftsmen (13%); 41% have incomes in the $4,000-$7,000 group, 29% in the $7,000-$10,000 group, 15% over $10,000 and only 8% under $4,000, the southern California survey showed.

Redlegs on WLWT (TV) Until '61

Cincinnati Redlegs baseball games will be telecast by WLWT (TV) there 1959 through 1961, John T. Murphy, tv vice president of owner, Crosley Broadcasting Corp., jointly announced with Gabe Paul, vice president-general manager, Cincinnati Baseball Club Co. and John Hesselbrock, vice president-general manager of sponsor, Hudepohl Brewing Co. WLWT has carried 53 Redlegs games each year since 1956.

Hudepohl's agency is Stockton, West, Burkhart Inc., Cincinnati.

WKBN-TV the Giftie Gave 'Em To See Selves as Tv Saw 'Em

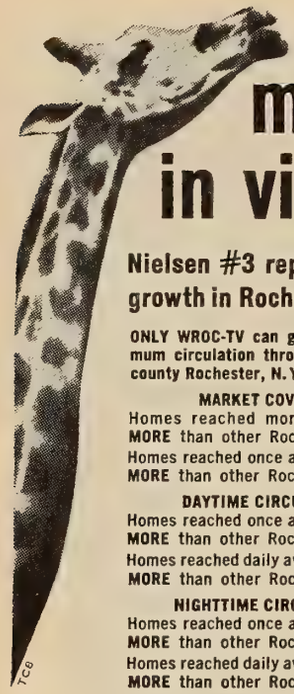
Tv films shot secretly last Monday (Oct. 6) at a luncheon of the Mahoning County (Ohio) Bar Assn. were introduced as evidence against Canon 35 of the American Bar Assn. Sid Davis, news director of WKBN-TV Youngstown, showed the film before the luncheon was over in a demonstration of tv's ability to record trials without disturbing proceedings.

The films were taken while Mr. Davis spoke to the bar group on the fact that Canon 35, with its radio-tv ban, actually prejudges the case of broadcasting vs. the bar. Only a few bar members were aware the proceedings were being telecast.

REPRESENTATIVE APPOINTMENTS

WPDX Clarksburg, W. Va., appoints John E. Pearson Co., N. Y.

Key Chain Stations (WKCB Berlin and WBNC Conway, both New Hampshire) name Breen & Ward, N. Y.



more in view!

Nielsen #3 reports more growth in Rochester, N.Y.

ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, N.Y. area...

MARKET COVERAGE
Homes reached monthly — 26.5% MORE than other Rochester station.
Homes reached once a week—20.8% MORE than other Rochester station.

DAYTIME CIRCULATION
Homes reached once a week—24.7% MORE than other Rochester station.
Homes reached daily average—38.8% MORE than other Rochester station.

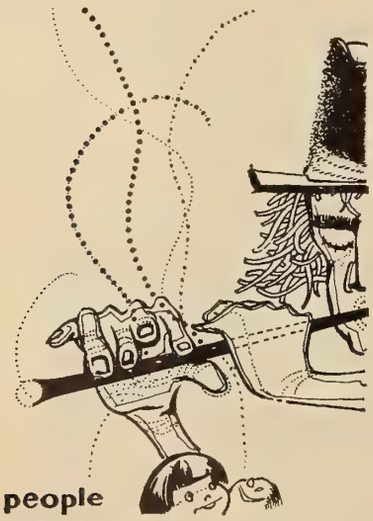
NIGHTTIME CIRCULATION
Homes reached once a week—20.8% MORE than other Rochester station.
Homes reached daily average—28.8% MORE than other Rochester station.

Represented Nationally by Peters, Griffin and Woodward
Sources: Sales Management '58, Nielsen #3, Spring '58

WROC-TV NBC-ABC CHANNEL 5 ROCHESTER, NEW YORK

Symbol of Service A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

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WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON



KTRK-TV, channel 13

NBC-AFTRA World Pact Sets Replay Precedent

A precedent-making agreement was reached last week between NBC and the American Federation of Television & Radio Artists providing for payment to tv performers of additional fees when recordings of their programs are re-played on tv in certain foreign countries.

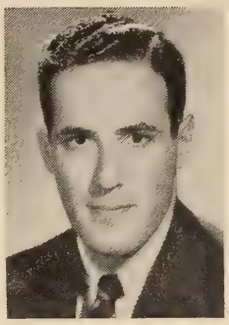
The agreement, announced last week by Donald F. Conaway, national executive secretary of AFTRA, and Alfred R. Stern, director of international operations for NBC, divides the world into five tv areas—The British Isles and Cyprus; Free Europe; Africa and the Isle of Madagascar; the Far East and Latin America. The fee to be paid the performer is dependent upon the number of tv sets in each area, and it is estimated that if the recording in which he appeared is re-played in all areas, he would receive 45% of the original payment. The area embracing the British Isles, for example, where the heaviest saturation of sets exists, would be rated a 20% of the original fee.

Fees are retroactive to June 18, 1957. The agreement is for two years, running from September 1958 to September 1960, or the expiration of the Network Television Code (contract), whichever is later.

It was pointed out repayment fees covered in the agreement will apply up to 150% of the minimum AFTRA fees in the U.S. The agreement is conditional upon the performer agreeing to accept the fees and does not prejudice or affect the right of any performer to reject the payment provided and to arbitrate. This provision opens the way for high-priced talent to bargain for fees in excess of those stipulated in the agreement.



MR. CONAWAY



MR. STERN

AFTRA now is expected to try to reach similar agreements with CBS and ABC. It is believed that the union concentrated initially on NBC because that network reportedly has been the most active in exposing records of its U.S. programs abroad.

NLRB Hearing on Videotape Held Up for AFTRA Negotiations

A National Labor Relations Board hearing on a petition by the American Federation of Television & Radio Artists to hold an election among performers to select a single union in the videotape commercial field was adjourned last Tuesday for a period of approximately two weeks.

The decision to adjourn the hearing was agreed upon by various parties concerned in order to permit AFTRA to resume its negotiations with networks and the transcription industry on a new contract. AFTRA's petition for an election is being opposed by the Screen Actor's Guild, the Screen Extras Guild and the three tv networks.

The hearing was conducted for eight days during which personnel from the various unions and networks gave testimony [PERSONNEL RELATIONS, Oct. 6]. NLRB examiner John J. Carmody has been collecting the testimony, which will be forwarded to the board in Washington for a decision.

AFTRA and the networks met last Wednesday to discuss the union's proposal for a new contract to replace the pact expiring on Nov. 15. Network negotiators were reported to be highly dissatisfied with the union's "excessive" demands, including a basic 10% wage increase and other provisions [PERSONNEL RELATIONS, Sept. 29]. The networks have not as yet offered counter-proposals. Negotiation sessions are scheduled today (Oct. 13), tomorrow and Wednesday.

Judge Refuses to Dismiss Move To Validate Trust Funds in N.Y.

A decision denying either dismissal or postponement of the petition of trustee Samuel R. Rosenbaum for a court determination in support of the validity of the Music Performance Trust Funds was handed down last Wednesday by New York Supreme Court Justice Henry Epstein.

Justice Epstein's ruling came on a motion by a group of defendants, asking the court to refrain from acting until final determination of lawsuits brought against the trust funds in California. The defendants included 40 New York musicians, nine record manufacturers and 13 tv film distributors.

Trustee Rosenbaum's petition, in effect, asked the court to rule whether he was performing a valid job in the administration of the trust funds. The trust funds are set up under the laws of New York State but their legality has been challenged, largely by a group of dissident west coast musicians who formerly belonged to the American Federation of Musicians.

Justice Epstein observed that "various aspects of this matter have been sent up and down the judicial ladders of California" and there "is no compelling or even persuasive reason to force the trustee to submit to



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PROMOTION PROGRAM

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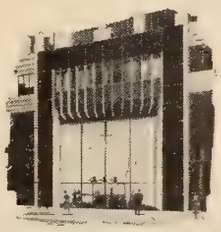
ONLY Station In The Nation That Gives TOP VALUE Stamps!
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ROCHESTER 4, N. Y.

COMMUNICATIONS CENTER OF THE WORLD

the new

444 MADISON

BLOCKFRONT: 49th to 50th STS.



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TOWER FLOOR
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the jurisdiction in California and abandon the jurisdiction in New York." He added:

"The benefits of the trusts are for all musicians in the country and not just those in California or those employed in making recordings. These are undisputed facts which weigh heavily on the conscience of the court when the trustee brings this proceeding in New York for a declaration of his status and the validity of the trusts."

AFM Tries New Tactic Against MGA Film Pact

Fighting to regain control of musical employment at the major motion studios, the American Federation of Musicians last week sought to upset the requirement that musicians employed by film producers must become members of the Musicians Guild of America. MGA is a new union which last summer won an NLRB election as collective bargaining agent for musicians employed by the major studios.

AFM filed charges of unfair labor against MGA, the Motion Picture Producers Assn. and the eight member motion picture companies with whom MGA has contracts, accusing MGA and the companies of violating the National Labor Relations Act by attempting to force musicians to join the guild illegally.

Concurrently, nearly 500 musicians employed by the major studios, almost half the number who voted in the NLRB election of studio musicians, signed a petition asking for another secret ballot election designed to deny MGA the right to negotiate or administer union security provisions (requiring musicians hired by the companies to join MGA) in their contracts.

AFM, supporting the action of the musicians signing that petition, sent telegrams to MPPA and the individual motion picture companies asking them to "cease requiring membership in MGA as a condition of employment."

Noting that the union security clause is customary in union contracts, Cecil F. Read, chairman of MGA, declared that if AFM is successful in upsetting MGA contracts with the motion picture studios, it would open the door for others to eliminate these provisions and that would be "very bad for American labor." AFM is "trying to set up its own private right to work clause," he stated.

MGA also has filed charges with NLRB accusing AFM of using "coercion, duress and fraud" in obtaining signatures to the petition. The requirement that musicians employed by the motion picture producers join MGA does not rule out AFM members so far as MGA regulations are concerned, but the AFM bylaw forbidding dual unionism does prohibit an AFM member from joining MGA. Explusion hearings against about 100 members of AFM Local 47 in Hollywood, charged with attending a meeting of MGA, are being held up pending a court ruling on a request for a permanent injunction against such a hearing until the legality of the bylaw can be tested in the courts.

30 Pages at NBC Hollywood Win Wage Boosts After Strike

Pages at NBC Hollywood won wage increases last week after a strike that began shortly before 5 p.m. Wednesday (Oct. 8) and was ended shortly after 5 a.m., Thursday.

Under a verbal agreement reached by NBC and NABET after an all-night session, the pages, who had been getting $225 a month, will now receive $238.33 a month to start, going to $273 after six months. Senior pages, now getting $240-$250, will receive $281.57 as beginning wages and go to $303.33 after six months. Pay for schedulers was increased from $250 to $325 a month. About 30 pages are covered by the new terms, which also provide vacations with pay, life insurance and retirement benefits.

When the pages walked out, they set up picket lines around NBC studios and asked other NABET members to respect them. The technical crew, however, stayed on the job until 5:30 p.m. to put on the initial broadcast of the *Milton Berle Show* before joining the walkout.

This was the only live program originating from Hollywood that evening. Supervisory personnel got the network's filmed and taped shows on the air without noticeable mishap.



Richards Assoc. Now in New York

Richards Assoc., Washington, D.C., public relations firm has opened a new office at 10 Rockefeller Plaza, New York, managed by Frank Zuzulo, former MBS public relations director. President Robert K. Richards stated that growing requirements of clients in the New York area necessitated the step. Mr. Zuzulo, who was with Mutual for 12 years, most recently directed national product publicity, merchandising and promotion for major clients of the Edwin C. Lee public relations organization in New York.

Kittner Becomes Law Partner

The Washington law firm of McKenna & Wilkinson last week announced that Joseph M. Kittner, who has been associated with the organization since 1956, has become a partner. Mr. Kittner was at one time assistant chief of the FCC Broadcast Bureau. McKenna & Wilkinson also reported that Robert W. Coll is now associated with the firm.

Tuhy Services in Washington

Funeral services were held last Tuesday (Oct. 7) for Washington radio-tv attorney Stephen Tuhy Jr., 50, who died of leukemia Oct. 3. He had been in poor health for some months and had not been active in his practice for about two months. Mr. Tuhy began his own radio-tv practice in 1948 after service as an associate in the Washington law firm of Hayes & Hayes from 1944. He joined the FCC upon his graduation from George Washington U. Law School in 1935 and was a trial attorney in the Broadcast Bureau's hearing division when he left the FCC in 1944. He is survived by his wife Margaret, four daughters and a son.

Attorney Young Is Heart Victim

Verne R. Young, 48, Washington communications lawyer since 1935, died Oct. 4 after a heart attack. Burial was last Tuesday (Oct. 7) in National Memorial Park, Falls Church, Va. Mr. Young, a native of Rushville, Ill., joined the old Federal Radio Commission in 1931. He left in 1935 to associate in law practice with Philip G. Loucks. The firm is now Loucks, Zias, Young & Jansky. Mr. Young received his law degree from the Washington College of Law (now part of American U.), in 1935. He leaves a widow, Anne, and two children.

PROFESSIONAL SERVICES SHORTS

General Artists Corp.'s GAC-TV named by Mike Stokey Enterprises to represent producer's *Pantomime Quiz* series for network sales. Also agreed upon: that Mr. Stockey turns over to GAC-TV all programs and program plans for development and that GAC in turn will assign Mr. Stokey several of its ideas for execution. Besides *Pantomime Quiz*, Mr. Stokey has packaged *Stage Action* and *Author, Author.*

Herold Radio & Electronic Corp., Mount Vernon, N. Y., names Samuel Weiss & Assoc. as public relations counsel.

WAIR, WGAI Each Get 5 Awards In N. C. AP News Competition

WAIR Winston-Salem and WGAI Elizabeth City, both North Carolina, received awards in five of the eight categories in the North Carolina AP Broadcasters Assn.'s annual news competition, it was announced last week.

WBBB Burlington has the next most honored news department—it received awards in three categories. The list of citations:

Comprehensive news: Superior, WIST Charlotte (Jon Holiday); Excellent, WEGO Concord (J. Norman Young); Meritorious, WAIR (Larry Patrick); Honorable Mention, WEED Rocky Mount (Bill Anthony).

State-local news: Superior, WIST (Jon Holiday); Excellent, WSTP Salisbury (Russ McIntire); Meritorious, WAIR (Larry Patrick); Honorable Mention, WGAI (Jack Aulis).

Commentary: Superior, WBBB (E. Z. Jones).

Women's news: Superior, WAIR (Lois Kansler).

Farm news: Superior, WWNC Asheville (Scotty Rhodarmer); Excellent, WGAI (S. A. Tuten).

Documentary-special events: Superior, WBBB, (E. Z. Jones); Excellent, WGAI (Jack Aulis); Meritorious, WRNB New Bern (George Shriver); Honorable Mention, WEED (Bill Anthony).

Sports: Superior, WBBB (Morty Schaap); Excellent, WAIR (Jim Wayne); Meritorious, WEGO (J. Norman Young); Honorable Mention, WGAI (Jim Woods).

News coverage: WBT Cup, WAIR. Excellent, WGAI. Meritorious, WPAQ Mount Airy. Honorable Mention, WFLB Fayetteville. Honorable Mention, WBMA Beaufort.

KRCA (TV), KTTV (TV), KNX Take Three News Awards Apiece

KRCA (TV), KTTV (TV) and KNX are the outstanding news stations of the Los Angeles metropolitan area, according to the Radio and Television News Club of Southern California, which a fortnight ago presented each of the trio with three Golden Mike awards. KNXT (TV) received two of the 15 awards presented at the club's annual dinner at the Hollywood Plaza and KABC, KHJ, KLAC and KMPC got one award each.

In tv, KRCA received a station award for its *Pathway* series, with individual awards to Jack Latham for newscasting and Gene Barnes for newsfilm coverage. KTTV's awards were for most aggressive news policy, news reporting by an independent station and to George Putnam for news commentary. KNXT's awards went to Irwin Rosen for newswriting and Gil Stratton for sports reporting.

In radio, KNX awards went to Frank Goss for newscasting, Roger Sprague for news writing and Tom Harmon for sports reporting. KABC was honored for the most aggressive news policy; KHJ's award went to Virgil Pinkley for his news commentary; KLAC got its award for *Listen, L.A.* and KMPC's trophy was for outstanding news reporting by an independent station.

Fund for Republic Tv Awards To Total $14,000 This Season

The Fund for the Republic will award a total of $14,000 in prizes for the best tv programs dealing with a topic related to freedom and justice on the commercial airwaves between Oct. 1 of this year and May 31, 1959. The fourth annual competition for the Robert E. Sherwood Awards was announced Wednesday (Oct. 8) by Robert M. Hutchins, the fund's president.

Entries must be submitted to the seven-man panel of judges by June 5, 1959. There will be a minimum of three and a maximum of seven programs named, the money divided among the people responsible for the program on a basis determined by the jurors and the winning network or station receiving a citation. Kinescopes or films of programs nominated must be available. Handling the nominations is Sylvia Spence Assoc., 527 Lexington Ave., New York. Phone Plaza 5-2584.

AWARD SHORTS

Dr. Emanuel Rosenberg of Bogota, Colombia, S. A., and **William Nelson Goodwin Jr.** have been selected to receive Howard N. Potts Medals from The Franklin Institute. Dr. Rosenberg invented Cross-Field Generator, and Mr. Goodwin invented the photoelectric exposure meter, more popularly known as "applause-meter." Mr. Goodwin, retired, is retained by Weston Corp. as consultant.

WJBK Detroit's *Standard News With Jac LeGoff* (Mon.-Fri. at 11 p.m.) named "best local regularly scheduled newscast" in first Annual Michigan Associated Press Awards competition.

Doris Ann, NBC-TV public affairs dept. producer since 1951, named "outstanding professional woman of the year" by Business & Professional Women's Clubs of metropolitan New York.

WITN (TV) Washington, N. C., has won award for outstanding promotion on NBC major league baseball in competition between all NBC stations from Pennsylvania to Florida.

ABC-TV's live program, "Stroke," and **CBS-TV's** film presentation, "Hemo the Magnificent," have won 1958 Howard W. Blakeslee Awards of American Heart Assn. for outstanding reporting in field of heart and circulatory diseases. "Stroke," one of *Medical*

October 13, 1958

Dear Broadcasting Executive:

The business of buying and selling Radio and Television time is based, to a tremendous extent, on integrity. Outside of Wall St., there is no other business existing where such a tremendous volume of business is transacted with such little paper work, or so few contracts.

It is not unusual for millions of dollars of business to be placed monthly all over the Nation and contractual paper work follows months later. In some instances, the actual broadcasting has been completed before the parties involved have received the contractual papers. For this reason, the integrity and honesty of the individual involved is a necessity. When you run into a man who has an exceptional reputation for honest dealings over a period of twenty years or more, you have a very solid and valuable citizen.

The man involved in this matter has unusual contacts generated over many years. His word is as good as his bond and any station owner, or representative organization or agency would be benefited immeasurably by having this individual as a representative.

He is familiar with Radio, Television and has had experience in Print, having sold Trade Magazine advertising many years. His loyal friends in the business are legion. He isn't looking for any fabulous salary—just a livable wage and many of today's representatives could use this man to teach the young green (and we do mean green) salesmen who are coming into agencies daily.

Certainly, someone can use his entree into all major agencies and his wealth of experience in either a counseling or supplementary sales position.

If you have any ideas, drop a line to

BROADCASTING
BOX # 283G
WASHINGTON, D. C.

KELLY
IS
COMING

Horizons series telecast April 27, 1957, and "Hemo," part of *Bell System Science Series* shown March 20, 1957, received citations and $500 honorariums.

Austin Grant, CKLW-AM-FM-TV Windsor, Ont., newscaster, has received 1958 Electronics Institute Award for "outstanding newscasting in aviation, science, space travel and allied fields of electronics."

The Branham Co., N. Y., station-newspaper representative, has announced that Patricia Ann Mueller of Dallas and Arnold Norman Jr. of Little Rock, have been awarded $1,000 each in scholarship competition sponsored by Branham among secondary school students who are children or grandchildren of employes of Branham-represented newspapers or stations. Miss Mueller is daughter of Nicholas J. Mueller, film director of KRLD-TV Dallas, and Mr. Norman is son of Arnold Norman Sr., advertising salesman for the *Arkansas Democrat* in Little Rock.

Marshall Wells, WJR Detroit farm editor, presented with top award in farm category in Michigan Associated Press Broadcasters Assn. first annual news competition. Citation was awarded to Mr. Wells for "conducting Michigan's best regularly scheduled farm program."

Bob Reynolds, WJR Detroit sports director, cited by Michigan Associated Press Broadcasters Assn. in first annual news competition awards for "best regularly scheduled sports program in Michigan."

KITE San Antonio presented with Award of Achievement for special events coverage by Texas Associated Press Broadcasters Assn. Citation is for KITE's "fast reporting of San Antonio loan company hold-up."

WCAO Baltimore has won American Cancer Society's Golden Sword Award for "outstanding service on year-around basis in interest of cancer control." This is second consecutive year that WCAO has received award.

Jack LaLanne, physical culturist and m.c. of physical education program over KGO-TV San Francisco, received first annual "Farrallone to San Francisco Paddle-Board" award for his Sept. 26 feat which took him from rocky islands 28 miles off the coast to Phelan Beach, San Francisco.

Lowell Thomas, star of CBS-TV's *High Adventure with Lowell Thomas,* has received first Giants of Adventure Award presented by *Argosy* magazine, as "the voice of adventure to the world."

WFMD Frederick, Md., has been given Army Chemical Corp Certificate of Achievement for patriotic service "contributing to the accomplishment of the mission of the United States Army Biological Warfare Labs, Fort Detrick, Md."

Meet Me in St. Looie—Looie

Sales Promotion — Audience Promotion — Merchandising — Publicity — Public Relations — Competitive Media Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 State Street, Chicago, for information on individual sessions.

TEAR-OFF COUPON AND MAIL

Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
Chicago 1, Illinois

BPA

Please reserve ..... places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

.....

I will make my own hotel reservation.

Florida Gets Three ETV Outlets Within Weeks; WFPK-TV on Air

October starting dates have been announced for two Florida educational stations. WUFT (TV) Gainesville ch. 5 is due to commence operations today (Oct. 13); WEDU-TV Tampa ch. 3 is scheduled to be on-air by the month's end. WJCT (TV) Jacksonville ch. 7 has been airing educational programs since Sept. 10. As the stations begin regular programming they will become affiliated with the National Educational Television Network (Educational Tv & Radio Center, Ann Arbor, Mich.).

Educational-noncommercial WFPK-TV Louisville, Ky., also commenced operations on ch. 15 last month.

Experts Laud Educational Tv As New Medium of Opportunity

The importance and potential for good of educational television was underscored by two educational tv experts in a seminar at Kansas State College.

Dr. H. K. Newburn, head of the Educational Radio and Television Center at Ann Arbor, Mich., noted the importance of the medium as a transmitter of "educational experiences" to people of all ages. He urged educators to utilize this tool as efficiently as possible.

Charles Hettinger, supervisor of television education for the Pittsburgh, Pa., public schools, emphasized the power of tv and stated that in some areas television instruction is better than regular instruction. "The medium that can transmit the screams and wiggles of an Elvis Presley can also broadcast the best of thought and deed," Mr. Hettinger declared.

Michigan U. Making News Series

A radio series featuring 12 prominent persons connected with news and its dispensation is being produced by the U. of Michigan's noncommercial-educational WUOM (FM) Ann Arbor. The programs, to be completed next spring, are made with a $3,100 grant-in-aid from Educational Television & Radio Center and National Assn. of Educational Broadcasters. Among those taking part: James C. Hagerty, Presidential press secretary; Walter Cronkite, CBS-radio-tv commentator; Mike Wallace, ABC-TV personality, and Drew Pearson, radio-newspaper columnist.

EDUCATION SHORTS

WNYC-AM-FM New York is presenting two college courses for credit in cooperation with Queens College, School of General Studies this fall. Course in "Contemporary European Drama" is being given on Monday, Wednesday and Friday (3-3:30 p.m.) and another, "The Enjoyment of Music," on Tuesday and Thursday (3-3:40 p.m.).

Fordham U. announces that its campus station, WFUV-FM, has inaugurated regular transmission of stereophonic broadcasting by means of fm multiplex. Station will program 10 hours per week of stereo during October and November, according to university officials.

WDGY D.J. Signs With Lakers

Fans of Dan Daniel, d.j. at WDGY Minneapolis, Minn., can watch him perform this season in a different role than they are accustomed to hearing on radio. WDGY has announced the signing of their 6 ft. 4½ in. personality to a contract with the Minneapolis Lakers professional basketball team. Currently touring northwest cities in exhibition games, Mr. Daniel will continue his daily 7 to 10 p.m. program on WDGY and expects to reach regular season games in time to play in the last quarter. Mr. Daniel's basketball experience consists of two years of service ball while stationed in Manila, P.I.

KXJB-TV Covers Rally for State

State-wide television coverage of an outdoor Family Rosary Crusade prayer rally at Valley City, N.D., Sept. 14, was provided by KXJB-TV Valley City for the North Dakota Broadcasting Co. network, which also includes KXMC (TV) Minot, KBMB-TV Bismarck and KDIX-TV Dickinson. Letters received by the stations after the 90-minute telecast indicated that the rally was seen in 43 of the state's 52 counties, NDBC reports.

WMAQ, WNBQ (TV) Boost Science

A six-week series of educational science programs through the facilities of WMAQ and WNBQ (TV) Chicago, effective Oct. 5, has been announced by Lloyd E. Yoder, NBC vice president and general manager of the stations. Under the title, *Science Calling*, the Chicago Board of Education and area colleges and universities will cooperate with the stations to present several hours of radio-tv programming each week to the subject—on special and regularly-scheduled programs. The campaign runs through Nov. 15.

Home Run Guesser to Win Prize

Baseball World Series was the basis for a listeners' contest promoted by WIBG Philadelphia. Listeners were asked to submit answers to the questions "Who will hit the first home run in the 1958 World Series, in what game and in what inning?" Entries were to be postmarked by noon Wednesday, Oct. 1. The contest winner has the choice of receiving a Bulova men's or women's watch. In case of ties, WIBG will conduct a run-off contest. Publicity was given the contest by the stations "Fun Five" personalities: Bill Wright, Doug Arthur, Tome Donahue, Joe Niagara, and Hy Lit.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

CATCHING UP

Westinghouse Electric Corp. — which claims to be "first with the future"—last week took a cue from E. I. DuPont de Nemours Co., sponsor of *DuPont Show of the Month* on CBS-TV. Westinghouse on Oct. 6 began previewing tonight's (Monday) scheduled "Bernadette" (*Westinghouse-Desilu Playhouse*, CBS-TV 10-11 p.m.) in 21 cities in cooperation with local stations. Westinghouse Consumer Products Div. hosted the party-previews, arranged jointly by Westinghouse, its agency, McCann-Erickson, and its wholly-owned public relations affiliate, Communications Counsellors Inc.

DuPont earlier this season started a "preview system" whereby local tv editors could catch the dress rehearsal on closed-circuit hookup the day before CBS-TV aired the 90-minute live production of Mary Chase's *Harvey*. Westinghouse's system differs in that it tandems filmed prints of the show around the country at different times.

D'Arcy Honors U. of Mo. School

D'Arcy Adv. Co., St. Louis, is distributing to the trade a momento marking the 50th anniversary of the U. of Missouri's School of Journalism, claimed to be the world's pioneer. The agency points out it long has recognized the specialized training of the school and that U. of Missouri this year is teaching advertising principles at classroom level, aided by lectures by agency representatives. D'Arcy also claimed many graduates among its personnel and noted "We have profited by this close association, which is indicative of the agency's interest in furthering advertising education and development of future generations of advertising men and women."

WPTR Joins C. of C. Campaign

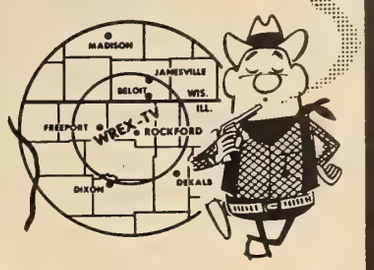
With WPTR Albany, N. Y., contributing personnel and facilities the Greater Albany Chamber of Commerce enrolled twice as many new members in a one-day membership drive on Sept. 23 as were enrolled in three-day drives in previous years.

WPTR assigned its four two-way radio news cars and personnel to the chamber's recruiting teams. After new members were enrolled, the station broadcast their names and offered congratulations. The recruits also were interviewed briefly by newsmen in the field.

WDSU-TV Mails Scented Cards

WDSU-TV New Orleans has sent specially treated greeting cards to advertisers and agencies to announce its latest share-of-audience figures. The card's cover displays a banquet with the caption "Sweetest bouquet you can pick . . ." Inside, a fold-out section of "blossom" contains percentage figures for five different time periods. To help give timebuyers the scent the cards are perfumed.

STRAIGHT SHOOTIN'



Yes, straight shootin' with **NEW HIGH POWER** right into 365,000 television homes in the heart of Mid-America's agricultural and industrial markets. WREX-TV has increased its power to 229,000 watts E.R.P. video and 114,000 watts E.R.P. audio. Now, the sales power of WREX-TV spans market portions of over 30 counties in Southern Wisconsin, Northern Illinois and Eastern Iowa.

Represented by H-R Inc.
ABC—CBS

WREX-TV
CHANNEL 13 ROCKFORD

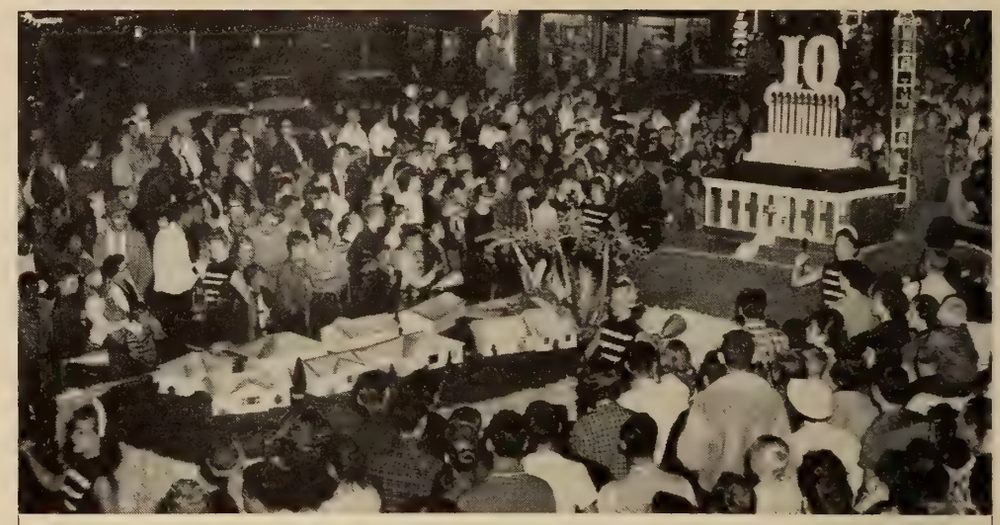
the Hot Half Hour
by Robert L. Foreman

"It's clairvoyant. It's revealing. It's even sexy. Go to your nearest bookstore and tell 'em Groucho sent you."
— GROUCHO MARX
$3.95 at your bookstore
CRITERION BOOKS, INC.

New WOV Symbol Keynotes Agency Collection Contest

A "WOVBUG" contest offering a trip to Rome to the advertising agency person collecting the most WOVBUGS, cartoon figure recently adopted as the symbol of WOV New York, was launched by WOV yesterday (Oct. 12). WOVBUGS ("rhymes with lovebug") are imprinted on all WOV advertising, letterheads, calling cards, promotion brochures, availability sheets, etc., and agency people collecting the largest numbers will win prizes—28 in all.

Contest runs from Oct. 12 to Feb. 12, WOV announced, pointing out that each date is "a holiday of special significance to one of the two groups reached by WOV broadcasting. For the Italian it's Columbus Day and for the Negro community it's Lincoln's Birthday and Negro History Week." Second prize is a 14-day West Indies cruise; third is a 1959 Royal portable typwriter, next 10 are Helbros wrist watches and the next 15 are Italian glassware and ceramics. Contest brochure offers a tip to contestants: "the more written information you request and the more times you call in your WOV representative, the more WOVBUGS you'll receive, plus a richer understanding of two great markets (Italian and Negro) in Metropolitan New York."



WHITE COLUMNS, home of WSB-TV Atlanta, was constructed in miniature (above) for that station's 10th anniversary parade down Atlanta's Peachtree St. Sept. 30. An estimated 220,000 persons turned out to cheer WSB-TV's marching preview of its fall season programs. The parade floats featured station personalities, visiting celebrities, national organizations and musical groups. Celebrities included Jackie Cooper of *People's Choice*, Richard Carlson of *MacKenzie's Raiders*, Keith Larsen of *Northwest Passage*, Kenneth Tobey and Craig Hill of *Whirlybirds*, Tim (Kingfish) Moore of *Amos and Andy*, and orchestra leader Skitch Henderson. National participants were MGM-TV, CBS-TV, ABC-TV Films, Buick and RCA. WSB Radio broadcast live as its float moved down the parade route. WSB-TV filmed the entire parade to show the following night. Serving as parade chairman was Jean Hendrix, assistant to the general manager of WSB-TV and the station's film buyer.

KMPC Issues Football Guidebook

KMPC Los Angeles, which last spring prepared and distributed "A Housewife's Guide to Baseball," has released a second publication entitled "Football—From the Ground Up." Listeners can obtain copies free of charge by writing to KMPC.

According to the authors, the booklet is designed to help the average fan follow football games with a reasonably bright look on his face. They report that "football is a pastime in which one team does its best to deceive the other team. And as long as this deception works or doesn't work someone has failed to understand exactly what the play was all about. A lot of the fun of football is in trying to figure out what is happening or what ought to have happened. That's where this booklet will come in handy." KMPC's guidebook contains rules of the game, glossary of terms, illustrations and the Los Angeles Rams' game schedule.

WFBM-AM-TV Host Series Party

Approximately 1,000 clients, agency representatives, city and state officials, and others, were guests of WFBM-AM-TV Indianapolis at their second annual "World Series Party" during the first two games of the series, Oct. 1-2.

The two parties, held in a downtown Indianapolis ballroom, started with films of past World Series games and a discussion of this year's opposing teams between ex-major league umpire Harry Giesel and Johnny Hutchings, coach of the Indianapolis Indians, and moderated by WFBM sportscaster Tom Carnegie. Baseball fans viewed the games from Milwaukee on 10 tv sets and a special large screen set on the ballroom stage. First day programs of the series were flown in from Milwaukee and given as favors along with the World Series issue of *Sports Illustrated*.

WFBM account executives, acting as concessionaires, served more than 1,000 hotdogs, 1,200 hamburgers, 700 boxes of popcorn, 1,300 bags of peanuts and an unreported amount of liquid refreshments.

WCBS to Start Marketing Plan

WCBS New York is formulating plans for a new food and grocery merchandising campaign to be known as the "Total Marketing Plan," according to Sam J. Slate, general manager. The merchandising plan, scheduled to go into operation in several weeks, is designed to attract new customers and win stronger identification for groups of grocery stores and products in the greater New York area.

Known also as "TMP," the plan will cover store participation through promotions within the premises, plus WCBS support through on-the-air announcements, newspaper advertisements, and special radio programs. WCBS has not yet set the minimum buy for sponsor participation.

WMHE (FM) Schedules Orchestra

WMHE (FM) Toledo, Ohio, has announced it will broadcast the entire subscription concert series of the Toledo Orchestra this season. The total of five concerts will originate from the Peristyle of the Toledo Museum of Art. The first concert, Oct. 8, marked the start of the orchestra's 15th season and the first year that its entire series will be broadcast. The broadcasts include a performance of "Amahl and the Night Visitors" by the original NBC-TV cast on Dec. 5.

ESP Wows Listeners on WAVI

ESP stands for extra-sensory perception, which includes among other possible phenomena the concept of mind-reading. Can one's "thought waves" be read by another person? WAVI Dayton, Ohio, on its morning *BW Show*, holds experiments to see whether ESP might just be fact. So far, reports the station, one lady has won the twice per morning ESP contest four times. The contest consists of "BW" holding a picture of a person, place or thing to his microphone and requesting listeners to call in the object's identity without benefit of further clues. Each ESP contest has brought in over 150 calls, states WAVI.

Adults Get Own Tv Record Hop

A televised record hop for adults started Oct. 4 on WAKR-TV Akron, Ohio, sponsored by Co-op Supermarkets of Akron for a 13-week series. The *Co-op Ballroom* show, featuring songs popular in World War II years, gives adults the opportunity to dance in front of the cameras. Charlie Greer, WAKR-TV d.j., is host for the series. Guest personality at the premiere party was Al Alberts of the Four Aces. The tv presentation is produced by Co-op's ad agency, The Stalker Agency of Akron.

Miami Love Life on WCKR

Sex, love, engagements and marriage are some of the personal problems aired over WCKR Miami four nights per week on the station's *Love and Marriage* program. Billed as "armchair psychiatry . . . offered WCKR radio listeners . . ." the show revolves about "nationally-known marriage counselor" Samuel Kling who receives listeners' love conflicts over the

phone and tapes the conversations for rebroadcasting. WCKR reports that Mr. Kling is "one of the few marriage counselors in the country to be listed in *Who's Who in the U. S.*"

KDAY Honors Californians

To laud "courage, honor and all the qualities of an outstanding Californian," KDAY Santa Monica has announced a new public service award: "The Californian Award." KDAY's first winner of the gold medallion award, according to the station, was Jack Muller, a Southern Pacific Railroad signal maintenance man, who dragged a young housewife from the path of an oncoming train after her car had stalled on the tracks.

KDAL Publishes Music Guide

KDAL Duluth, Minn., reports that it furnishes local music stores with weekly Music Guides, four-page pamphlets cut in the form of a 45 rpm record. All area record stores are surveyed each Wednesday morning, according to KDAL, and by that afternoon each store is supplied with Music Guides, personalized with their firm name, and listing the top 30 singles and top 15 lp's as gathered by that day's survey. The Music Guide also lists the KDAL music shows, their times and personalities. Says KDAL: "Success of this idea is measured by the increasing number of Music Guides each store requests with each passing week."

WJZ-TV Covers Baltimore Books

Not wishing to overlook the present viewers of juvenile shows and future viewers of adult programs, WJZ-TV Baltimore has announced that it has distributed over 20,000 handsome red book covers to local school children. The covers picture WJZ-TV personalities Buddy Deane and Jack Wells as well as mention the station's new fall lineup of shows—*both* children and adult.

Tags Introduce KXOK D.J.

Tags with shoestrings attached were used by KXOK St. Louis to promote the arrival of the station's new d.j., Jack Elliott. The tags announced that Mr. Elliott "starts on a shoestring . . . Monday Sept. 22." Tags were mailed to ad agencies in St. Louis; retail record stores distributed the tags with purchases, and a model handed out more than 6,000 tags at major street intersections. Mr. Elliott's show is from 6 to 9 a.m. weekdays and Saturdays from noon to 3 p.m.

WBAL-TV Begins New Farm Show

Beyond the City Limits, a fifteen-minute farm newsreel program produced and narrated by WBAL-TV Baltimore Farm Director Conway Robinson, began Oct. 4 and will continue each Saturday evening on the ch. 11 outlet. This "local" farm newsreel show will include "agricultural coverage as well as human interest stories and a week-end weather forecast," according to WBAL-TV.

In the Syracuse Market

WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO



5 KW • SYRACUSE, N. Y. • 570 KC

A SPARKLING 1 minute SHOW!

"the SHOWBIZ beat"

Here is radio's most sparkling one minute package!

The Showbiz Beat . . . full of fun and color. SHOWBIZ is taped while our B'way and Hollywood reporters exchange gossip over long-distance beeper phone.

These reports are done in 30 second packages—so you can insert 15 second spots in front and back—for a FULL ONE MINUTE PACKAGE!

A 30 minute tape is sent to you every Monday morning—with 60 colorful "gossip" items—PLUS some "quickie" interviews with Stars of B'way and Hollywood. YOU ALSO RECEIVE FREE PERSONALIZED OPENINGS AND CLOSINGS Identifying your STATION and/or SPONSOR.

Programming of this colorful—fun packed package starts October 20—IF YOU ORDER THIS PACKAGE NOW YOU WILL RECEIVE FREE —ONE WEEKS SERVICE! (Oct. 20 thru Oct. 26th).

And—the cost: You can have this package exclusively in your market for the LOW weekly cost of $10!

WIRE • PHONE • WRITE

kenny a. green, pres.

the SHOWBIZ *beat*

P. O. BOX 14 • WEbster 2-3540 • TULSA, OKLA.

Gobel Feature in 'Tv Guide' To Promote Color, Stereo Show

RCA and its NBC-TV-NBC Radio subsidiaries Oct. 21 will call upon *Tv Guide* subscribers to participate in an experiment designed to demonstrate its compatible color and stereophonic sound.

The Oct. 18 *Tv Guide* will include a four-page color gatefold (21 x 7½ inches) showing the bottom half of a tv screen and a still of the Oct. 21 *George Gobel Show*. At a given point in the program, Mr. Gobel and four models will suddenly "freeze" in a pose. The announcer will ask an estimated 40-50 million viewers to place the strip across the bottom of their screens, thus contrasting the black-and-white and color. (The pose on the screen will merge with that depicted in the ad.)

The reverse side of the gatefold will show viewers how to get stereo sound by placing an am radio adjacent to the tv set. A total of 107 cities will carry the simulcast. *Tv Guide* will print 6.5 million copies.

WNEW Speaks Up for Candidates

WNEW New York is airing nightly programs for the four qualified candidates for governor of New York state, the four qualified candidates for senator of New York state and the eight qualified candidates for senator in New Jersey, on *The People's Choice* series (Sun.-Fri., 9:30-10 p.m.). Professional radio performers hired by the station for the series deliver the speeches. Each candidate will be represented several times during the campaign period and the performers used will be rotated from night to night.

Medicine Explored on WMAR-TV

WMAR-TV Baltimore has announced two medical series for the enlightenment of its listeners who desire to keep abreast of the problems and advances in this field.

The *Know Our Children* series will begin Oct. 22 in cooperation with the Maryland Society for Mentally Retarded Children. The series will consist of four original dramas, acted by professionals from the Hilltop Theatre and written by Carol O'Shea, depicting "the problems created in a family into which a mentally retarded child is born."

The second WMAR-TV medical adventure, to be presented on alternate Saturdays by the Baltimore City Medical Society beginning Oct. 11, will be *Medicine '58*, a program which is going into its fifth season. In the past this show has "explored fifty different aspects of medical treatment" through the knowledge of over 100 experts. Twelve programs are planned for the coming season, including inquiries into headaches, hypertension, tuberculosis and pregnancy.



WQAM Lamp Burning Bright

How long, how many hours, minutes and seconds will a hurricane lamp in a Miami radio station burn on a continuous basis? WQAM Miami asked this question as part of its "Hurricane Lamp Contest." The prize offered was an all-expenses trip for two to Panama. E. M. Altman of Ft. Lauderdale, Fla., guessed that the lamp would burn for 76 hours, 15 minutes and 45 seconds. Actually, announced WQAM earlier this month, the lamp burned nearly six minutes longer than that. But Mr. Altman was close enough to begin planning his Panama trip.

CHCT-TV to Celebrate Tv Week

CHCT-TV Calgary, Alberta, telecast 24 hours a day during the seven days of Canadian Television Week (Sept. 28-Oct. 4). The station put special emphasis on community activities during its week-long promotion. CHCT-TV's present weekly live production average 16 hours. During Television Week an additional 30 hours of local live entertainment were scheduled. A telethon project of this duration has never before been attempted during the six years that Canadian television has been in operation, the station reported.

WRGB Hosts Sponsor's Salesmen

WRGB (TV) Schenectady, N. Y., hosted 165 General Baking Co. salesmen and their families at a buffet supper and to watch the rehearsal and broadcast of the company's commercial on the program *Seahunt*. Presiding at the informal sales meeting before and after the broadcast were Lee Barrett, General Baking Co.; Robert Reid, manager of marketing, WGY-WRGB; John Mortimer BBDO; Herb Koster, WRGB announcer, and George Spring, manager, WRGB sales.

NBC, CBC Set Program Exchange

NBC Radio's *Monitor* week-end service has started (Oct. 6) broadcasting the 1:30-5:30 p.m. segment each Saturday to the trans-Canada network of the CBC. Trans-Canada network of 40 stations, in turn, plans to make available to *Monitor* some of its outstanding programming from time to time. Commercials on *Monitor* will not be carried in Canada and similarly, Canadian commercials will be eliminated in feeds to *Monitor*.

VTR KICKOFF

Through videotape, a 29-station network each Sunday is presenting a live-quality, 45-minute digest of a Southwest Conference football game played the afternoon or night before.

The videotaped *Game of the Week*, which started with a trial run Sept. 13 at KPRC-TV Houston, Tex., was originated by Joe Wilkinson of McCann-Erickson for sponsorship by the Humble Oil and Refining Co. after he saw the first demonstration of VTR at KPRC-TV last January. Technical details were worked out by the KPRC-TV staff under the direction of Paul Huhndorff, chief engineer and operations manager. The first game digest (Texas A&M vs. Texas Tech) was telecast Sept. 21.

The *Game of the Week* is voted upon by Southwest Conference coaches the Sunday before the game is to be played. The station nearest the site of the game moves into the stadium on Friday with four cameras. On Saturday the entire game and pregame activities are fed to the station on a closed-circuit for taping. An editing crew cuts the tape to cover the top action. Remarks by *Game of the Week* commentator Kern Tips and crowd noise audio are dubbed on the single tape, as are commercials and a three-to-four-minute interview. The 45-minute tape is ready for telecasting at 5 p.m. Sundays.

ABC-TV to Spark Romance

ABC-TV will program *Chance for Romance*, which will "extend a chance for sincere friendship to mature unmarried men and women," beginning Oct. 13 (Mon.-Fri., 2-2:30 p.m.). On the program, a woman (or man) seeking friendship, will be introduced to three members of the opposite sex. The central participant will then have dates with all three and return to the program to give reactions to the three dates.

WGTO Adds Fountain to Gardens

WGTO Cypress Gardens, Fla., has added a new attraction for visitors to the Cypress Gardens. The station is maintaining as a merchandising promotion a fountain in the shape of a perfume bottle which sprays a continuous stream of Aquamarine Spray Mist, a product of Revlon Inc. Tourists who dip their handkerchiefs in the fountain soak up nearly a gallon of the solution each day, WGTO reports.

A-C on NBC Program 14 Years

Allis-Chalmers Mfg. Co., Milwaukee, has marked up 14 years of sponsoring the *National Farm & Home Hour*, now celebrating its 30th anniversary on NBC Radio. A story [MILESTONES, Oct. 6] inadvertently listed the Allis-Chalmers agency as Compton Adv. instead of Bert S. Gittins Adv., which handles the account.

WERE to Repeat Weather Service

WERE Cleveland, Ohio, has announced it will again offer a school emergency weather service initiated last year as a public service during extreme weather conditions. WERE furnishes wallet-size cards bearing the private number of the emergency telephone in the station's news room to all authorized school personnel. WERE also keeps a file of the persons to call if school closings become imminent. Questionable calls can be traced from the file. The station will broadcast school weather emergency reports from 6-9 a.m. and from 8 p.m. to 12 midnight, as well as bulletins during the day and night.

WRC-TV Premieres Variety Show

A local, live variety show entitled *Montage* started Oct. 6 on WRC-TV Washington, D.C., from 9:05 to 9:55 a.m. weekdays. Hosting the program designed for homemakers is Mac McGarry, who has rejoined WRC-TV after leaving a position with WBUF Buffalo, N.Y.

Mr. McGarry's program includes movies, interviews, records, fashion reports, entertainment suggestions, travel tips, news and weather information. Guest on the first day's show was District Commissioner Robert E. McLaughlin to discuss plans for a 1963 World's Fair in Washington.

WIBG Scouts for Spacemen

WIBG Philadelphia offered 99 M-11 Corporal Toy Missile Kits for the best answers received from listeners as to why each of them "would like to be the first person launched into outer space." The station reports that responses were received from both children and adults and included scientific, patriotic and humorous reasons for the desire to be rocketed into the heavens.

According to WIBG, answers ranged from the simple sincerity of a youngster who declared he wants to be shot into space "because I would like to know what space looks like," to the reply from one individual that he has desired to leave the earth ever since his engine developed trouble 683 years ago, forcing him to land here without being allowed to go home and see his parents.

Ice Thickens at UPIBI Meeting

A political workshop sponsored by United Press International Broadcasters of Iowa at Cedar Rapids Sept. 26 developed unscheduled ramifications and produced page one stories in Iowa newspapers the following two days.

The workship sessions, to which Iowa radio and television stations were invited to obtain interviews with candidates for public office, were spotlighted when Iowa Gov. Herschel C. Loveless refused to pose for pictures with his Republican opponent, Dr. William G. Murray. Their cool relations started Sept. 12 when a Republican news release implied by "association" that part of the unrecovered $300,000 Greenlease kidnap ransom money might have been used in Gov. Loveless' 1956 campaign. Dr. Murray later said the statement had been misinterpreted. At the Friday workshop both candidates taped and filmed separate interviews for about 20 stations, but stayed clear of each other.

In addition to the two gubernatorial candidates, the two candidates for lieutenant governor, and most of the candidates for Iowa's eight congressional seats attended the meeting and were interviewed by the broadcasters.

Colonial History on WJAR-TV

WJAR-TV Providence, R. I., recently helped its viewers toward a better appreciation of their local historical heritage with a five-part lecture series entitled "Colonial New England." Professor Robert Deasy of Providence College conducted the filmed series which was shown on *The World Around Us* program. According to WJAR-TV, the films shown covered "the history of the New England States from the earliest days of colonization to the period preceding the American Revolution," including a discussion of the Rhode Island Colony as a sanctuary for religious dissenters.

'Omnibus' Alternate Named

NBC-TV announced last week that *NBC Kaleidoscope* will alternate with its *Omnibus* program (Sunday 5-6 p.m.), beginning Oct. 19. The program, as yet unsponsored, will be a "new departure in public affairs and pictorial journalism and will also explore new forms and subjects in all entertainment fields, from Broadway to ballet," according to Robert F. Lewine, NBC-TV vice president in charge of programming.

KTBC Celebrates 24-Hour Service

To inaugurate its first day of 24-hour broadcasting KTBC Austin, Tex., offered prizes to listeners for midnight to 6 a.m. if they could bring to the station the "strange things" announced by program director Cactus Pryor. The first person to deliver a black goat won a shotgun and the first person to arrive in a red flannel nightgown won a matttress. Other "things" asked for were a pig in a diaper, a bathing contest winner wearing her bathing suit, an owl and a hockey puck, which was thought to be a rarity in Texas, but winners turned up for each event.

Lucy Singles as Sophisticate

"Pardon My Gloves," a film show to appear on Westinghouse Desilu Playhouse, will see Lucille Ball in her first solo tv comedy role since playing Lucy Ricardo, wife of Desi Arnaz' Ricky Ricardo, according to Desilu Productions Inc. The film is about a sophisticated girl who inherits a prize fighter, and will also mark the first assignment from the Ball-Arnaz series for two of Desi and Lucy's script writers, Bob Carroll Jr. and Madelyn Pugh Martin.

ABC-TV Schedules Detroit Show

ABC-TV will program *Soupy's One*, featuring Detroit comedian Soupy Sales, in 12-12:30 p.m. time period effective Saturday (Oct. 18). Mr. Sales has been on ABC-owned WXYZ-TV Detroit since 1953.

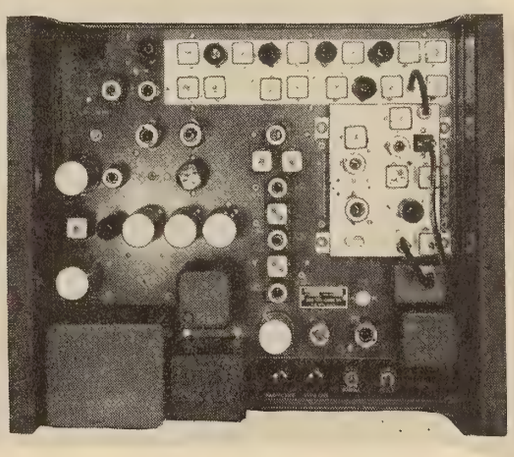
NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +10 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS • CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. WEILER

JOHN M. WEILER, advertising director, Manhattan Shirt Co., N. Y., elected to v.p. in charge of Manhattan's new advertising division; **ROBERT L. LEEDS JR.,** marketing director, to v.p. of marketing. Both are board members. Manhattan, new to network tv [ADVERTISERS & AGENCIES, Sept. 15] retains two agencies, Doner & Peck Adv. and Daniel & Charles Adv.



MR. LEEDS

EDWARD A. OCHS, general sales manager, Hazel Bishop Inc., N. Y., to v.p. of cosmetics firm.

LINCOLN DIAMANT, formerly with McCann-Erickson, N. Y., copy department and for past three months copy chief of KGA Inc., named v.p.-copy director, Delehanty, Kurnit & Geller Adv. Inc., N. Y. KGA is sales promotion division of agency.

DR. WILLIAM T. STRAUSS, previously medical advisor of Ciba Pharmaceutical Products Inc., Summit, N. J., elected v.p. of SchenLabs Pharmaceuticals Inc. (ethical pharmaceutical affiliate to Schenley Industries Inc.), succeeding **DR. B. MARR LANMAN,** resigned to form own pharmaceutical advertising agency, but who will continue to serve SchenLabs as consultant. Dr. Strauss was also appointed director of firm.

J. MITCHELL JABLONS, formerly with Ted Bates & Co., and FCC as assistant to former Comr. F. B. Hennock, joins Jordan, Sieber & Corbett Inc., Chicago and New York, as director of professional relations.

DOUGLAS S. CAMPBELL, formerly sales promotion manager of Scott Paper Co., Chester, Pa., joins Neville & Ronald Inc., Philadelphia advertising agency, as director of marketing services.

R. C. (JIM) BROWN, with BBDO 14 years as assistant account executive, copy group head and manager of radio-tv promotion and publicity, named manager of corporate public relations with BBDO's public relations department, succeeding **RICHARD M. DETWILER,** resigned to become director of publicity of Wool Bureau Inc.

DR. JOHN KISHLER, director, New York office of Social Research Inc. (motivation research) and agency consultant, to Institute for Motivational Research as research development director, new position.

FRANK SHARPE, administrative supervisor of Reach, McClinton's New York office, assumes additional post of manager of tv traffic department. **JAMES W. GALE,** formerly with William Esty, and **SYLVAN BLAKE** added to department.

DANIEL E. CHARNAS, assistant media director at Lennen & Newell, advertising agency for P. Lorillard Co., has moved to client as media director.

ERNIE SCHULTZ JR. joins James B. Rogers Associates Inc., Baltimore advertising agency, as copy chief and radio-tv director.

MRS. LELA BINGHAM, formerly continuity director and special broadcaster at WJBK Detroit, joins Truppe, LaGrave & Reynolds Adv., Des Moines, as copy supervisor.

GERALD MILLER and **RUTH McCARTHY,** members of copy staff at Erwin Wasey, Ruthrauff & Ryan, N. Y., promoted to copy supervisors.

MRS. SELMA BARON, account supervisor and radio-tv time buyer for Amundson Bolstein Adv. of Iowa, appointed radio-tv director of Wattenmaker Adv., Cleveland.

PAYNE WILLIAMS joins Comstock & Co., Buffalo, as creative writer-director on its tv-radio staff.

ALVIN E. JADURLUND, previously with Coffee Products Corp. as plant and office manager, and before that with Fuller & Smith & Ross Inc., to Cohen & Aleshire Inc., as office manager.

WILLIAM BOBETSKY, former art director at Kenyon & Eckhardt, joins Wunderman, Ricotta & Kline Inc., both New York.

GORDON HOFF, formerly with Leo Burnett Co., appointed art director at John W. Shaw Adv., both Chicago.

JAMES YOUNG, tv producer formerly with Hal Seeger Productions, and **SYLVESTER CLEARY,** account executive, Sullivan, Stauffer, Colwell & Bayles, join Reach, McClinton, N. Y., in similar capacities.

DON LEA, previously with Charles Bowes Adv., to Compton Adv. as account supervisor in Los Angeles office.

TONY COSTANZO, formerly with Grant Advertising, N. Y., to Fuller & Smith & Ross, N. Y., as public relations account executive.

JOSEPH M. BARNETT JR., formerly with Fletcher D. Richards Inc., N. Y., as account executive, to Charles Bowes Adv., L. A., in similar capacity. **HOWARD C. BORSCHEL JR.,** previously with Brown-Forman Distillers, to Charles Bowes as account executive.

RAMON J. CABRERA, formerly account supervisor at Dancer-Fitzgerald-Sample, joins Street & Finney, N. Y., in similar capacity. **B. WILLIAM DEC** and **ELENORE SCANLAN,** both formerly of BBDO, to Street & Finney as art director and radio and tv time buyer, respectively.

GEORGE W. SCOTT, previously with Crane Co., Chicago, as assistant to personnel director, to Detroit office of Grant Adv. as member of creative staff.

WILLIAM J. GRIFFIN JR., 54, executive v.p. of Kudner Adv., N. Y., died Oct. 3 in New York Hospital. Mr. Griffin joined Kudner in 1956 following earlier service with J. Walter Thompson Co. and Erwin Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan).

FILM



MR. BERGMANN

ROBERT BERGMANN, producer-account executive for Transfilm Inc., N. Y., producer of tv film commercials, appointed v.p. in charge of company's tv division. **THOMAS WHITESELL,** previously senior producer with Transfilm, named v.p. in charge of motion picture production.



MR. SEIDELMAN

ROBERT SEIDELMAN promoted from syndication sales manager of Screen Gems Inc., New York, to director of syndication sales, filling vacancy created when **JERRY HYAMS** was elected v.p. in charge of syndication in July. Mr. Seidelman joined SG in January 1957 as syndication sales manager following company's absorption of Hygo Television Films and Unity Television Corp., which he had served as v.p. and sales manager.



MR. SMITH

EDWIN J. SMITH appointed director of international operations of ABC Films Inc. announced president George T. Shupert. Mr. Smith will operate from company's New York office. He previously was v.p. and general manager of Allied Artists International Co. and Interstate Television, headquartering in London.

ROBERT L. MILLER, formerly print expediter for Unity Television Corp., N. Y., and other film distributors, appointed to newly-created post of traffic supervisor for Telestar Films Inc., N. Y.

PAUL HARRISON signed by Anso-Desilu Productions, Hollywood, to direct series of Ann Sothern shows, alternating with **SIDNEY MILLER.**

ELMO WILLIAMS, Academy Award winner for editing of "High Noon," signed as director and supervising film editor for Bryna Productions' tv series based on Viking themes and legends. Mr. Williams will share directing with **GEORGE M. CAHAN,** who will also produce 39 half-hours. Series is geared for airing next fall.

DANN CAHN promoted to editorial consultant of Desilu Productions, Hollywood. **BILL HEATH,** editorial manager for Desilu, elevated to supervising film editor. **TED RICH** named Mr. Heath's assistant.

NETWORKS

CHARLES EARLE, formerly with WSAZ-TV Huntington, W. Va., and WHN (now WMGM) New York, most recently with Paramount Pictures Corp., to ABC press information as assistant magazine editor.

STATIONS

R. J. McELROY, president of Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa), assumes position of KWWL-TV general manager replacing **JOHN ESAU.** Other announcements: **DON E. INMAN,** formerly head of marketing division of KWWL-AM-TV, to acting sales director of KWWL-TV and **GENE LOFFLER,** formerly general manager of KAUS Austin, Minn., to director of operations for KWWL-TV.

CONNIE B. GAY, president and chairman of board of Town and Country Network and recent purchaser of KITE San Antonio, announces that Texas station will be operated under new corporation, Connie B. Gay Inc., of which Mr. Gay will serve as president and board chairman. **JANE E. TRIMMER** will be executive v.p., **N. S. TWEEL** is radio v.p.; **TOM SAWYERS,** secretary-treasurer, and **ALEX COE,** v.p. and general manager of station.



MR. TAYLOR

DALE L. TAYLOR, formerly manager of WINR Binghamton, N. Y., named manager of WENY Elmira, N. Y., succeeding **LAMBERT F. (BILL) POPE,** retiring at end of 1958 after 31 years in radio. Since May of this year, Mr. Taylor has been in Rochester working on development of combination of national advertising for Gannett broadcasting stations (both stations named above are part of Gannett group of four radio and four tv stations).



MR. BELL

CHARLES E. BELL, national sales manager of WSPA-TV Spartanburg, S. C., promoted to general sales manager of station. Mr. Bell was formerly director of television at WBTV (TV) Charlotte, N. C. **JOHN P. SHOLAR,** previously sales manager of WNOK-TV Columbia, S. C., appointed local and regional sales director for WSPA-TV.

SAM W. SLOAN appointed station manager of WOHO Toledo, Ohio. **GEORGE D. STEARNS,** formerly of WMIC Monroe, Mich., named chief engineer of WOHO, succeeding **EDWIN J. POWELL,** who joins Collins Radio Co.

CHARLES H. CRUTCHFIELD, executive v.p. and general manager, WBT Charlotte, N.C., honored on his 25th anniversary with Jefferson Standard Broadcasting Co. (WBT, WBTV [TV] Charlotte, WBTW [TV] Florence, S.C.).



MR. PARIS

HERMAN PARIS, v.p., WWDC Washington, D. C., adds duties of national sales manager for WMBR Jacksonville, Fla., in cooperation with CBS Spot Sales. Mr. Paris joined WWDC as account executive in 1944, became general sales manager two years later and was named v.p. in 1956.

BILL PARKER, formerly WOC Davenport, Iowa, local and regional sales manager, to KSTT Davenport as sales manager. **TOM ELKINS,** KSTT air personality, adds duties of publicity director.

JEROME K. McCAULEY, assistant account executive with WMGM New York for past four years, promoted to assistant station sales manager.

JOE HUDGENS, director of promotion and assistant program director, KRNT-AM-TV Des Moines for past 3½ years, promoted to stations program director, replacing **DICK COVEY,** resigned, effective Oct. 18. **GUY KOENIGSBERGER,** KRNT-TV promotion and creative advertising manager, appointed assistant program director for KRNT-AM-TV. **RIC DEVINE,** sales service and research director, to promotion manager of both stations. **TOM HEMPHILL** promoted from assistant to production manager of KRNT-TV.

GORDON GRANT, formerly on radio sales staff of Radio & Tv Div. of Triangle Publications Inc., transferred to television sales staff of that division in New York City, succeeding **HOWARD W. MASCHMEIER,** recently appointed assistant general manager of WNHC-TV Hartford, Conn. (PEOPLE, Sept. 29).

WILLIAM F. (BUD) HOUSNER, formerly sales manager of WPTV (TV) and WEAT-TV both West Palm Beach, Fla., to WSUN-TV St. Petersburg, Fla., sales staff.

FRANK RIDOLPHI, WSFA-TV Montgomery, Ala., business manager, advanced to administrative assistant.

LOU SWEENEY, floor manager, KNXT (TV) Los Angeles, promoted to sales service manager, and **GORDON FRENCH,** CBS Radio, named sales traffic manager for KNXT.

ARNOLD (KNIP) KNIPPENBERG, formerly with KNOX-TV St. Louis as account executive, to KTVI (TV) St. Louis in similar capacity.

PAUL T. SCHEINER, formerly with Ziv Television Programs as San Francisco account executive, to KTVU (TV) Oakland, Calif., as account executive.

PHIL BRESTOFF, previously with WXYZ Detroit as studio manager, joins KABC Los Angeles as account executive.

NORMAN CISSNA, formerly Midwest sales manager for WNTA-TV Newark, N. J., to KMOX-TV St. Louis as account executive.

H. DuWAYNE (DUKE) HANSON, formerly advertising manager of Wolff, Kubly & Hirsig, Madison, Wis., appointed account executive of WKOW-TV Madison.

LEE GAYNOR, formerly media supervisor at Dancer-Fitzgerald-Sample, and before that time-buyer with Doherty, Clifford, Steers & Shenfield, appointed to New York sales staff of The Friendly Group of stations. Friendly Group includes WSTV-AM-FM-TV Steubenville, Ohio; WHTO-TV Atlantic City, N. J.; WPIT Pittsburgh; KODE-AM-FM-TV Joplin, Mo.; WPAR, WAAM (FM) Parkersburg, W. Va.; and KMLB-AM-FM Monroe, La.

JOHN PIET promoted from WMNI Columbus, Ohio, afternoon news staff to assistant news director. Other WMNI appointments: **KEN KELLER** as air personality and **MARTIN GEER** to continuity and traffic department.

DICK WHITAKER, in WWDC Washington, D. C., news department, elevated to assistant program director.

DAVE VOWELL, previously promotion manager and feature writer for *Tv-Radio Life* magazine, named assistant director of public relations of KTLA (TV) Los Angeles.

GERALD SPINN, formerly with WBZ Boston, joins WHK Cleveland as program director, replacing **S. G. (RUDY) RUDERMAN,** resigned.

KENNETH MAYER, news commentator for WCAU-AM-FM-TV Philadelphia for past four years, joins WFBM-AM-TV Indianapolis as news manager, replacing **GEORGE MORRISON,** resigned effective Nov. 1. **JOHN R. PETERSON,** formerly with WIMA-AM-FM-TV Lima, Ohio, as staff announcer, joins WFBM-TV in similar capacity.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

DON BRICE named director of news and public affairs at KIRO Seattle, Wash.

PAT PHELAN, city editor of *Columbus* (Ohio) *Citizen,* appointed news director of WTVN-TV Columbus.

BOB SMITH, air personality, WCPO-TV Cincinnati, adds duties as d.j. on WCPO-AM-FM.

KING RICHARD, previously with WRIT and WKOY both Milwaukee, joins KWK St. Louis as air personality.

STUDS TERKEL, author, actor and broadcasting personality, signed by WFMT (FM) Chicago, for new *Wax Museum* series, returning to radio after 10 years.

DICK VANCE, previously with WEEK-AM-TV Peoria, Ill., as air personality and salesman, to KSO Des Moines as personality.

JIM TAGUE, previously with KPLC-TV Lake Charles, La., as sports director, joins KTIV-TV Sioux City, Iowa, announcing staff.

TED KASPER to WEBC Duluth, Minn., as d.j.-air personality.

HARRY NOVIK, general manager, WLIB New York, appointed to public relations advisory committee of Urban League of Greater New York.

FRANCES FARMER, motion picture and television actress, signed by WFBM-TV Indianapolis to emcee weekday afternoon series of feature-length movies.

DONN HOLLAND leaves WBZY Torrington for WBRY Waterbury, both Connecticut, as air personality.

G. HOWARD TINLEY JR., formerly program director WIPA Annapolis, Md., to program department of WABW Annapolis as air personality.

BOB NIEMAN, outfielder for professional baseball team, Baltimore Orioles, signed as m.c. by WMAR-TV Baltimore.

BECKY McCALL, previously with KATV (TV) Pine Bluff, Ark., as women's director, to KFJZ-TV Fort Worth as executive secretary to station president and v.p. and also as air personality.

JOE GRADY and **ED HURST** to WRCV Philadelphia as early morning personality team.

DALE MILFORD, KWTX Waco, Tex., weatherman, to WFAA-TV Dallas in similar capacity succeeding **WARREN CULBERTSON.**

ED BONNER, KXOK St. Louis d.j., is appearing in Universal-International's film, "Once Upon a Horse." **BURT H. NOH** assigned to KXOK Washington news bureau.

JOEL ROSE, newscaster and announcer at WPFB Middletown, Ohio, and host of *Music from Miami* series on WCKY Cincinnati, goes to WHKK Akron, as feature news personality.

ELMER D. FREE, 63, on executive sales staff, WCAO Baltimore, died following heart attack. At one time Mr. Free headed Baltimore advertising agency bearing his name.

REPRESENTATIVES



MR. THOMPSON

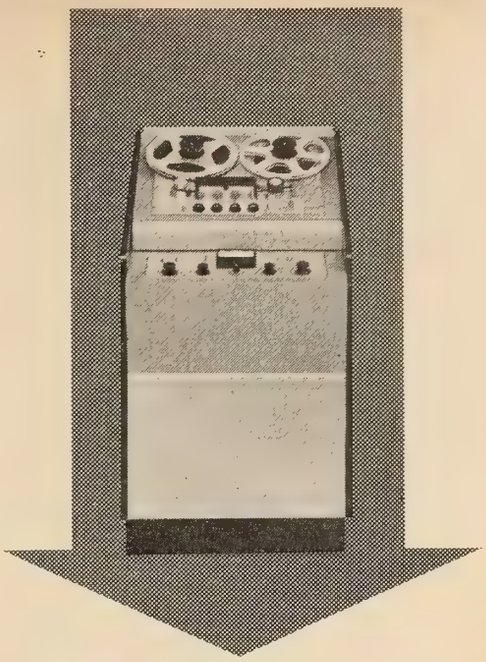
JOHN A. THOMPSON, radio sales manager, Peters, Griffin, Woodward, elected v.p. in New York. Mr. Thompson joined PGW's radio sales staff in 1947, after association with McCann-Erickson and Edward Petry & Co. He holds distinction of having twice won PGW's "Radio Colonel of the Year," awarded annually for sales achievement.

DAVID N. SIMMONS, president of Simmons Assoc. Inc., New York, has reported he will remain in broadcast business but has not yet announced future plans. Simmons Assoc., formed 3½ years ago by Mr. Simmons, has closed its offices in New York. Mr. Simmons, at one time with John H. Blair & Co., has been in broadcast industry 29 years.

DAVID H. SANDEBERG resigns as v.p. and Pacific Coast manager of Avery-Knodel Inc. Mr. Sandeberg was previously San Francisco manager for McClatchy Broadcasting Co. and also Pacific Coast manager for Paul H. Raymer Co.

PAUL D. CAMPBELL, formerly of J. Walter Thompson Co., to Venard, Rintoul & McConnell, N. Y., as account executive.

ARTHUR W. BAGGE, midwest sales manager, Peters,



THE

AMPEX 351

WITH

ALL NEW ELECTRONICS

SEE YOUR AMPEX DEALER

AMPEX CORPORATION professional products division

854 Charter Street
Redwood City
California

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE

against embarrassing loss by having our unique

Excess Policy

at amazingly low cost. Write for details and rates

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 107 William St. | Chicago, 175 W. Jackson | San Francisco, 100 Bush St.

Griffin, Woodward Inc., elected director of Broadcasting Advertising Club of Chicago. With PGW 10 years, Mr. Bagge for past two years has been midwest vice president of Station Representatives Assn.

PROGRAM SERVICES

BOB WOODBURN, partner in Group Productions, Detroit, and formerly v.p. for sales and production in Detroit office of Van Praag Productions, appointed resident sales v.p. in Chicago for Alexander Film Co., Colorado Springs, replacing **W. A. HILLHOUSE,** assigned to similar position in San Francisco.

GEORGE R. JONES appointed administrator of recording operations and **M. S. (MAC) HARDY** named national plant manager for Capitol Records Inc., Hollywood. Mr. Jones was previously West Coast manager for Langlois Filmusic Inc. Mr. Hardy has been with Capitol since 1946 and will continue as manager of Scranton (Pa.) plant.

ROBERT R. MALLORY, formerly staff supervisor, Air Defense Command, under AT&T's Defense Communications Manager in Kansas City, Mo., joins Page Communications Engineers Inc., Washington, D. C., as assistant to executive v.p.

GEORGE CHARLES, formerly producer of NBC-TV's *Polly Bergen Show,* to Mills-Park Milford Inc., New York television producer and packager, in executive capacity.

LARRY HARMON, "voice" of Bozo the Clown, signed to exclusive recording contract by Capitol Records, Hollywood. Contract also gives Capitol exclusive rights to characters, tv and screen properties owned by Larry Harmon Productions Inc., which can be adapted to records.

PROFESSIONAL SERVICES



MR. KRAUTTER

L. MARTIN KRAUTTER, previously v.p. and general manager of Chicago office of Maxon Inc., joins management team of Klau-Van Pietersom-Dunlap Inc., Milwaukee and Chicago, as executive v.p. From 1944 to 1949 Mr. Krautter was with Henri, Hurst & McDonald Inc., Chicago, as v.p., director, stockholder and account supervisor.

GENE FITTS, formerly director of station services for MBS, named director of station relations for World Travelers' Club, N. Y., "due bill" advertising organization functioning among advertisers and radio-tv stations and publications.

GEORGE DRYFOOS, for ten years manager of Picker X-Ray Corp., N. Y., to Gene Deitch Assoc., N. Y., as sales and client contact.

MANUFACTURING



MR. BURNS

DAN W. BURNS and **ROBERT T. CAMPION** elected vp.'s of The Siegler Corp., L. A. Mr. Campion, continuing as secretary of corporation, was formerly with Alexander Grant & Co., Chicago certified public accountants. Mr. Burns was named president of Hufford Corp., Siegler subsidiary located in El Segundo, Calif., earlier this year.



MR. CAMPION

DR. MARTIN SCHILLING resigns as chief, projects management staff, Research and Development Div. for Army Ordnance Missile Labs at Redstone Arsenal, Huntsville, Ala., to join Raytheon Manufacturing Co.'s (Waltham, Mass.) Missile Systems Div. as programs manager and director of advanced development.

ROBERT E. McDOWALL, previously with accounting firm of Arthur Young & Co., L. A., elected treasurer of Cohu Electronics Inc. and will locate in San Diego where corporation has its Kin Tel Div.'s offices.

EUGENE J. TANNER, assistant controller, Allen B. DuMont Labs, to controller, succeeding **GEORGE G. McCONEGHY,** resigned.

WILLIAM H. MYERS, business development planning, Harrison plant of RCA, appointed manager, market planning-special projects, entertainment tube products department, RCA Electron Tube Div. there.

CHARLES V. DICKMAN, formerly district manager for Hearing Aid Div., Zenith Radio Corp., to Conrac Inc., L. A., as national sales manager for company's Fleetwood products.

SOL ZECHTER, section manager in Transistorized Devices Lab, Government and Industrial Div., Philco Corp., Philadelphia, promoted to manager of Devices Lab.

HARVEY L. HELLERING, formerly general manager for Executive Communications Systems, N. Y., to ITT industrial products division as eastern regional sales manager, headquartering at Lodi, N. J.

LOUIS E. RISNER and **JACK PYLE,** semiconductor engineering specialists, appointed by Semiconductor Div., Hoffman Electronics Corp., L. A., to Los Angeles and Pacific Southwest area and Central California and Pacific Northwest respectively. Mr. Risner was formerly with Magna Electronics Corp., L. A., Mr. Pyle, with Sylvania Electric Products Inc.

TRADE ASSNS.

DONALD J. PLUNKETT, Capitol Records Inc., succeeds **SHERMAN M. FAIRCHILD,** Fairchild Recording Co., as president of Audio Engineering Society for new year. Other officers named at 10th annual convention in New York included **H E. ROYS,** RCA, central v.p.; **HERBERT E. FARMER,** U. of Southern California, western v.p.; **C. J. LeBEL,** Audio Instrument Co., reelected secretary, and **RALPH A. SCHLEGEL,** RKO Teleradio Pictures Inc., WOR New York Div., reelected treasurer.

BOBB CHANEY, v.p. of BBDO and general manager of agency's Minneapolis office, named national program chairman of 55th annual convention of Advertising Federation of America to be held in Minneapolis June 7-10, 1959.

JOHN CHASE, WHFB Benton Harbor—St. Joseph, Mich., farm director, named chairman of Civil Defense Committee of National Assn. of Television and Radio Farm Directors.

M. PETER KEANE, technical director of Screen Gems Inc., N. Y., appointed member of board of managers of Society of Motion Picture & Television Engineers, New York section.

EDUCATION

DEAN EARL V. MOORE of U. of Michigan's School of Music appointed music program advisor for Educational Tv & Radio Center, Ann Arbor, Mich.

DR. EDWARD W. BORGERS, formerly member of radio and tv department of Bruce B. Brewer & Co., Kansas City advertising agency, appointed assistant professor of telecommunications in U. of Southern California.

INTERNATIONAL

BRUNO COMEAU, formerly of commercial division of Canadian Broadcasting Corp., Montreal, to head of French-language radio and television news service of CBC at Montreal.

JACK R. KENNEDY, for past six years television sales representative of Canadian Broadcasting Corp., Toronto, Ont., and **WILLIAM V. STOECKEL,** for many years with station representative firms All-Canada Radio Facilities Ltd., and Television Representatives Ltd., Toronto, have joined CFRB Toronto, as sales representatives.

JIMMY ZAZA to news editor of CKGB Timmins, Ont. **DON KOHLES,** formerly of CHOV Pembroke, Ont., to CKGB as announcer. **COLLEEN HAUNCH** to CKGB continuity editor.

GEORGE OLIVER, salesman of CKBB Barrie, Ont., to sales staff of CFCH North Bay, Ont.

JOE McINTYRE, technician of CKWS-TV Kingston, Ont., to CKCO-TV Kitchener, Ont.

DAVID CROMPTON, announcer of CKLY Lindsay, Ont., to announcer staff of CHEX Petersborough, Ont.

UPCOMING

October

Oct. 13: New York AP Broadcasters Assn, annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 17: Ohio Assn. of Broadcasters, annual convention, Athletic Club, Columbus.
Oct. 17-19: Women's Advertising Clubs, Midwest inter-city conference, Sheraton-Cadillac Hotel, Detroit.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 23-26: High Fidelity Music Show, Wisconsin Hotel, Milwaukee.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.
Oct. 30-31: IRE, electron devices meeting, Shoreham Hotel, Washington.
Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.
Oct. 31-Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.

April

April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 2 through Oct. 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Durham, N. H.—U. of New Hampshire—Granted ch. *11 (198-204 mc); ERP 60.3 kw vis., 30.2 kw aur.; ant. height above average terrain 956 ft., above ground 398 ft. Estimated construction cost $161,852, first year operating cost $64,030. P. O. address % Eldon L. Johnson. Studio location Memorial Union Bldg., U. of N. H. Trans. location top of Saddleback Mt., Deerfield. Geographic coordinates 43° 10′ 41″ N. Lat., 71° 12′ 19″ W. Long. Trans. Standard Electronic, ant. GE. Legal counsel Covington & Burling, Washington. Consulting engineer Charles F. Halle, Durham. Announced Oct. 2.

APPLICATION

Charlotte Amalie—St. Thomas, Virgin Islands—Island Bcstg. Corp. ch. 10 (192-198 mc.); ERP .222 kw vis., .111 kw aur., ant. height above average terrain 1,611 ft., above ground 197 ft. Estimated construction cost $60,845, first year operating cost $37,000, revenue $42,000. P. O. address 190 Scranton Ave., Lynbrook, L. I., N. Y. Studio-Trans. location Mountain Top Estates, Signal Hill, 1.5 mi. northwest of Charlotte Amalie. Geographic coordinates 18° 21′ 31″ N. Lat., 64° 56′ 55″ W. Long. Trans., ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. **Robert Moss,** in supervision and production of radio program *Make Believe Ballroom,* and **Robert E. Noble Jr.,** WABC New York sales manager, are equal partners. Announced Oct. 6.

Translators

ACTIONS BY FCC

Palm Springs Translator Station Inc., Palm Springs, Calif.—Granted 90-day temporary authority to operate tv translator stations **K70AL** and **K73AD** by remote control, without prejudice to any determination Commission may make in pending hearing on its applications; accepted for filing applications for mod. to provide regular remote control operation but withheld action until decision in above docket cases. By letter, denied request by Palm Springs Community Television Corp. that mod. applications not be accepted for filing. Announced Oct. 8.

Renville County TV Corp. (% Robert G. Johnson) **Olivia, Minn.**—Granted cps for two new tv translator stations—one on ch. 71 to translate programs of **KSTP-TV** (ch. 5), **St. Paul,** and the other on ch. 79 to translate program of **KMSP-TV** (ch. 9), **Minneapolis.** Announced Oct. 8.

Teleservice Co. (3582 Calkins Ave.) **Roseburg, Ore.**—Granted cp for new tv translator station on ch. 83 to translate program of **KOIN-TV** (ch. 6), **Portland.** By letter, denied petition by Southwest Oregon Television Bcstg. Corp. (KVAL-TV, ch. 13), Eugene, to designate application for hearing. Announced Oct. 2.

Manson Community Tv Co., Manson, Wash.—Granted cp for new tv translator station on ch. 75 to serve **Manson** and **Chelan** by translating programs of **KXLY-TV** (ch. 4), **Spokane;** waived type approval rules, with conditions. (Applicant's previous translator permit expired June 1 by its own terms.) Announced Oct. 8.

CALL LETTERS ASSIGNED

K70BF Douglas, Ariz.—City of Douglas Translator Committee.
K73AL Truth or Consequences, N. M.—Municipal School District # 6.
K7OBE Butte Falls, Ore.—Calif.-Ore. Tv Inc.
K76AM, K79AE and K71AL, Tillamook, Ore.—Tillamook Tv Translator Inc.

New Am Stations

ACTIONS BY FCC

Boaz, Ala.—Marshall County Bcstg. Co.—Granted 1300 kc, 300 w D. P. O. address 1073 50 St. Ensley, Birmingham 8, Ala. Estimated construction cost $10,452, first year operating cost $19,620, revenue $21,000. **Vearl Cicero** is sole owner. Mr. Cicero is communication engineer. Announced Oct. 8.

North Syracuse, N. Y.—James A. McKechnie—Granted 1220 kc, 1 kw D. P. O. address 724 Allen St., Syracuse, N. Y. Estimated construction cost $17,605, first year operating cost $75,000, revenue $80,000. Mr. McKechnie, 10% **WPDM Potsdam, N. Y.,** will be sole owner. Announced Oct. 8.

Stuart, Va.—Mecklenburg Bcstg. Corp.—Granted 1270 kc, 1 kw D. P. O. address John W. Schultz, Box 1284, Martinsville, Va. Estimated construction cost $14,919, first year operating cost $36,000, revenue $42,500. Owners are **John W. Schultz, Philip F. Hedrick** (each 39.2%) and others. Mr. Schultz was president and 49% stockholder of **WJWS South Hill, Va.,** until June 15, 1954. Mr. Hedrick is chief engineer and former less than 1% stockholder of **WSJS-AM-FM Winston-Salem, N. C.** Announced Oct. 8.

APPLICATIONS

Jackson, Miss.—New South Bcstg. Corp. 1550 kc, 10 kw D. P. O. address Box 528, Meridian, Miss. Estimated construction cost $28,464, first year operating cost $54,000, revenue $66,000. Equal partners are **Frank E. Holladay** and **Joseph W. Carson** (each owning 25% of **WLSM Louisville,** 26% of **WNSL Laurel** and one-third of **WOKK Meridian,** all **Mississippi,** and one-third of **WACT Tuscaloosa, Ala.**), and **John S. Primm,** who owns 25% of WLSM and one-third of WACT and WOKK. Announced Oct. 2.

Senatobia, Miss.—Northwest Miss. Bcstg. Co. 1550 kc, 10 kw D. P. O. address Box 552, Houston, Miss. Estimated construction cost $36,637, first year operating cost $36,000, revenue $48,000. Own-

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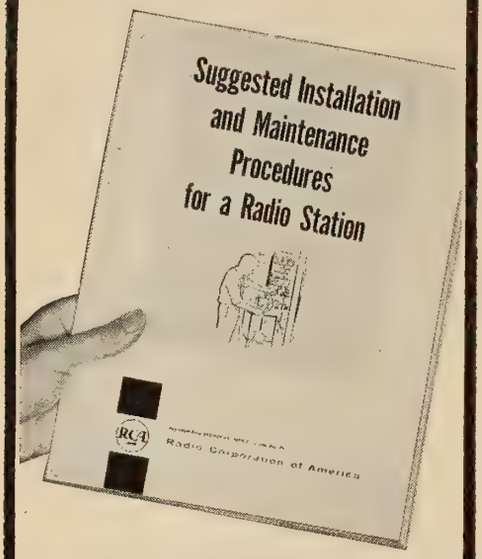


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ers are **Marvin L., Robin H.** and **Ralph C. Mathis,** 30% each, and **John B. Skelton Jr.,** 10%. Marvin owns 45% of **WSJC Magee, Miss.** Robin and Ralph each own 31¼% of **WCPC Houston, Miss.,** and 15% of WSJC. Mr. Skelton owns 6¼% of WCPC and 12½% of WSJC. Announced Oct. 3.

Festus, Mo.—Robert D. and **Martha M. Rapp** 1400 kc, 250 w unl. P. O. address 920 Michigan, Farmington, Mo. Estimated construction cost $11,750, first year operating cost $31,200, revenue $36,000. Mr. and Mrs. Rapp also own **WINI Murphysboro, Ill.** Announced Oct. 8.

Colonial Village (S. Knoxville), Tenn.—Morgan Bcstg. Co. 1580 kc, 250 w D. P. O. address Box 85, Etowah, Tenn. Estimated construction cost $12,355, first year operating cost $18,536, revenue $27,428. **Harry J. Morgan,** sole applicant, owns all of **WCPH Etowah.** Announced Oct. 8.

Waynesboro, Va.—John Laurino 970 kc, 500 w D. P. O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $14,050, first year operating cost $35,000, revenue $45,000. Mr. Laurino, sole owner, is with Automobile Club of Va. Announced Oct. 21.

Madison, Wis.—North Shore Bcstg. Co. 1550 kc, 5 kw P. O. address 2425 Main St., Evanston, Ill. Estimated construction cost $48,675, first year operating cost $83,000, revenue $97,000. Applicant is licensee of **WEAW-AM-FM Evanston.** Announced Oct. 2.

Existing Am Stations

ACTIONS BY FCC

KPEN Atherton, Calif.—Waived Sect. 3.205 and granted application to change main studio location to **Menlo Park,** 2½ blocks outside Atherton city limits; remote control permitted. Announced Oct. 8.

WMBM South Miami, Fla.—Commission reconsidered its action of September 10 granting change of am facilities from 800 kc, 1 kw, D, to 790 kc, 5 kw, DA-2, U; engineering conditions to the extent of adding following condition: Provided, that no license will be issued to permittee until, subsequent to completion of construction by **Louis G. Jacobs** under such permit as may be issued measurement data has been submitted adequately demonstrating that radiation pattern of WMBM meets terms of cp. Announced Oct. 8.

KRNS Burns, Ore.—Granted change from unlimited time to specified hours, continuing operation on 1230 kc, 250 w. Announced Oct. 8.

KCUL Fort Worth, Tex.—Granted increase in daytime power from 10 kw to 50 kw, continuing operation on 1540 kc, 1 kw-N DA-2; engineering conditions. Announced Oct. 8.

KAPA Raymond, Wash.—Granted change from unlimited time to specified hours continuing operation on 1340 kc, 250 w. Announced Oct. 8.

APPLICATIONS

WNLC New London, Conn.—Cp to change frequency from 1490 kc to 1510 kc; increase power from 250 w to 5 kw (unlimited), install directional ant. night and day (DA-1), install new trans. and change ant.-trans. location.

WNBH New Bedford, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOCB West Yarmouth, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WION Ionia, Mich.—Cp to increase power from 500 w to 5 kw (daytime), install directional ant. daytime and install new trans.

WWBZ Vineland, N. J.—Cp to increase power from 1 kw to 5 kw (unlimited), change from employing directional ant. night to directional ant. night and day (DA-2) and install new trans.

KGAY Salem, Ore.—Cp to change frequency from 1430 kc to 1550 kc.

WKBI St. Marys, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WNBT Wellsboro, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDXN Clarksville, Tenn.—Cp to increase power from 250 w to 1 kw and change type trans.

WHUB Cookeville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KFDF Van Buren, Ark.—Broadcasters Inc., 1580 kc.

KAPI Pueblo, Colo.—Pueblo County Bcstg. Co., 690 kc.

WSTS Massena, N. Y.—Seaway Bcstg. Co.

WRNY Rome, N. Y.—Rome Community Bcstg. Co., 1350 kc.

WERT Van Wert, Ohio—Van Wert Bcstg. Co., 1220 kc.

KQDE Renton, Wash.—Interlake Bcstg. Corp., 910 kc. Effective date moved up to Nov. 1.

New Fm Stations

ACTION BY FCC

Red Bank, N. J.—Frank H. Accorsi—Granted 106.3 mc, 1 kw. P. O. address 157 Broad St., Red Bank. Estimated construction cost $325, first year operating cost $26,000, revenue $29,900. Mr. Accorsi had previously been granted an fm cp for Red Bank which expired. Announced Oct. 8.

APPLICATION

Gretna, Va.—Central Va. Bcstg. Co. 103.3 mc, 3 kw P. O. address Box 730, Gretna. Estimated construction cost $7,950, first year operating cost $3,000, revenue $3,000. Applicant is licensee of **WMNA Gretna.** Announced Oct. 3.

Existing Fm Stations

CALL LETTERS ASSIGNED

KSRM Sacramento, Calif.—Audiolab Co., 96.9 mc.

KWG-FM Stockton, Calif.—KWG Bcstg. Co., 107.3 mc.

WVCG-FM Coral Gables, Fla.—Peninsula Bcstg. Corp., 105.1 mc.

WROC-FM Rochester, N. Y.—Transcontinent Tv Corp., 97.9 mc.

WBBW-FM Youngstown, Ohio—Mahoning Valley Bcstg. Corp., 93.3 mc.

KSEO-FM Durant, Okla.—Durant Pub.-Bcstg. Corp.

WTMJ-FM—The Journal Co., 94.1 mc.

Ownership Changes

ACTIONS BY FCC

WGWC Selma, Ala.—Granted transfer of control from **Oscar P. Covington,** et al., to **W. E. Farrar** (interest in **WRAG Carrollton, Ala.**); consideration $65,000. Announced Oct. 8.

KOLR Sterling, Colo.—Granted assignment of license to **Sterling Bcstg. Corp. Eugene H. Dodds,** president; **Kermit G. Kath (KGOS Torrington, Wyo.),** vice president; consideration $45,000. Announced Oct. 8.

WBSE Hillsdale, Mich.—Granted (1) renewal of license and (2) transfer of control from **Stevens-Wismer Bcstg. Co.** to **Ruth Keister** and **Russell W.** and **Annabelle Holcomb;** consideration $37,000 plus payment of certain liabilities. Announced Oct. 8.

KOMA Oklahoma City, Okla.—Granted assignment of licenses from **Burton Levine,** et al., to **Storz Bcstg. Co. (WTIX New Orleans, La.; WHB Kansas City, Mo.; WDGY Minneapolis, Minn.,** and **WQAM Miami Fla.);** consideration $600,000. Comr. Bartley voted for 309(b) letter. Announced Oct. 8.

KWLK Longview, Wash.—Granted transfer of control from **Merton Glant** and **Donald K. McBride** to **William E. Boeing Jr.** (one-third owner); consideration $12,000 for remaining two-thirds interest. Announced Oct. 8.

APPLICATIONS

WAPX Montgomery, Ala.—Seeks assignment of license from **United Bcstg. Co.** to **Ralph M. Alligood** and **Grover Wise,** d/b as **The Southland Bcstg. Co.,** for $125,000. Buyers are equal partners in **WDNG Anniston, Ala.** Announced Oct. 2.

KRKC King City, Calif.—Seeks assignment of cp from **James H. Rose** and **Howard E. Slagle,** d/b as **Somoco Bcstg.** to **KRKC Inc.** (Mr. and Mrs. Rose and Mr. and Mrs. Slagle). Corporate change. No control change. Announced Oct. 8.

KWIP Merced, Calif.—Seeks assignment of license from **Joseph Gamble Stations Inc.** to **HDH Stations Inc.** for $141,500. New owners are **Mr.** and **Mrs. Maxwell Hurst** and **Henry Diamond,** each one-third. Mr. Hurst fomerly was with Bremer Bcstg. Corp., Newark, N. J. Mrs. Hurst does office work. Mr. Diamond is motion picture projectionist. Announced Oct. 2.

KWG Stockton, Calif.—Seeks acquisition of negative control of licensee (**KWG Bcstg. Co.**) by **Frank A. Axelson** and **O. R. Reichenbach** (each 50%) through purchase of one-third interest from **Robin Hill** for $16,000. Buyers formerly held one-third each. Announced Oct. 3.

WBLN (TV) Bloomington, Ill.—Seeks transfer of control from **Worth S. Rough** to **Amos Barton,** (10%), **Henry C. Berenz** (8%) and approximately 450 others including Mr. Rough through issuance of more stock. It is to be "community project." Announced Oct. 8.

KXEL Waterloo, Iowa—Seeks assignment of license from **Josh Higgins Bcstg. Co.** to **Cy N. Bahakel** for $500,000. Mr. Bahakel owns **WABG** and cp for **WABG-TV Greenwood** and **WKOZ Kosciusko,** both **Mississippi, WLBJ Bowling Green, Ky., WRIS Roanoke** and **WWOD Lynchburg,** both **Virginia,** and **WKIN Kingsport, Tenn.** Announced Oct. 2.

KREH Oakdale, La.—Seeks transfer of 16% from **Cyril W. Reddoch** to his son, **C. Winsett,** no consideration involved. Father's interest is reduced to 50⅔%. **Ralph L. Hooks** owns remaining third. Announced Oct. 7.

KFLD Litchfield, Minn.—Seeks assignment of cp from **Lee Favreau** tr/as **Meeker County Radio** to **Frank W. Endersbe** for $43,500. Mr. Endersbe formerly had minority interest in KSUM Fairmont, Minn. Announced Oct. 7.

KUSN St. Joseph, Mo.—Seeks transfer of 100% of licensee corporation from W. N. Schnapp et al to Charles H. Norman for $90,000. Mr. Norman is announcer-salesman, KSTL St. Louis. Announced Oct. 7.

WFSC Franklin, N. C.—Seeks involuntary assignment of license from **Graves Taylor, John E. Boyd** and **Henry G. Bartol Jr.,** d/b as **Macon County Bcstg. Co.,** to **Gertrude S. Taylor,** executrix of estate of Graves Taylor, deceased, and Messrs. Boyd and Bartol, d/b as Mason County Bcstg. Co. Announced Oct. 8.

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WTYN Tryon, N. C.—Seeks involuntary assignment of license from **Henry G. Bartol Jr. and Graves Taylor,** d/b as **Polk County Bcstrs.,** to Mr. Bartol and **Gertrude S. Taylor,** executrix of estate of Graves Taylor, deceased, d/b as Polk County Bcstrs. Announced Oct. 8.

KRAM Las Vegas, Nev.—Seeks assignment of license from **Drake Motel Corp.** to **K. R. A. M. Inc.** for $250,000. New owners are A. R. Ellman (40%), and Anthony C. Morici (20%), each of whom owns 50% of **KIST Santa Barbara, Calif.,** and housewives **Carol McNamey** and **Marianne Aissa,** each 20%. Announced Oct. 6.

WPAT-AM-FM Paterson, N. J.—Seeks transfer of control of license from **WPAT Syndicate** to **Dickens J. Wright, Emanuel Dannett, Paul Bauman, Oscar Weinberg, Irwin L. Solomon** and **American Corrugated Paper Products Corp.** Corporate change. No control change. Announced Oct. 7.

WONG Oneida, N. Y.—Seeks assignment of license from **John J. Geiger** to **Madison County Bcstg. Corp.** Corporate change. No control change. Announced Oct. 6.

WBTH Williamson, W. Va.—Seeks acquisition of positive control (81.4%) of licensee (**Williamson Bcstg. Corp.**) by **Phil Beinhorn** (former 47.11% owner) through purchase of 47.11% from **Alice Shein** by licensee for $11,000 and retirement thereof. Announced Oct. 2.

Hearing Cases

FINAL DECISION

By order, commission made effective immediately Aug. 21 initial decision and granted application of **James A. McKechnie** for new am station to operate on 1220 kc, 1 kw, D, in **North Syracuse, N. Y.;** engineering condition. Comr. Ford abstained from voting. Announced Oct. 8.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Historyland Radio** for new am station to operate on 1350 kc, 500 w, D, in **Fredericksburg, Va.,** and denying competing application of **Star Bcstg. Corp.** Announced Oct. 7.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of **Grady M. Sinyard** for new am station to operate on 1010 kc, 500 w, DA, D, in **New Boston, Ohio.** Announced Oct. 3.

OTHER ACTIONS

By memorandum opinion and order, Commission remanded proceeding involving application of **Hall Bcstg. Co.** for new fm station in **Los Angeles, Calif.,** to operate on 102.7 mc to Hearing Examiner for reopening of record and further hearing on specified issues, and for issuance of supplemental initial decision. Announced Act. 8.

By memorandum opinion and order, Commission granted petitions by **American Bcstg.-Paramount Theatres Inc.** (KABC-FM, 95.5 mc), **Los Angeles, Calif.** for leave to intervene and enlargement of issues in proceeding on applications of **Telemusic Co.** and **Southwest Bcstg. Co.,** for new fm stations to operate on 95.1 mc in **San Bernardino** and **Redlands, Calif.,** respectively; accepted supplement to **KABC-FM** petition and denied as unnecessary its request for oral argument; also denied motions by Telemusic to strike KABC-FM petition. Announced Oct. 8.

Pursuant to request, Commission cancelled oral argument set for Oct. 10 on am application of The Greenwich Bcstg. Corp., Greenwich, Conn. Announced Oct. 8.

Fairview Bcstrs., Rensselaer, N. Y.—Is being advised that application for new am station to operate on 1300 kc, 5 kw, DA-D, indicates the necessity of hearing. By separate letter, afforded **Cassill Radio Corp** (WOSC), **Poughkeepsie, N. Y.,** 30 days to advise whether it desires opportunity to show why Fairview application should not be granted and whether, if latter is designated for hearing, WOSC will participate in hearing. Announced Oct. 8.

Graves County Bcstg. Co., Providence, Ky.; WNES Muhlenburg Bcstg. Co., Central City, Ky.—Designated for consolidated hearing applications of Graves for new am station to operate on 1050 kc, 250 w, D, and WNES to change frequency from 1600 kc to 1050 kc, continuing operation with 500 w, D. Announced Oct. 8.

By order, denied request by Community Service Bcstg. Corp. (WCSS), Amsterdam, N. Y., for extension of time for argument in protest proceeding on application of Walter T. Gaines for new am station (WGAV) in Amsterdam. Announced Oct. 2.

Routine Roundup

PETITION FOR RULE MAKING FILED

Marietta Investment Corp., Beverly Hills, Calif.—Requests that ch. 5 be allocated to El Centro, Calif., and ch. 13 deleted from Yuma, Ariz.; or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in Yuma; or in alternative that ch. 13 be reallocated from Yuma to El Centro.

Edward E. Urner, Maurice St. Clair, Bryan J. Coleman, John M. Brock, Monroe Homer Jr., and **Lincoln Dellar,** d/b as **Kern County Bcstg. Co., Bakersfield, Calif.**—Requests the reservation of ch. 39 in Bakersfield, Calif., for non-commercial, educational use.

ACTION ON MOTIONS

By Hearing Examiner James D. Cunningham on October 3

Scheduled hearings for Dec. 3 in following am proceedings: Russell G. Salter, Aurora, Ill.; Cookeville Bcstg. Co., Cookeville, Tenn., and Carthage Bcstg. Co., Carthage, Tenn.

By Hearing Examiner Jay A. Kyle on October 6

Scheduled hearing for Nov. 13 on applications of Sheffield Bcstg. Co., and J. B. Falt Jr., for am facilities in Sheffield, Ala.

By Hearing Examiner Basil P. Cooper on October 6

Scheduled further hearing conference for Oct. 7 at 2 p.m., on am applications of The Monocacy Bcstg. Co., Gettysburg, Pa., et al.

By Hearing Examiner Forest L. McClenning on October 3

Scheduled prehearing conference for Oct. 15 on am applications of Shelby County Bcstg. Co., Shelbyville, Ind., and Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio.

By Hearing Examiner Isadore A. Honig on October 7

On own motion, scheduled a prehearing conference for Oct. 21 on am application of Johnston Bcstg. Co., Pensacola, Fla.

By Hearing Examiner Annie Neal Huntting on October 6

Continued hearing from Oct. 13 to Oct. 20 at 9 a.m., on fm application of Patrick Henry and David D. Larsen, a partnership, Alameda, Calif.

By Hearing Examiner J. D. Bond on October 7

Continued prehearing conference from Nov. 13 to Nov. 25 in Coos Bay, Ore., tv ch. 11 proceeding (KOOS Inc. (KOOS-TV), et al.)

Scheduled prehearing conference for Oct. 29 and hearing scheduled for that date is continued to a date to be fixed by subsequent order on am applications of Berkshire Bcstg. Co., Inc. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service, Inc., Naugatuck, Conn.

By Hearing Examiner Charles J. Frederick on October 3

Hearing re application of Kenneth G. Prather and Misha S. Prather, Boulder, Colo., heretofore postponed indefinitely is scheduled for Nov. 5.

By Hearing Examiner Elizabeth C. Smith on the dates shown

Scheduled hearing for Jan. 12 on applications of Farmington Bcstg. Co. and Four Corners Bcstg. Co., for new tv stations to operate on ch. 12 in Farmington, N. M. Action Oct. 10.

Continued hearing from Oct. 14 to Dec. 4 on application of Musical Heights Inc., for am facilities in Braddock Heights, Md. Action Oct. 3.

By Hearing Examiner Millard F. French on October 3

Hearing scheduled for Oct. 20 is continued to a date to be set by subsequent order on applications of Henderson County Bcstg. Co. (KBUD), Athens, and University Advertising Co., Highland Park, both Texas.

By Hearing Examiner Basil P. Cooper on October 2

Cancelled evidentiary hearing scheduled to resume Oct. 6 and closed record in proceeding on application of St. Anthony Television Corp., for new tv station to operate on ch. 11 in Houma, La.; proposed findings of fact and conclusions of law, if filed, will be filed on or before Oct. 20.

By Hearing Examiner H. Gifford Irion on October 2

Extended from Oct. 6 to Oct. 15 time to file proposed findings re application of Town and Country Radio Inc., for am facilties in Rockford, Ill.

By Hearing Examiner Herbert Sharfman on October 3

Further hearing scheduled for 10 a.m., Oct. 8, will be held instead at 11 a.m., on same day re application of Video Independent Theatres Inc. (KVIT) Santa Fe, N. M.

By Commissioner Frederick W. Ford on October 1

Granted petition by Broadcast Bureau for extension of time to Oct. 14 to file exceptions to initial decision in Beaumont, Tex., ch. 12 proceedings (Television Bcstrs. Inc., et al).

By Chief Hearing Examiner James D. Cunningham on October 1

Granted petition by Clarion Bcstg. Co., for dismissal without prejudice of its application, and retained in hearing status application of County Bcstg. Co., both for am facilities in Clarion, Pa.

By Hearing Examiner Herbert Sharfman on October 1

Cancelled further prehearing conference scheduled for Oct. 2, and hearing will be held as now scheduled on Oct. 9, in proceeding on am applications of L & B Bcstg. Co., and Pacific Bcstrs. (KUDE) in Hemet and Oceanside, Calif.

By Hearing Examiner Thomas H. Donahue on October 1

At prehearing conference on Oct. 1 a calendar of future steps to be taken in proceeding on applications of The KBR Stations Inc., and Kenneth E. Shaw for am facilities in Keene and Newport, N. H., was established: further prehearing conference for Nov. 6 and hearing for Nov. 10.

By Hearing Examiner H. Gifford Irion on October 2

Granted petition by Paul A. Brandt, Gladwin, Mich., for continuance of hearing from Oct. 15 to Nov. 24 in proceeding on his am application.

By FCC

Commission on Sept. 29 granted request by Practice and Procedure Committee of Federal Communications Bar Association and extended time from Sept. 30 to Oct. 30 to file comments and for replies from Oct. 10 to Nov. 10 in matter of proposed curb on interlocutory appeals.

Commission on Sept. 29 scheduled hearing for Oct 30 and ordered James D. Cunningham to preside in proceeding on Jerry Guidarelli, Schenectady, N. Y., to show cause why license for his Citizens Radio Station should not be revoked.

By Chief Hearing Examiner James D. Cunningham on September 30

Granted informal request of Sonoma County Bcstrs., for dismissal of its am application and retained in hearing status application of Bay Area Electronis Assoc. both for am facilities in Santa Rosa, Calif.

By Hearing Examiner Jay A. Kyle on September 30

Scheduled further prehearing conference for Oct. 15 at 9 a.m., and hearing scheduled for Oct. 8 is continued without date re applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., for fm facilities in Baltimore, Md.

By Hearing Examiner Isadore A. Honig on September 30

On own motion, scheduled a prehearing conference for 2 p.m., Oct. 23 re application of Blue Island Community Bcstg. Co., for fm facilities in Blue Island, Ill.

By Hearing Examiner Elizabeth C. Smith on September 30

Advanced prehearing conference from Oct. 3 at 2 p.m. to Oct. 2 at same time re applications of Farmington Bcstg. Co., and Four Corners Bcstg. Co., for new tv stations to operate on ch. 12 in Farmington, N. M.

By Hearing Examiner Charles J. Frederick on September 30

Granted motion by WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for continuance of fur-

Continued on page 145

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-6760
DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Proven successful sales producer to join multi-station operation as manager. Gulf states area. Medium markets. Box 785F, BROADCASTING.

Local sales manager for dominant, growing KRAK, Stockton, California. Must have strong personal sales record, ability to lead staff in creative sales. Salary and percentage to match ability. Please tell all in first letter with picture.

Sales

Boston and Washington, D. C., top rated Hooper and Pulse needs two-fisted, aggressive selling. References, details. Permanent, life time opportunity. Box 155G, BROADCASTING.

Wanted commercial manager—strong on national sales. Must be experienced metropolitan market —western Pennsylvania. Send full particulars plus references. Box 250G, BROADCASTING.

Salesman wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 256G, BROADCASTING.

Sound progressive western New York indie offers security and opportunity for second salesman in good market. Must be sober, reliable, self starter, team worker. Will get loads of help. Box 269G, BROADCASTING.

Business is excellent. I have more than I can handle. We're Number 1 station in market. Excellent draw and commission to competent salesman. Send references to Box 279G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 291G, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABN Texas Station. Box 334G, BROADCASTING.

WDBM, Statesville, North Carolina has the story, if you can help tell it and help sell it! Here is this state's fastest growing radio market, if you want to move up the ladder! We're interested only in a proven radio salesman from the Carolinas or this area for full-time productive radio sales. If you want to associate yourself with one of the finest radio staffs anywhere, with the finest operation in the area (not top 40) contact: Clay Cline, WDBM, Statesville, North Carolina; telephone TRiangle 2-2455.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton. WNJR, Newark, N. J.

Opportunity with growing media brokerage firm for hard working men of good character, willing and able to work on commission and travel. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Wanted: Announcer, holding first class license. No maintenance, permanent position, 40-hour week with benefits, $400 monthly plus additional income for sales minded. Send tape and full particulars. Box 991F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Boston and Washington, D. C., top forty. Enthusiastic personality, gimmicks, not a lot of talk. Tape, experience, references. Box 156G, BROADCASTING.

Negro dj for major market. Send tape, resume and photo. Box 201G, BROADCASTING.

Staff announcer for North Carolina independent. Experience necessary. Not interested in personality deejay. Box 241G, BROADCASTING.

Announcer wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 257G, BROADCASTING.

Announcer-first phone with several years commercial experience for expanding Illinois kilowatt. No top 40 types. Good pay for competent air salesman. Many fringe benefits. Personal interview necessary. State age, education, experience. Box 274G, BROADCASTING.

Desirable staff position with kilowatt independent near Chicago. Capable announcer must be experienced all phases, including production spots. News gathering and writing ability helpful. Personal interview required. List age, education, experience in detail. Box 275G, BROADCASTING.

Production announcer-salesman, become keyman in 500 watt daytimer experienced, $85.00 start, tape, resume, Mississippi. Box 295G, BROADCASTING.

Newsman-announcer, New Jersey. Send resume, tape, salary requirements. Box 298G, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Swinging dj for number 1 music-news station. Fluent, informal, wide music background; run board. Excellent pay, working conditions. Tapes returned. KATI, Casper, Wyoming.

Top announcer for KDOV, Medford, Oregon. Will pay $500 per month for right man.

Wanted. Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Immediate opening for top flight personalities in progressive radio chain. Send resume, tape and salary requirements to Bob Hale, KRIB, Mason City, Iowa.

Top 40 experienced deejays for radio-tv group—night man for leading Wilmington, Delaware, station WAMS, and morning man with first ticket for successful Indianapolis daytimer. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

Wanted, announcer with first phone mainly announcing but must be able to keep station on air. Starting salary $85 a week. Write or phone Dave Rigdon, WHBB, Selma, Alabama. Phone Trinity 4-8296.

Midwest metropolitan station wants top-flight personality announcer or dj. Send air check, photo, background to Bill Frosch, WISH, Indianapolis.

Immediate opening for radio-television staff announcer. Prefer college grad. Will train for tv if necessary. Send tape, resume and photo to Frank Wilson, WMBG-WTVR, P.O. Box 5229, Richmond 20, Virginia or call Elgin 5-8611.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Versatile announcer — Immediate opening for top-flight announcer who has proven record as successful dj as well as all-around staff abilities. Integrated operation permits some on-camera tv depending upon abilities. Send complete information, background, experience, past and expected earnings, tape and photo, WSAV, Savannah, Georgia.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening at good pay for staff announcer with experience and good taste in music. Prefer married man. Send 7½ tape, photo and details of experience to WVSC, Somerset, Pa.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Chief engineer wanted for new station in one of the fine sections of southern New England. Box 258G, BROADCASTING.

Wanted, combination first class engineer and announcer 5000 watt independent station, full time. Reply direct, including work history and audition tape to Box 298, Greenville, South Carolina.

Wanted: Engineer with first class license. WSYB, Rutland, Vermont.

Production-Programming, Others

Newsman for small market Pennsylvania independent. Must have ability to develop feature stories. Prefer man with announcing ability. Also prefer married man. Send resume of your background, samples of stories and recent photo along with your salary requirements. Box 132G, BROADCASTING.

News director wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 259G, BROADCASTING.

Outstanding opportunity for an experienced newsman. Opportunity to do both radio and tv news. Box 297G, BROADCASTING.

Wanted. Mature, experienced farm director. Major metropolitan net affiliate. Prefer midwestern background base plus fees. Box 324G, BROADCASTING.

KBKC modern radio for Kansas City needs a news director. To qualify you must be an experienced, ambitious news man able to gather, write and deliver the news with a mature, authoritative, smooth style. Write or call Station Manager, KBKC, 5913 Woodson, Mission, Kansas.

Copywriter for tv-radio operation Time-Life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD and WOOD-TV, Grand Rapids, Michigan.

RADIO

Situations Wanted

Beginners luck. Want to learn radio or tv business. B.S. communications, AFRTS experience. Will travel. Box 144G, BROADCASTING.

Jock Laurence and the voices in the news. Now featured by 49 news conscious radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls am and pm daily bring to your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. Each informative news capsule is taped live with your call letters. Call or write for references stations and tape a timely audition. 1701—16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

RADIO

Situations Wanted—(Cont'd)

Management

Manager-chief engineer, employed, first phone, announcer, sales, play-by-play, 15 years experience wants larger market, aggressive go-getter. Box 254G, BROADCASTING.

Young, married veteran with 11 years experience all phases of radio and tv desires to manage small or medium market station in midwest. Currently employed by large electronics firm in sales. Outstanding qualifications and references. Can reduce overhead. First phone, two degrees. Box 273G, BROADCASTING.

Manager, presently employed. 17 years experience as manager, commercial manager, program director in top markets. Also agency, and network. Best references past employers. Box 288G, BROADCASTING.

Need experienced general manager with strong local and regional sales background? Presently employed, willing to invest if desired. Box 299G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Experienced, mature, dependable salesman with fourteen years background of sales, management and announcing. Congenial and cooperative. Box 206G, BROADCASTING.

Manager—Anxious to leave big city rat race. Proven sales record. Box 311G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No floater. Desire position with good potential. Require $150 weekly. Box 996F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Experienced announcer with quality voice in disc jockey, news, commercials. Box 207G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Commercial manager, personality country and gospel dj and entertainer. Employed, 4 years experience. Family man, 24, sober. Will settle down to substantial offer in growing market. References. Box 244G, BROADCASTING.

4 years experience radio-tv-25-draft exempt, single, college grad, now employed as top rated dj with big market Ohio city number one radio station. Excellent news, sports, references. Prefer personal audition. Box 251G, BROADCASTING.

Pop dj, first phone, 15 years experience all phases, degree, two weeks availability. Box 253G, BROADCASTING.

Personality morning dj desires to relocate to larger city. West, southwest or southeast. Operate board. No top forty. Box 255G, BROADCASTING.

Aggressive deejay seeking employment with dependable organization. 5 years major market. Box 262G, BROADCASTING.

Staff announcer—9 years experience, six years with present station, network affiliate in large midwestern city. Single, college grad. Desires permanent position at station in or near New York City. Box 263G, BROADCASTING.

Experienced employed announcer dj, news, sports, single, steady, reliable, young, run own board. Interested in sales. Box 264G, BROADCASTING.

Announce, dj, news, first phone, voice, personality. Experienced. Also maintenance. Box 268G, BROADCASTING.

Announcer, 1st phone, no maintenance, 3 years experience, $100 a week. Box 271G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer regional and local stations southwest nine years. Two years business management. B.S., Radio production, sober, sincere, reliable, family, 30. Qualified, want greater job responsibility. Minimum, $100 week plus percentage. Box 281G, BROADCASTING.

Announcer: Year experience. Deejay, news, also play-by-play. Good production, pleasant delivery. Box 282G, BROADCASTING.

Announcer, organist-conductor just completed full course in tv and radio school. Alumnus Westminster Choir College '46 and Boston University '53. Member of Local 109 (A.F. of M.). Have fair knowledge of six languages including Russian. New York or New England area preferred. Box 283G, BROADCASTING.

European disc jockey. American wants European work. Great personality, voice. Let's introduce music, news format to Europe. Single, college, 27. Rush work or any information. Box 284G, BROADCASTING.

Help! Warden! Spring Me. Served 3 year sentence in crummy one station market. Save me. Give me competition. Great personality, voice. Young, single, college grad. Box 285G, BROADCASTING.

Florida modern radio-young, versatile dj-pd. First phone, degree. Excellent production. Presently assistant manager, Florida independent. Family. Ready for top-rated station, larger market. Box 286G, BROADCASTING.

Announcer-dj, vet, 25, married. Former production supervisor top New York station. Strong personality. Box 289G, BROADCASTING.

Personality-dj. Lively, gimmicks, strong commercials, 4 years experience production, news. $125 minimum. Box 290G, BROADCASTING.

Experienced negro dj, combo man. Swinging style, good pitch. Box 293G, BROADCASTING.

Experienced announcer, dj, college graduate, veteran, presently in metropolitan market, looking for security, pop music. Box 296G, BROADCASTING.

Top-flight announcer-newscaster two years experience—need $80 start. Box 300G, BROADCASTING.

Recent radio school grad desires music, news indie. Strong news, smooth dj, much potential. Tape. Travel. Box 301G, BROADCASTING.

For a sound investment, announcer experienced, will travel. Box 303G, BROADCASTING.

Young, attractive woman desires work radio announcing in New York area. Good speech quality and have training. Will work for moderate salary—while learning. Box 304G, BROADCASTING.

DJ sportcaster-looking for first job in radio. Good references, hard worker, will travel. Box 305G, BROADCASTING.

Recent SRT graduate. Run own board and familiar with all phases of broadcasting. Married—family. Tape-resume available. Box 306G, BROADCASTING.

DJ—employed—top station—million plus market. Seek permanent relocation. Prefer northeast. Box 308G, BROADCASTING.

Salesman-announcer. Excellent references. Radio morning show or tv weatherman. Box 309G, BROADCASTING.

Announcer—1st phone, no maintenance, $80, no car. Available now. Box 310G, BROADCASTING.

Two years radio with Los Angeles Dodger network past season. Announcing school graduate. Interested in all phases of business. Box 313G, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 314G, BROADCASTING.

Experienced announcer-dj personality. Strong on commercials. Sales ability. Employed. Third phone. Married. Age 31. Tape, photo, references upon request. Box 322G, BROADCASTING.

First phone announcer, two years experience all phases, no maintenance, single, college. Desire Virginia, West Virginia, Maryland, Pennsylvania. Available immediately. Box 323G, BROADCASTING.

New England personality dj, fast pace, enthusiastic, young, married, 5 years experience. Best offer over $100. Personal interview preferred. Box 326G, BROADCASTING.

Experienced combo announcer engineer, 1st phone, 107 N. 4th Street, Waterville, Minnesota. Phone 157.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, disc jockey. Non caucasian. Now working metropolitan market with own show. Rated good newscaster, disc jockey. Friendly, relaxed style, deep voice. If you're seeking a personality clown, I am not it. My work is conducted on a professional basis. Can sell to any market. Prefer personal interview. Box 329G, BROADCASTING.

Announcer—Fine voice. Strong news, commercials. Literate, dependable, sober. Background in sales, show business. First phone, operate board. Know languages, classical music. Graduate top school with previous experience radio, tv. No personality dj types, please. Photo and tape on request. Occupant, P.O. Box 2283, Los Angeles 28, California.

A radio station needs this poignant broadcaster. Main news points—conversationally reported; classics offered in proper manner; appealing outside broadcasts; bright, friendly early morning hours record player— just as capable during unwinding afternoon hours. All sound reasons for a radio break. No appeal for those who would write: ". . . Not the style we had in mind." Details: A. C. Bjoraas, The Sound Service, 1341 N, Dearborn, Chicago 10.

Stop! One year top radio-tv experience. Contact Parker Gronwold, 1338 Marengo Avenue, Forest Park, Illinois, Forest 6-0635.

Mr. Boston Manager. Fed up with "top 40 jockeys?" Mature announcer-newscaster, pd, who can program for adults available now. Write "M", P.O. Box 73, Accord, Mass.

Experienced announcer and control man, go anywhere, available now, **Frank Mrowicki, 626 Union Street, LaSalle, Illinois. Phone 1790.**

Experienced engineer wishes announcing opportunity. First phone. **Announcing School Graduate. Married. Two years college. Desires permanent position.** William P. **Spollen, % Mechanic Institute, 50 Congress Street, Rumford, Maine.**

Staff announcer, 2nd phone. Pathfinder graduate. Inexperienced. Frank Webb, 2610 Kirkwood Place, West Hyattsville, Maryland.

Technical

Combo experienced maintenance engineer and announcer. Box 260G, BROADCASTING.

First ticket employed two-way radio. Interested in broadcast or tv engineering. Prefer west coast. Single. Will travel. Box 278G, BROADCASTING.

Experienced broadcast engineer, wants relocation. Ten years, with solid references. Finest of schooling, and practical training. Will travel. Box 292G, BROADCASTING.

First phone engineer, will do some announcing, desire employment within 50-mile radius of Knoxville, Tennessee. $85 week. Box 294G, BROADCASTING.

Experienced engineer wishes announcing opportunity. First phone. Announcing school graduate. Married. 2 years college. Desires permanent position. Box 307G, BROADCASTING.

Radio-tv trainee. First phone. Fill-in announcer-dj, writer. Five kw experience. Box 317G, BROADCASTING.

Chief engineer, seventeen years communications, last twelve as am chief. Reputation for high quality operation. Family, home, stable, excellent references. Interested in possible tv future but all offers considered. Presently employed. Resume. Box 327G, BROADCASTING.

Have car will travel. 1st phone, technical school graduate, 3 months experience, 29 years old, married, no children, available immediately. John A. Deaver, Jr., P.O. Box 29, Philadelphia, Mississippi.

Engineer: 16 years in radio. Available October 25. Experience Collins-Gates equipment. Doug Slough, Box 176, Route 1, Crewe, Virginia.

First phone. No experience. Willing to learn. Desire permanent employment. Contact: Dave Todd, 11427 Lanewood Circle, Dallas, Texas. Phone: DA-16509.

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

A seasoned copy specialist is available to solid midwest operation. Box 246G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman who knows news and knows what to do with it, looking for position with station emphasizing news. Experienced in gathering, writing, and reporting in highly competitive four station market. Radio-speech and journalism college background. Married. Box 247G, BROADCASTING.

Potential, potent, promotional copywriter for radio-television. First phone. Fair announcer-dj. Five kilowatt experience. Mature. Box 272G, BROADACASTING.

A jingle in your spot—puts money in the pot. Freelance jingle generator. Box 318G, BROADCASTING.

Radio-tv newsman: Legman-photographer-airman. 5 years eastern metropolitan news centers. Box 319G, BROADCASTING.

Woman's program director, college graduate, four years experience announcing, copy, traffic. Can run own board. Available November 10. Box 320G, BROADCASTING.

Frankly, I have a good job, but, not happy with top "50". Three, almost four years 50 kw past, deep-resonant voice, reliable, single, looking for sound station in mid-east, prefer Michigan. Publicity work, pd, contact-announcer. Box 321G, BROADCASTING.

Program director—13 years experience all phases of radio; last 6½ years with WDAF, Kansas City. Announcer-producer, record personality, mc, former production manager western ABC affiliate desires program director position well-established western station. 34 years old, family man, stable, dependable, excellent references on request. Available immediately. For resume write Charles W. Maxwell, 415 East 71 Terrace, Kansas City 13, Missouri.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. Expanding organization. Good base pay plus commission. Experienced. Midwest market. Box 200G, BROADCASTING.

Sales

Wanted, a local and regional salesmanager, must have had experience in directing and leading a local sales department. This is an exceptional opportunity. VHF network station west coast. Replies treated strictly confidential. Box 336G, BROADCASTING.

Announcers

Need experienced, mature, on-camera salesman. Successful vhf network affiliate in northern California. Please mail resume and include recent snapshot and availability for audition. Box 210G, BROADCASTING.

New CBS-vhf tv station located in rich southwest market needs announcer and sales man immediately. Send tapes and/or resume and photograph to Box 280G, BROADCASTING.

Staff announcer NBC and AFTRA affiliate. Must have strong commercial presentation, 3 to 5 years on camera experience. Pictures, tape, kine, salary requirements first letter. Contact Heyward Siddons, Program Manager, KOA-TV, Denver 2, Colorado.

Technical

New south vhf needs transmitter and/or studio men. Openings for experience and inexperience. Box 893F, BROADCASTING.

Assistant chief engineer wanted for mid-south vhf-am operation. Please include photo, experience resume, age, marital status and salary requirements in first letter. Box 335G, BROADCASTING.

In dry, warm climate established southwest full power vhf, with combined operation, is expanding and needs good first class engineer-switcher familiar with both studio and transmitter operation and maintenance. For details phone Blake Ramsey, Chief Engineer, KIVA-TV, Yuma, Arizona. State 6-8311.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Announcers, directors, and copywriters. New full power vhf south has openings for experienced people with references. Box 982F, BROADCASTING.

Copywriter: Indiana 4-A agency needs creative, versatile and experienced writer for wide variety of radio-tv accounts. Submit detailed resume and salary requirements. Box 202G, BROADCASTING.

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

Prominent tv station in major midwest market accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples, complete resume with picture and salary requirements to Box 328G, BROADCASTING.

Newsman's newsman wanted by aggressive news department. Must know news, be able to shoot stills and movies and air daily major newscast. Send tape, background, photo, immediately to Ken Wayman, News Director, KTIV, Tenth & Grandview, Sioux City, Ia.

Continuity writer, midwest tv station. Will join staff of three. TV experience preferred, but not essential. Immediate opening. Send complete details to Jack Kelin, WTVO Television, P.O. Box 470, Rockford, Illinois.

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network agency. Best references all employers. Box 287G, BROADCASTING.

Announcers

Versatile announcer-experienced, excellent news background. Dependable family man, neat appearance, effective air salesman. Desires to relocate. Box 270G, BROADCASTING.

Radio announcer, experienced desires tv. Little experience but willing to learn. Will travel. Box 302G, BROADCASTING.

Announcer-director. TV, film, radio experience. News, sports, commercials. Versatile. Box 315G, BROADCASTING.

Technical

Engineer-1st phone. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere. Interested in television. Box 159G, BROADCASTING.

Chief engineer—9 years experience, all phases television broadcasting. Past 4 years assistant chief. Box 243G, BROADCASTING.

Maintenance and control room operation. 1st phone, good training and experience background. Single. Available November 1st. Box 265G, BROADCASTING.

Production-Programming, Others

Realize importance of selling, personality, dependability, radio or tv. Will prove myself in tv production and direction. Married, 25. Will travel for job with future. Box 312G, BROADCASTING.

TV film buyer-manager. Manhattan experience. Interested larger market operations. Box 316G, BROADCASTING.

Energetic young man graduate SRT, N.Y.C. Desires chance at directing or floor managing in local station. Qualified also to double in brass in film, studio and control operations. Amitious, dependable, top references, willing to travel. Box 330G, BROADCASTING.

TV-radio sports director. Experienced in sportscasting, commentary and play-by-play. Presently associated with network sports department in New York. Interested in local operation. Box 332G, BROADCASTING.

FOR SALE

Stations

500 watt money maker, northeast; in growth area; $345,000. Box 150G, BROADCASTING.

Minnesota station presently grossing $70,000, asking $110,000 full price with $25,000 down. Box 248G, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

Absentee owned. Run down. Good growing market. Full time. Land and building belongs to station. **Asking $130,000 with 29% down.**

$10,000 down. Full time. Exclusive market. **Gross around $34,000.**

Full time. Gross $75,000 year for many years. Well equipped. Buyers gets 100%, of stock. **Asking $100,000 with 29% down.**

ROCKY MOUNTAIN

Daytimer in competitive market. Absentee owned. Well equipped. **Asking $57,000 for stock with $15,000 down.**

Number one station in competitive market. Full time. Valuable land and building. **$225,000 with 29% down.** Price can be lowered if land and building leased on good terms with option to buy.

Excellent property in competitive market. Station well established and accepted. Has grossed over $100,000 for good many years. **Asking $175,000 including valuable land with 29% down.**

SOUTH

New station in competitive market. Owner does want to sell and a good deal is available for client. **Asking $65,000 with 29% down.**

MIDWEST

Daytimer. Exclusive. Owner is no radio man. All new equipment. **Asking $47,500 with $15,000 down.**

Competitive market. Gross close to $85,000. Retail sales over $100,000,000. **Asking $90,000 for both AM and FM. Terms.**

Full time. Exclusive. Absentee owned. Gross $32,000. **Asking $34,000 with $20,000 down.**

CALIFORNIA

Exclusive daytimer. **Asking $60,000 with 29% down.** Two FM stations near Los Angeles, $67,500 and $120,000. Another FM in Southern California $80,000. Large market.

One of the top markets of the state. Full time. Absentee owned. **$300,000 with 29% down.**

SOUTHWEST

Bad management history of this property has kept gross down. Exclusive in growing town of 8,000. **$29,000 down.**

Excellent daytimer. **Asking $175,000 with $100,000 down.** Large competitive market.

Full time. Top facility in a dynamic market. Gross over $170,000 a year. **Asking $100,000 down.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.

LOS ANGELES 28, CALIF.

Hollywood 4-7279

FOR SALE—(Cont'd)

Stations

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $20,000.00. Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

Southwest daytimer, single station market, education and recreation center, new facilities. $75,000 with $20,000 cash, balance on terms easily met from present earnings. Box 325G, BROADCASTING.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

Gulf state television station, progressive area, $750,000. Chapman Company, 1182 West Peachtree, Atlanta.

California, kilowatt-daytimer active market, $43,500 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Southwest single market full time. Making money. Ideal for owner-manager. $47,500 with $18,000 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

West Texas daytimer. Excellent for owner-operator. Only $27,500 with terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

West coast fm stations (2), $25,000 and $100,000, terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Gulf Coast 1,000 watts daytime. Top market. $175,000 some terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Texas small market stations (2), $25,000 and $30,000, terms. Chapman Company, 1182 West Peachtree, Atlanta; or 33 West Micheltorena, Santa Barbara, California.

Oregon, quarter-kilowatt, $107,500.00. Low down, attractive terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Have buyer for single market operation billing $75,000 or more annually. Replies confidential. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

RCA. BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

Southwest small market station, $39,750, down payment, $10,000; medium market station, $90,000, down payment, $35,000. Chapman Company, 1182 West Peachtree, Atlanta.

For sale southwest 250 watt. Experienced partner needed. Theodore Rozzell, Clovis, New Mexico.

Equipment

One Ampex 350 console, new guarantee—$1175.00. One Ampex 350 portable, new guarantee—$1140.00. Both full track. Box 261G, BROADCASTING.

Two Gates CB-11 turntable chassis good condition, sell as package or separately. Contact W. C. Moss, KSEY, Seymour, Texas.

Have a 250 watt RCA transmitter, model 250-L, with complete compliment of tubes, just taken out of service. Make offer. Contact KWSD, Mt. Shasta, California.

FOR SALE—(Cont'd)

Equipment

Eight (8) bay Collins ring antenna for 105.3 mc. Like new; will accept reasonable offer. Radio Station WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pennsylvania.

2 good, clean Magnecorder PT-6's complete with portable cases in excellent condition. Priced reasonably. Contact Jerry Norman, WIIN, Atlanta Biltmore Arcade, Atlanta 83.

Field intensity meters Measurements Corporation high frequency field intensity meter, model 58 and Federal model 101-G. Mackenzie Electronics, Inc., 145 West Hazel Street, Inglewood 3, Calif. Phone: ORegon 8-9335.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

One (1) RCA console 76-B2 in good working condition; now in use; will accept reasonable offer. Radio Station WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pennsylvania.

WANTED TO BUY

Stations

Moneymaking manager has modest down payment on part or all good potential station or cp. Box 115G, BROADCASTING.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Reliable party wants to buy radio station in southwest, preferably Texas or New Mexico. All replies strictly confidential. Box 181G, BROADCASTING.

Responsible parties want radio station in New England. Confidential. Ready to act promptly. Write Box 231G, BROADCASTING.

Energetic, successful manager of 5 kw in top ten wants to buy or lease property of his own. Prefer northeast, west coast or Florida, but will seriously consider any station that $15,000-25,000 cash will handle that a sane accountant would approve. Your reply strictly confidential, of course. Full details will expedite prompt action. Address Box 240G, BROADCASTING.

Two experienced radio men would like to buy small station in upper midwest. Replies held confidential. Box 245G, BROADCASTING.

Experienced group desires to purchase a radio station in market of 50,000 or larger. Substantial cash down payment available. Confidential. Write Box 252G, BROADCASTING.

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Successful manager wishes lease good market radio station with short terms purchase option. Confidential. Box 276G, BROADCASTING.

Equipment

We need four or more 77-D RCA mikes in good condition. Reply Box 331G, BROADCASTING.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

Wanted 200 ft. self-supporting tower for STL. Beecher Hayford, WESH-TV, Daytona Beach, Florida.

WANTED TO BUY

Equipment

Used microwave system for fixed operation. Used light weight camera pedestal. Please specify price in first letter. G. F. Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, N. C.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

Fabled Alaska! Taped features, stills, film, for feature, women's shows. Open end. Exclusive. Also, to order. Pan Alaskan Associates, 108½ Cushman Street, Fairbanks, Alaska.

FOR SALE

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
MILWAUKEE, MINNEAPOLIS
BOSTON, WASHINGTON

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED TO BUY

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

WANTED EXECUTIVE

Capable of taking "complete charge of all phases of television station operation *except* sales, promotion, and accounting." Must be experienced and must have successful record of ability to operate and supervise all internal functions of a television station. Salary open. VHF, Pacific coast.

Box 211G, BROADCASTING

ther hearing scheduled for Oct. 6 re its application for cp to change trans. and ant. location and same is rescheduled for Oct. 9.

By Hearing Examiner H. Gifford Irion on September 30

By certification of question to Commission, requested latter to advise Examiner whether hearing on applications of L. E. U. Bcstg. Co., The Jet Bcstg. Co. and WERC Bcstg. Corp., for new tv stations to operate on ch. 66 at Erie, Pa., should be entitled to indefinite continuance in view of unsettled tv allocation situation by reason of certain petitions which have been pending during this proceeding.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 3

WBLY-FM Springfield, Ohio—Granted license for fm station.

WNTA Newark, N. J.—Granted mod. of license to change name to **NTA Radio Bcstg. Co.**

KTIX Seattle, Wash.—Granted mod. of license to change name to **KTIX Inc.** (BML-1779).

WNTA-TV Newark, N. J.—Granted mod of license to change name to **NTA Television Bcstg. Co.**

WNTA-FM Newark, N. J.—Granted mod. of license and BSCA to change name to **NTA Radio Bcstg. Co.**

Metropolitan Television Co., Denver, Colo.—Granted cp for low power (0.5 w) aux. on 26.10-26.48 mc to be used with KOA-AM-TV Denver, Colo.

WISK St. Paul, Minn.—Granted cp to replace expired permit for change in frequency, power, ant.-trans. location, installation DA-D and new trans., changes in ground system, change studio location and make changes in DA system (two additional towers); conditions.

WDGY Minneapolis, Minn.—Granted mod. of cp to make changes in ant. system.

WBVA Woodbridge, Va.—Granted mod. of cp to decrease ERP to 9.5 kw, ant. height to 305 ft., change type ant. and ant.-trans. location.

KJAX Santa Rosa, Calif.—Granted mod. of cp to change type trans.

KALV Alva, Okla.—Granted permission to sign-off at 7 p.m. for period of 60 days.

KJEF Jennings, La.—Granted extension of authority to operate daytime hours only for period of 90 days beginning Sept. 29.

Actions of Oct. 2

KQK-51 Traverse City, Mich.—Granted license for tv intercity relay station.

WGCS Goshen, Ind.—Granted license for non-commercial educational fm station.

WIRB Enterprise, Ala.—Granted license covering changes in facilities, ant.-trans. and studio location, installation new trans., make changes in ant. and ground system; remote control permitted.

KVOR Colorado Springs, Colo.—Granted cp to change ant.-trans. location and make changes in ground system; remote control permitted.

* **WKCR-FM New York, N. Y.**—Granted cp to install new type ant. and trans., change ant.-trans. location; ERP 1.2 kw, ant. height 460 ft. remote control permitted.

KVFM (FM) San Fernando, Calif.—Granted mod. of cp to change type trans. and ant.

WFAR Farrell, Pa.—Granted request to cancel license for auxiliary transmitter.

WBEC-FM Pittsfield, Mass.—Granted extension of authority to remain silent for additional 90 days period to and including 1-1-59.

KTWR Tacoma, Wash.—Granted authority to remain silent for period ending Dec. 1, 1958. Reason—extensive repairs.

WAAM-FM Parkersburg, W. Va.—Granted extension of authority to Dec. 31 to discontinue normal program operations pending completion or reappraisal of various aspects of continued operation.

General Bcstg. Co., Brownsville, Tex.—Granted authority to transmit programs to **XEO Matamoros, Mex.** on Oct. 19, 1958.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to 9-15-59 to transmit or deliver radio programs to stations under control of Canadian Bcstg. Corp., whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities.

WHHY Montgomery, Ala.—Granted extension of completion date to 5-7-59.

WYNN Florence, S. C.—Granted extension of completion date to 12-15.

Actions of October 1

WGEE, WBEE, KATZ Rollins Bcstg. Inc., Indianapolis, Ind., Harvey, Ill., and St. Louis, Mo.—Granted acquisition of positive control by **O. Wayne Rollins** through purchase of stock from **John W. Rollins** by licensee and retirement thereof.

WBLF Bellefonte, Pa.—Granted assignment of cp to **Bellefonte Bcstg. Co.**

KWIK Pocatello, Idaho—Granted transfer of control from **Central States Bcstg. Inc.**, to **M. T. Deaton**, et al.

WBLF Bellefonte, Pa.—Granted license for am station.

WGTC Greenville, N. C.—Granted extension of authority to sign off at local sunset.

WSB-TV Atlanta, Ga.—Granted extensions of completion dates to 11-6 (main trans. & ant. & aux. trans.).

Actions of September 30

KITE San Antonio, Tex.—Granted assignment of license and cp to **Connie B. Gay Inc.**; and license covering change in ant.-trans. location and make changes in ant. and ground system.

KPDQ Portland, Ore.—Granted cp to change ant.-trans. location to 2.7 miles east of **Beaverton, Ore.**; remote control permitted.

WYLD New Orleans, La.—Granted cp to install new trans. as alternate main trans. at present main trans. site; remote control permitted.

WBOS-FM Brookline, Mass.—Granted mod. of cp to change type trans. and decrease ERP to 15 kw; conditions.

KEDO Ontario, Calif.—Granted authority to remain silent for period of 30 days. Reason: installation of new trans.

WCQS Alma, Ga.—Granted request for authority to operate station on specified hours pending approval of application for specified hours to follow.

KSWS Roswell, N. M.—Granted change of remote control authority.

WSKP Miami, Fla.—Granted change of remote control authority.

WSTU Stuart, Fla.—Remote control permitted. Following stations were granted extensions of completion dates as shown: **KSTN Stockton, Calif.** to 1-30-59; **WELO Tupelo, Miss.** to 1-17-59; **WLOA-FM Braddock, Pa.** to 3-31-59; **KLUB-FM Salt Lake City, Utah** to 3-22-59 and **WKSD Kewanee, Ill.** to 11-1.

Actions of September 29

WMFC Monroeville, Ala.—Granted assignment of license to **William M. Stewart** d/b under same name.

WCDT Winchester, Tenn.—Granted acquisition of negative control by each **William F. Yarbrough** and **F. V. Frassrand** through purchase of stock from **Harry W. Sullivan.**

***WFMU East Orange, N. J.**—Granted cp to change ant.-trans. location; remote control permitted.

WHOO-FM Orlando, Fla.—Granted mod. to change facilities.

WBPD Orangeburg, S. C.—Granted mod. of cp to change type trans.

WKFM (FM) Chicago, Ill.—Granted extension of authority to operate with reduced power of 40 kw for additional 45 days; reason given—repairs on ant.

WWIZ Lorain, Ohio—Remote control permitted.

WCMR Elkhart, Ind.—Granted extension of completion date to 12-29.

Action of September 26

WJRI Lenoir, N. C.—Remote control permitted.

Action of September 25

WROP Lake City, Fla.—Granted request to cancel for new am station; call letters deleted.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 8

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	32	104	560
FM	681	26	99	68
TV (Commercial)	428[1]	78[2]	111	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 8

	VHF	UHF	TOTAL
COMMERCIAL	425	81	506[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

NARBA Notifications

CANADIAN

Notification Under Provisions of Part III, Section 2 of North American Regional Broadcasting Agreement

List of changes, Proposed changes, and Corrections in Assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations attached to Recommendations of North American Regional Broadcasting Agreement Engineering Meeting.

630 Kc.

CJET Smith Falls, Ontario—1 kw DA-1 U. Class III. N in O.

910 Kc.

CFJC Kamloops, B. C.—10 kw D ND (PO: 910 kc 1 kw ND) 1 kw N U. Class III. EIO 6-15-59.

930 Kc.

CJON St. John's, Nfld.—10 kw DA-N (PO: 930 kc 5kw DA-N) U. Class III. EIO 6-15-59.

960 Kc.

CHNS Halifax, N. S.—10 kw DA-N (PO: 960 kc 5 kw DA-N) U. Class III. EIO 5-15-59.

CFAC Calgary, Alta—10 kw DA-N (PO: 960 kc 5 kw DA-N) U. Class III. EIO 6-15-59.

1050 Kc.

CJIC Sault Ste. Marie, Ont.—0.25 kw ND U. Class II. NIO.

1070 Kc.

CJET Smith Falls, Ont.—1 kw ND D. Class II. Delete assignment vide 630 kc.

1420 Kc.

CKOM Saskatoon, Sask.—10 kw DA-N (PO: 1420 kc 5 kw DA-N) U. Class III. EIO 6-15-59.

CJMT Chicoutimi, P. Q.—1 kw DA-1 U. Class III. NIO.

1450 Kc.

CJMT Chicoutimi, P. Q.—0.25 kw ND U. Class IV. Delete assign. vide 1420 kc.

1490 Kc.

CJIC Sault Ste. Marie, Ont.—0.25 kw ND U. Class IV. Delete assign. vide 1050 kc.

License Renewals

Following stations were granted renewal of license: **WIMA & aux., WIMA-FM, WIMA-TV, Lima, Ohio; WKOV Wellston, Ohio; WJIM Lansing, Mich.; WMIC Monroe, Mich.; WKSU-FM Kent, Ohio; WSJM St. Joseph, Mich.; WCLE Cleveland, Tenn.**



This is the kind of hold our station has on people

The helping hand is a reality here. A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our *quantity* story (747,640 TV homes in 41 counties of 3 states) never forget the *qualitative* one . . . George P. Hollingbery will show you a realistic, one-price rate-card.

whio-tv
CBS
channel **7** *dayton, ohio*

JULY PULSE – 12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **ROBERT JAY MISCH,** *v.p. & account supervisor, Al Paul Lefton Co., Philadelphia*

Television producers are people—therefore, all people are producers

What is it about tv that makes supermen out of mice? The nicest, quietest, best behaved account executives, assistant account executives, junior account executives, copy chiefs, art directors, even file clerks, all make like Belascos as soon as they're within hailing distance of a tv studio. As if this wasn't bad enough, clients who formerly were sweetness and light, except when a red pencil disturbed the even tenor of their ways, suddenly open their collars, pull their necktie knots down to half mast, muss their hair, and bellow at people standing right by their shoulder.

It must be a virus. Those isolation booths probably need fumigating or something. But the epidemic is severe all right. Vaccine—there is none yet discovered except the rather radical antibody known as "lost-accountosis"!

Perhaps I should be a little more specific. Here's the Gooy-Chewy Jelly Bean company. For years they've been happy, courteous, successful, friendly, sixth page advertisers in *Life,* fifth page advertisers in *American Weekly* and full page advertisers in *The Confectioners Journal.* Oh, to be sure, once in a while a headline needed beefing up, from "You never tasted jelly beans like Gooy-Chewys" to "You've never *really* tasted jelly beans until you've *tried* Gooy-Chewys," but on the whole, serenity was the order of the day, until . . . Until that fateful day when the IWW-TV salesman got loose in the ad manager's office, and sold him on the idea of tv.

Now, you should just see what's happened to old Bill Glotz, and not only Glotz, the ad manager, but Snell, his agency account executive. Maybe they were both frustrated in their younger days; maybe the other kids threw spit balls at them; maybe their mothers were both frightened by a May fly, but it doesn't seem likely that tv would hit both the same way. Yet it has.

They swoop into the station together. Imperiously, they commandeer an elevator and rise to the sixth floor. Why they stop there, and don't keep going up, only God knows. He doesn't want them. The station rep greets them from the floor. Flourishes and alarums. The cast is gathered for a run-through.

The little blonde, who came to New York for music and things (and got the things), has no sooner started her lines, than . . .

"What kind of interpretation is that, anyway?" (Ad Manager Glotz).

"Yes, what kind of interpretation is that, I'd like to know?" (Account executive Snell).

"Why can't we get Kim Novak or Carol Baker or maybe Lily Langtry for that part?" (Glotz)

"Yes, why not—or even Marilyn Monroe wouldn't be bad in the part!" (Snell)

"Joe, Joe (bellow), Joe (Joe's just four feet away thinking obscene thoughts), Joe, you're supposed to be the director around here; how can you let that girl amble on as if she was going for a chocolate soda. She's a murderess . . ."

"Yes, I know she's a murderess," says Joe, slowly and carefully, munching a Miltown, "but the audience doesn't—yet. And, as a matter of fact, she *is* going down street for a soda before—"

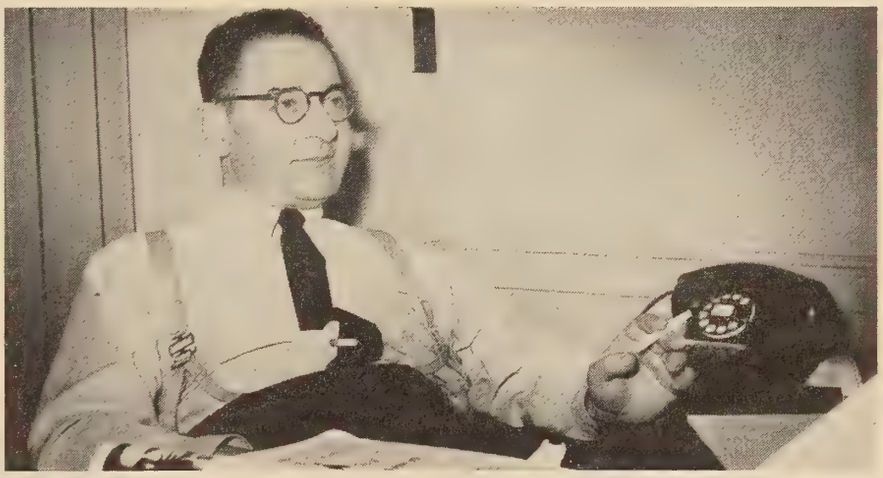
"All right, all right. Let's get on with this. And remember Joe, I want a performance that's going to make Ed Sullivan wish he'd stayed in that newspaper office. Suppose we *are* opposite *Lucy.* What's that show got that we haven't got?"

"Maybe actors and a plot" (Joe, *sotto voce*).

Well, that gives you the idea.

There is just something about a mike, a camera and a studio that brings out all the id that's been bottled up in men for years.

I say, let's stop all tv for a while. Fill the studios with couches (there could still be an audience, even audience participation). Hire all the analysts in town at wholesale, and see if we can't turn the Glotzes and Snells into people again.



Robert Jay Misch, b. Nov. 11, 1905, New York City, B.S. magna cum laude, *Dartmouth College, '25. First advertising job: copy cub with George L. Dyer agency. In 1926, freelancing on side for* New Yorker *magazine ("Manhattan Manual" series), switched to Albert Frank & Co. (forerunner of Albert Frank-Guenther Law Inc.) after that agency sought copywriter familiar with* "New Yorker-*style." In 1938 moved to Al Paul Lefton Co., New York and Philadelphia, as vice president, has been there ever since, now as v.p. and supervisor on RCA Electronics Div., Jos. Martinson's Coffee, B. Manischewitz & Co. and other accounts. Mr. Misch is food editor and author; executive committee chairman, Wine & Food Society; regular contributor to national magazines, and author of* Foreign Dining Dictionary. *Married in 1938 to Janet B. Wolff. Misches and two daughters live in Manhattan and Bedford Village, N. Y.*

Yellow Journalism?

THERE are signs of ugly, vicious and totally irresponsible tactics being put into play by some of the principal competitors of the broadcast media.

Whatever its inspiration, the campaign to vilify television is gaining intensity. Newspapers have bled the quiz-show scandal down to its last drop of value to themselves, and, as we have said before, they will do the same any time television even appears to have stubbed its toe.

In its Oct. 13 issue *Newsweek* magazine, which we have regarded as a responsible journal, presents a "special tv-radio report." The total effect of this piece is to convince a reader that there is nothing on television but crime, violence, mayhem and death; that television creates crime and corrupts morals. The piece, bannered in yellow on the cover, is titled "Dial Anything for Murder." A cutline advises: "When in Doubt, Garrote."

We cannot help wondering whether the yellow banner was a Freudian slip. Were the editors confessing, unconsciously, that this was yellow journalism of deepest dye?

More "special reports" on television are on the way. Another newsweekly has been at work on one, and *Fortune* is preparing a piece expected to appear later this year. If the tack reportedly taken in some of the interviews offers any clue, the piece will toss to television a redolent bouquet of poison ivy.

From the grass roots, meanwhile, come reports that are even more alarming. These accounts say that at the local level newspapers are beginning to put the finger on Buick dealers and distributors for help in getting back some of the Buick money lost by the print media to television [ADVERTISERS & AGENCIES, Oct. 6].

At its basest, this pressure is said to include the suggestion, if not the outright threat, that unless Buick reallocates heavily to newspapers, then parent General Motors is going to suffer in the news columns. This sort of pressure is as indefinable as it is reprehensible. When advertising allocations are allowed to color news treatment, the free press becomes the kept press.

Newspapers are just not that bad—that they have to be "sold" in any such way. But they will become that bad, and worse, if this underhanded tactic is used. Advertisers and agencies will suffer, too, when threats of "no news but bad news" upset carefully documented media strategy.

Television clearly is in for rough-and-tumble competition, whatever form it takes in detail. Its leaders had better get ready to fight back—and that means every one from the smallest station to the biggest, the networks and TvB.

Responsible Journalism

THE printed media's attack on television comes at a particularly inappropriate time.

October is set aside by the print media for celebration of Audit Bureau of Circulations month.

The Audit Bureau represents the highest type of effort by media to supply accurate information for advertisers.

It is an unhappy coincidence that while newspapers and magazines are observing ABC month they are stooping to the lowest type of competitive selling.

Nearly 4,000 advertisers, advertising agencies and publications make up the membership of the non-profit organization known as the Audit Bureau of Circulations. The objective of ABC is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. ABC is held in high esteem because of the rigorous audits to which its members are subjected. The audit shows how many people think enough of a publication to pay for its delivery.

BROADCASTING joined ABC in 1956 in the belief that its advertisers had a right to know what they were getting for their space dollars. BROADCASTING is the only business paper in the radio-tv field qualified to hold membership in this exclusive group. Others have tried, even to the point of cutting their subscription rate by two-thirds, but still could not make the grade.

This month BROADCASTING observes its second anniversary as a member of ABC, privileged to display insigne carried on our masthead page. This month BROADCASTING observes another anniversary. We will begin our 28th year on Oct. 15, proud of our membership in the society of responsible publications and equally proud to serve the unsurpassed arts of communications that are radio and television.



Drawn for BROADCASTING by Sid Hix

"It's a rating outfit. What program are *we viewing?"*

Journalism Under Fire

IT seems to us that if anybody will be the loser in the U.S.S.R.'s expulsion of the CBS correspondent from Moscow last week, it will be the U.S.S.R.

Intelligent world opinion certainly will not agree with the Soviet that the CBS presentation of a fictional, dramatic work which happened to make the Soviet hierarchy look like the thugs they are was proper cause for the Soviet to retaliate by kicking out a CBS newsman who had nothing to do with the entertainment side of broadcasting.

Everyone except the Communist Party faithful will realize that this was another illustration of the Soviet's fundamental hostility toward freedom.

The Soviet has made itself look foolish by declaring war on a private U. S. company.

We doubt that the action will cause Bill Paley to strike his colors at 485 Madison Ave.

We doubt that the American public will be seriously deprived by the loss of CBS Moscow service. All correspondents in Moscow are hamstrung by inescapable censorship.

The incident does nothing but emphasize the Soviet hierarchy's terror at the thought of anyone questioning its divinity. Ruthlessness can become laughable at times.

The Size of Broadcasting

WITH clever manipulation, cold statistics can be converted into hot arguments.

Take some of the mass of statistics compiled for the 1958 BROADCASTING YEARBOOK, which is now in the mails.

Anyone who dislikes big business only because it is big could use some of these statistics to argue that broadcasting is ripe for tighter government control because it now does an annual volume of much more than $1 billion in time sales and has a payroll considerably bigger than half a billion dollars a year.

Fortunately for those with opposite views, there are plenty of statistics to counter that argument. The total size of broadcasting is impressive, to be sure, but it is composed of hundreds and hundreds of companies and proprietorships, many of them small. More than half of the radio stations on the air employ staffs of 10 or fewer. Nearly half the television stations have staffs of 50 or fewer.

By comparison it is interesting to note that one corporation in another field—General Motors—has more than half a million people on its payroll.

In our view the statistics of broadcasting add up to a fascinating story of a business which has grown big and healthy because the little businesses which it consists of have multiplied and grown.



From sign-on to sign-off, Sunday



through Saturday, more people



watch KSTP-TV than any other



station in the Northwest market!



ARB Metropolitan Area Report, August 1958

KSTP television

Basic NBC Affiliate

100,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL 5

Represented by Edward Petry & Co., Inc.

NEW COLOR CORRECTED
Super Universal
ZOOMAR

NOW ZOOMS FROM
2½ Inches TO 40 Inches

IN 3 FAST RANGES
2½" to 16" at f:3.9
4" to 25" at f:5.6
6½" to 40" at f:8

The SUPER UNIVERSAL ZOOMAR is completely color corrected and balanced and approved by color experts for color. This lens is now truly a UNIVERSAL ZOOMAR . . . the perfect lens for studio and all types of remote production. The new convertors will make better Football, Baseball, Basketball, Hockey, Bowling, Church Services, and all other remotes. This lens is compact, light, and flexible. It can be mounted on a camera in a minute. The SUPER UNIVERSAL has the finest definition ever seen in a ZOOMAR lens.

Demonstration of Zoomar Lenses on your equipment on request.

JACK A. PEGLER
President
TELEVISION ZOOMAR CORPORATION
500 Fifth Avenue, Room 2223 • New York 36, New York • BRyant 9-5835

OCTOBER 20, 1958 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE COMPLETE INDEX PAGE 7

Whiskey rebellion: Midwest station will accept liquor ads Page 31

JWT's Johnson says advertising must double in next decade Page 33

Wanamaker's weekend radio queues up storm window customers Page 35

Radio's circulation: RAB, ARF, Census team to find out. Page 39

Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive *plus* service offered, *at no extra cost,* to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99 counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is $250 per week for 13 weeks, or $3250 within a 13-week period of time.

WHO's "Feature Drugs Merchandising Service" is producing BIG RESULTS for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!



WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate



THE 6th ANNUAL WLS-PRAIRIE FARMER FARM PROGRESS SHOW



Numerous demonstrations of interest to women drew capacity crowds both days.

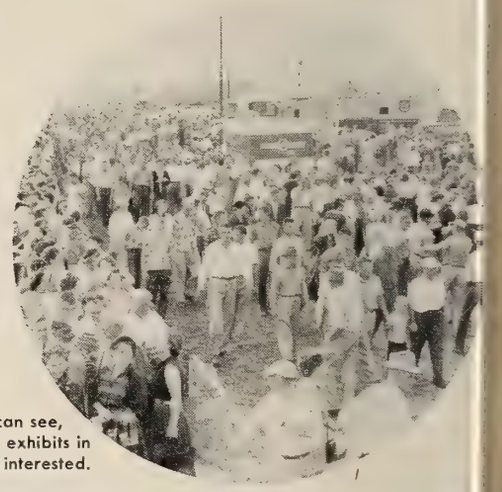
Bigger than Ever!

NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People attended this 1958 two-day event

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America's most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man *today*.



As far as you can see, visitors viewing exhibits in which they are interested.



87 acres of auto parking space for visitors and another 40 acres for planes.

WLS

CHICAGO 7

The Most Powerful Radio Voice in Agriculture

1230 Washington Boulevard • Telephone MOnroe 6-9700

890 KILOCYCLES • 50,000 WATTS • FULL TIME • REPRESENTED BY JOHN BLAIR & CO.

DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

▶ The Station Most People Watch Most!

▶ The Station Most People, By Far, Depend on for Accurate News!

▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!



The COWLES Operation in Iowa

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



VARIETY
IS THE SPICE OF LISTENING

NEWS · MUSIC · SPORTS · DRAMA · COMEDY

KRLD radio 1080
HAS MORE ADULT LISTENERS IN METROPOLITAN DALLAS
than any other Dallas station

Based on April-May 1958 Audience Composition Radiopulse of listeners per 100 listening homes — Monday through Friday.

Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, hold a unique place in the hearts of listeners of all ages . . . and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage . . . higher ratings . . . a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD radio 1080
CBS RADIO NETWORK
FOR DALLAS and FORT WORTH

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit.

BUICK'S BUY • Despite derisive campaign of newspapers, insiders doubt Buick will reverse its field and discard tv as No. 1 advertising medium for its 1959 car. Change would come only if sales picture changes drastically. As in most auto ad decisions, allocations go with unit sales; should Buick sell lots of cars, some "excess" ad funds will become available, some most likely apportioned to tv and radio (either spot or network) and some to newspapers—throwing latter "a bone." Buick now is in tv to tune of estimated $12.5 million (yearly allocation) plus $1 million for radio on basis of sales in initial introductory period. Buick-McCann-Erickson decision to ride with tv looks safe right now—1959 Buicks are selling, with "fantastic" stories of dealer orders backlogging in Detroit.

•

Behind-scenes concern is voiced in distilling circles over announcement that Wisconsin radio station will break barriers and accept liquor advertising (story page 31). Distilled Spirits Institute, whose board of directors on Oct. 16 reaffirmed DSI code ban on use of radio-tv advertising, fears reaction on Capitol Hill next session when it expects to face traditional legislation to prohibit all alcoholic beverage advertising in all media. DSI claims distilling industry adheres to its code ban but says it is helpless to check advertising by wholesale and retail outlets.

•

ON THE FIRE • Seldom quiescent station trading market was unusually active last week, with number of tv transactions, running into multi-millions, being talked up as being in "take-it-or-leave-it" stage. Active negotiations were in progress involving these stations: (1) ch. 10 KBET-TV Sacramento at $4.5-$5.5 million figure; (2) WJAR-AM-TV Providence (tv ch. 10) as part of transaction involving The Outlet Co., department store, for overall figure of $12 million; (3) ch. 12 KPTV Portland, Ore., in $4-5 million area.

•

It's a good bet that when CBS closes its uhf WHCT (TV) Hartford, Conn., on Nov. 16 [STATIONS, *Oct. 13*] *WHCT General Manager Harvey J. Struthers will move into CBS-TV Network Division as national manager of affiliate relations. This post is being vacated by Carl S. Ward, who moved up to vice president and director of affiliate relations last week upon Ed Bunker's transfer from that job to vice president and general sales manager* [CLOSED CIRCUIT, *Oct. 13; also see page 74.*]

•

SUPER SHUFFLE • Switch of King Broadcasting Co. stations in Seattle and Portland, Ore. from ABC to NBC (story page 74) constitutes biggest affiliation news of new season. Full scale shifts, slated to take place next year, could occur earlier by mutual consent, which would follow usual pattern since stations involved do not relish promoting programs that later will be on opposition outlets. KING-TV Seattle, which will replace KOMO-TV, now has $1200 class A ABC rate but will go to $1300 on switch to NBC. KGW-TV Portland, has present ABC rate of $800 but will get $1100 on switch from KPTV (TV) Portland.

•

ABC-TV does not expect difficulty in finding new outlets to cover Seattle and Portland markets. Ollie Treyz, ABC-TV president, has told station relations experts to study possibilities of "unusual" affiliations, such as combination of Tacoma and Bellingham vhfs to cover entire Tacoma-Bellingham-Seattle region. But if they don't work out, there are more conventional arrangements possible with vhfs in main markets themselves.

•

COST ABSORPTION • NBC-TV has decided to abandon—at least for 1959—its plan to assess affiliates in Standard Time areas for costs of lines used to deliver delayed programs to them during Daylight Saving Time months [AT DEADLINE, Aug. 18]. As originally proposed, plan would have cost Standard Time affiliates, numbering about 115, estimated 5¼% of their network revenues. Affiliate unhappiness was eased none by CBS-TV's subsequent pronouncement, also subscribed to by ABC-TV, that delivery of programs is network responsibility and stations should not be charged. Word of new NBC decision was going out to affiliates over weekend. Thus they'll have the good news before their annual meeting in New York this week [CLOSED CIRCUIT, Oct. 13].

•

Reports circulating fortnight ago that Mutual's new President A. L. Guterma had offered to buy ABC Radio network had some basis in fact—there was at least token discussion—but reports also were incomplete. Upon rejection of his offer for Mutual to take over ABC network (not including owned stations), according to ordinarily reliable sources, Mr. Guterma made counter-offer: to sell Mutual to ABC. This, too, was turned down.

•

SECOND SPIN? • Cunningham & Walsh President John B. Cunningham, who year ago spun broadcast world around on its heel with "boredom factor" speech, will take new look at medium in talk before San Francisco Ad Club Oct. 29. New speech, entitled "Television Today—Script Written by the Public," will make use of special studies by C & W research, chiefly on viewer attitudes (interest in westerns high), effect on tv on such diverse areas as politics and pre-school children.

•

Hope for break-through in historic reluctance of department stores to buy radio time is behind new retailing technique developed by Gresh & Kramer, Philadelphia agency. Elements of copyrighted plan were used by John Wanamaker storm-window department (story page 35). When legal angles are ironed out, it's understood agency will form subsidiary to promote use of radio by major retailers.

•

TRAVELERS • Diminished activity at FCC in recent weeks could be attributed to commissioners' goings and comings. Last week might be considered atypical, but this is way it was. Comr. Robert T. Bartley addressed Massachusetts Broadcasters' Assn. in Boston Wednesday. Comr. John S. Cross addressed National Assn. of Educational Broadcasters in Omaha Thursday. Comr. Robert E. Lee spent Friday in Columbus, Ohio, on Conelrad business. Comr. Frederick W. Ford left Saturday for Honolulu; he's FCC observer on U. S. Coast Guard search and rescue exercises in Hawaiian waters and will return early in November. Chairman John C. Doerfer, who left Sept. 12, is in Geneva as chairman of the U. S. delegation to telegraph and telephone conference of International Telecommunications Union; he's slated to return about Nov. 12.

•

Juggling of Washington, D. C., radio station structure hasn't ended with shift of MBS affiliation from WGMS to WOL. Next development will be complete overhaul of WGMS program format under Raymond F. Kohn, operator of profitable WFMZ-FM Allentown, Pa. Mr. Kohn will install fine-music concept in place of present flexible music programming. He was brought in by Thomas F. O'Neil, head of RKO Teleradio Pictures, which owns station, following success of fine-music formula in Allentown.

•

SETTLEMENT • Test case brought by Ed Craney's KXLF-TV Butte, Mont., against community antenna operator Helena Television Inc., on program property rights, may be won by default, without definitive ruling by U. S. District Court at Helena. On basis of affidavit from CATV operator that he will discontinue picking up KXLF-TV programs, both parties have filed motions to dismiss but, as of last Friday, tribunal had not acted. Suit alleged that CATV operator had "pirated" programs and was serving nearly 2,000 subscribers in Helena area with result that Craney's KXLJ-TV Helena, was unable to sell sponsorship of rebroadcast programs from Butte station, and would be forced to go dark if court did not enjoin "piracy."

DICK CLARK  MAVERICK  PAT BOONE

 WALT DISNEY  PETER LIND HAYES

PERRY COMO  OZZIE AND HARRIET 

 LAWRENCE WELK  RESTLESS GUN

DONNA REED  MACKENZIE'S RAIDERS

THE REAL McCOYS  DINAH SHORE 

PATTI PAGE  CHEYENNE  SUGAR FOOT

 BOB CUMMINGS  GEORGE BURNS

LAWMAN  LONE RANGER  RIFLEMAN

EVERY WEEK IS RATING WEEK

WITH WSPD-TV'S NEW STAR-STUDDED PROGRAMMING!

The big change in WSPD-TV's programming has all Toledo talking — and looking! In addition to SPeeDy's unchallenged news and sports coverage superiority, now all the top stars in television and movie business can be seen on Channel 13, topped by the best films from UNITED ARTISTS, SCREEN GUILD, MPTV, WARNER BROS., RKO and MGM studios! Throughout the day and evening—all through the week—WSPD-TV has the big-audience appeal to 477,800 homes and almost two million people. Get in on the big change on SPeeDy and get big sales!

Represented nationally by the KATZ AGENCY

"Famous on the local scene"

WSPD-TV

TOLEDO

STORER BROADCASTING COMPANY

Storer Television

WSPD-TV Toledo **WJW-TV** Cleveland **WJBK-TV** Detroit **WAGA-TV** Atlanta

THE WEEK IN BRIEF

Liquor on the Air?—It could happen. WOMT Manitowoc, Wis., says it will take all alcoholic beverage business as of Nov. 1. NAB rushes to object, but liquor advertisers aren't rushing to accept. Page **31.**

Ad Picture in Palm Springs—Western Region of American Assn. of Advertising Agencies looks at advertising's past record and job still to be done—notably task of doubling advertising in next decade—at California annual conference. Page **33.** Delegates hear how Kaiser Aluminum rounded up sales with *Maverick* on tv. Page **34.** Norton W. Mogge, president of Atherton Mogge Privett Inc., is elected AAAA western chairman. Page **34.**

John Wanamaker's Radio Success—Nation's pioneer department store shows the retailing world how to multiply sales volume many times by weekend radio campaign on behalf of storm windows and jalousies. Page **35.**

ANA to Study Radio-Tv 'Problems'—Tv costs, audience measurement and such new developments as videotape are on agenda for 49th annual fall meeting of Assn. of National Advertisers, to be held Nov. 9-12. Page **36.**

How Big Is Radio?—A survey on the number of radios in the U. S. is being financed by the Radio Advertising Bureau under the supervision of the Advertising Federation of America, using the facilities of the U. S. Census Bureau. Page **39.**

Radio Mixes High Octane Into Clark's Sales—Midwest gas chain keeps up with industry giants by putting over 90% of its advertising budget into the aural medium. Page **40.**

Weiss & Geller vs. Bon Ami: Round No. 2—Advertiser asks damages from agency in counterclaim to breach of contract suit, but agency files new affidavit defending services under attack and showing how it advised Bon Ami it could get more and better tv time for less by paying cash instead of barter. Page **48.**

What About the Color Set Owner?—BBDO-NBC joint study finds him the better-incomed, more influential citizen. Behind the study: desire to whet national advertiser's appetite for color tv—and to draw his coin. Page **52.**

How Agencies Placed at Tv Networks—Study of first six months of 1958 shows that Young & Rubicam, J. Walter Thompson and Ted Bates lead in volume of gross time billings. Page **56.**

Twin Billing Booster—The stereophonic simulcast means that the national advertiser will buy time on a string of network (national or regional) stations to accompany its network tv show, bringing more billing to agencies and to radio. RCA, Plymouth and AT&T are the more obvious among the national advertisers. Page **58.**

New Tv-Radio Monitoring Service—U. S. Broadcasting Checking Corp. is offering monitoring system that provides a "tv tearsheet" of commercials, which lists photo, audio script and exact time announcement was delivered. Page **58.**

Creativity in Commercials—Panel of speakers will give their views on radio-tv commercial creativity as part of the 1958 eastern annual conference of the American Assn. of Advertising Agencies in New York. Page **64.**

Oversight's Back in Business—House subcommittee plans to resume hearings about Nov. 12 and may get back to Pittsburgh ch. 4 case. Page **67.**

Microwaves Want Action—Microwave relay company asks federal court to order FCC to act on applications. Commission has put relay link applications to feed tv signals to CATV operators in "deep frost" since May. Page **68.**

Ch. 4 in Clear—Federal court upholds FCC grant of ch. 4 New Orleans to Loyola U.; rejects charges Jesuit institution is under "alien" control. Page **72.**

Affiliates Shuffled in Northwest—NBC switching to KING-AM-TV in Seattle, to KGW-AM-TV in Portland. Page **74.**

'21' Goes Under—Pharmaceuticals, NBC drop it in move attributed to ratings slump in face of "quiz scandal." Program to be replaced by *Concentration,* another Barry & Enright quiz. Sponsors of *$64,000 Question,* dean of the quizzes, also worried by skidding ratings. Page **76.**

NAB Hears Radio-Tv Lauded—Wesley I. Nunn, advertising manager of Standard Oil Co. (Ind.), says electronic media are basic to company. Radio more effective as medium since arrival of television, he tells fall conference in Milwaukee. Second conference of week was held at Minneapolis; Boston follows today (Oct. 20); last conference in Washington Oct. 27-28. Page **78.**

Political Law to Highest Court—Sec. 315 of Communications Act, which forbids censoring of political speeches without providing libel protection, will be reviewed by U. S. Supreme Court. Appeal by Farmers Union from North Dakota decision involves constitutional rights of broadcasters Page **92.**

Russia Bears Down Harder on News—Further suppression reported by NBC in wake of CBS Moscow bureau ouster. Page **98.**

In This Thing Together—Commercial contributions to educational tv are listed by Merle S. Jones, president of CBS television stations division, and Eugene S. Thomas, vice president-general manager of KETV (TV) Omaha, at National Assn. of Educational Broadcasters meeting. Page **98.**


MR. GEARY

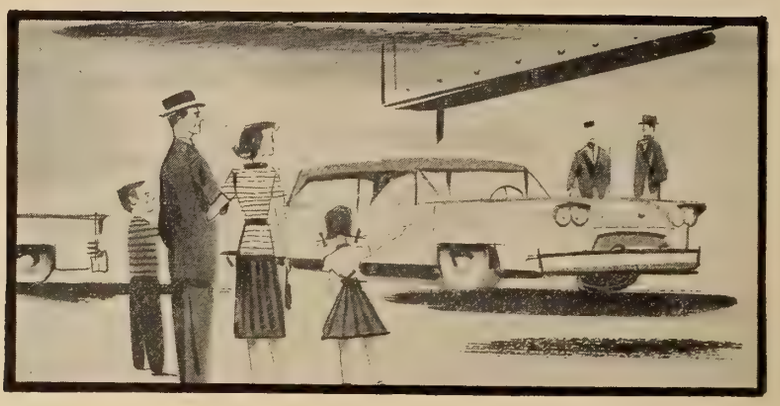
Sales of Yesteryear—Where are those old-pro announcers who used to do such a craftsmanlike job on the commercial, back before the d.j. and ET came to dominate the air? The question is posed in MONDAY MEMO by Robert P. Geary, assistant radio-tv director of Mathisson & Assoc. Adv., Milwaukee. Page **117.**

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AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

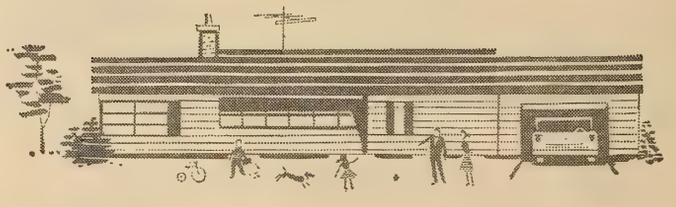
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

at deadline

SWEZEY, JENNER DISAGREE ON CANON 35; RALPH RENICK NEW PRESIDENT OF RTNDA

"Psychological effect" of broadcast and photographic coverage of courtroom proceedings on judges, attorneys and witnesses remains major stumbling block to removal of Canon 35 and appears "unsolvable" to bar members, Albert E. Jenner Jr., president of American College of Trial Lawyers, asserted Friday. He appeared in debate with Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB's Freedom of Information committee, at Radio-Television News Directors Assn.'s Chicago convention (early story, page 86).

Mr. Jenner cited three main problems: (1) apprehension on part of attorneys and witnesses and difficulty of obtaining latter; (2) tendency of participant to "perform" knowing radio and/or tv is covering trial; (3) on the spot broadcasting, using testimony out of context with apparent distortion. He claimed rights of free press must be equated with right to fair trial but acknowledged radio-tv's "unobtrusive" coverage is no longer issue in controversy.

Mr. Swezey denied psychological effects was major factor involved and termed American Bar Assn. stand as "narrow and selfish reasoning." He said Canon 35 is "outmoded and actively inimical to the people and the courts." "Broadcast and photographic coverage should be permitted in the courtroom with the same rights and latitude enjoyed by other media and subject in the same manner to any restrictions necessarily imposed by the courts to insure an orderly procedure."

NAB President Harold E. Fellows at Friday luncheon advocated full news service for stations because of "greater than ever" public need for information and particularly if they intend to editorialize. He noted that some stations neglect adequate local coverage, relying on wire services. Mr. Fellows noted requirements of proper training for editorializing also apply to covering public and court proceedings, commenting, "If we are going to cover the courts, and demand the right to do so, we must be prepared professionally to do the job properly and with dignity."

New officers of RTNDA elected Friday were Ralph Renick, WTVJ (TV) Miami, president; Sheldon Peterson, WTCN Minneapolis, vice president-program; William Small, WHAS-TV Louisville, vice president-tv; Nick Basso, WSAZ Huntington, W. Va., vice president-radio; F. O. Carver Jr., WSJS Winston-Salem, N. C., re-elected treasurer, and three directors for three year terms: William Garry, WBBM Chicago; William B. Monroe Jr., WDSU-TV New Orleans, and H. Bremmer, CFPL London, Ont.

ABA Names Nine Lawyers To Canon 35 Study Group

Membership of special American Bar Assn. committee to study Canon 35 reported Friday, with Whitney North Seymour, New York attorney and former president of that city's bar group, as chairman. He promised commencement of study, authorized by ABA at Los Angeles convention, within "immediate future," seeking "available information from as many sources as possible."

Other members: Joseph A. Ball, Long Beach, Calif., former president of the State Bar of California; Richmond C. Coburn, St. Louis, former president of Missouri Bar, and member of ABA board of governors; David A. Nichols, Camden, Me., state delegate for Maine in House of Delegates; Lewis C. Ryan, Syracuse, N. Y., former president of American College of Trial Lawyers and also former president of New York State Bar Assn.; Judge Emory H. Niles, Baltimore, Chief Judge of Supreme Court of Baltimore City and chairman of ABA section of judicial administration; James L. Shepherd Jr., Houston, Tex., immediate past chairman of ABA House of Delegates; Richard P. Tinkham, Hammond, Ind., chairman of ABA committee on public relations and former chairman of National Conference of Bar Presidents, and Edward L. Wright, Little Rock, Ark., former president of Arkansas Bar Assn.

Baltimore Ad Tax Illegal, Maryland High Court Rules

Baltimore city tax on advertising is illegal, with over $1.5 million in tax collections to be refunded by city under Friday (Oct. 17) decision by Maryland Court of Appeals. State's highest court affirmed Baltimore Circuit Court ruling that held tax void because it impedes freedom of press. City levied tax last Jan. 1—4% on purchaser of advertising time and space, 2% on gross receipts of broadcasters and publishers handling advertising. City had repealed tax last spring, effective next Jan. 1.

Court in unanimous 22-page opinion held, "We do not hold that every tax imposed upon the newspapers or the stations, or the producers of revenue to the newspapers and the stations, that may incidentally affect the power of such media to collect and disseminate news because of reduced revenue is violative of the freedoms guaranteed by the first amendment; but we do hold that these particular taxes are so single in their nature and the range of their impact is so narrow—90% to 95% thereof falling upon the newspapers and the stations—that their effect makes them constitute a restraint upon the freedoms of speech and of the press guaranteed by the First and Fourteenth amendments to the Federal Constitution, and Article 40 of the Maryland Declaration of Rights." Opinion was written by Judge Stedman Prescott.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

SHAVER TESTS TV • Landers' Frary & Clark, New Britain, Conn., as yet uncounted among regular users of tv advertising, may be getting there. LF&E, for its new product (not yet on markets)—Universal cordless electric shaver (runs on batteries)—will go into spot television on four stations in three cities (New York, Los Angeles and Cleveland) effective Nov. 10 through middle of December, using 10-15 minutes weekly. Company some time ago ran similar test spot tv campaign for Universal Coffeematic, liked the results and now is considering entering spot tv in spring. Agency is Goold & Tierney, N. Y.

LUCKY WHIP IN 24 • Lever Bros.' Lucky Whip dessert topping breaking this week with daytime minute tv spots in about 24 markets. Ogilvy, Benson & Mather Inc. will conduct push through end of November.

SHAMPOO SPOTS • Procter & Gamble, Cincinnati, is placing new spot tv campaign in number of markets (unspecified) on behalf of its Liquid Prell shampoo. Drive will start late this month and end about June next year. Benton & Bowles, N. Y., is agency.

YULE TIME • Lanvin Parfums Inc., N. Y., expanding tv spot campaigns to encompass over 30 stations in about 20 markets for 6-week pre-Christmas push starting early November. Buying, not completed, is through Dowd, Redfield & Johnstone, N. Y.

TV FOR GLADE • S. C. Johnson & Son, Racine, Wis., for its Glade air freshener, breaking new spot tv campaign early in November and running through end of year. Actual number of markets not revealed in drive that will cover some eastern cities. Benton & Bowles is Glade's agency.

at deadline

Study Charts Advertising Of Under-$200,000 Stores

Study made public last Friday (Oct. 17) by Irving C. Krewson Corp., New York, resident buyers, reveals that retail establishments with sales volumes of less than $200,000 yearly place "relatively high" 17.3% of advertising budgets in radio. Seven-month survey consisted of questionnaires to 9,000 retailers, 3,794 of which filed returns.

It was pointed out that stores with sales volume of less than $200,000 are situated primarily in communities where daily newspapers usually are not available and retailers there have turned to radio. These stores, survey shows, spend about 2.48% of sales volume in advertising.

Heaviest day for advertising is Thursday, followed by Friday, Wednesday, Tuesday, Sunday, Saturday and Monday in that order. Percentage of budget devoted to advertising increases proportionately with increase in sales volume of stores, it was revealed. Specialty stores consistently spend more money on average for advertising than do department stores, study shows. Study indicates that about 65% of advertising budgets of advertisers are allocated to newspapers.

FCC, Staff Get Together For First Allocations Talks

Four of seven FCC commissioners met with top level Broadcast Bureau staffers Friday for first discussion of tv allocation problems. Result of all-day meeting was score of requests by individual commissioners for more economic and technical information on various aspects of allocations problem.

Special FCC task force on tv allocations was established last summer. Work is being coordinated by Broadcast Bureau chief Harold Cowgill, Rules & Standards chief Hart Cowperthwait and Economics chief H. H. Goldin. Technical team comprises engineers Louis H. Rein, McIvor Parker and Arnold Skrivseth.

Meeting Friday was preliminary and exploratory, it is understood. Discussion centered around three basic roads to tv's allocations future: (1) all uhf system, (2) all vhf system—plus suggestions for extending present 12-channel vhf band, and (3) deintermixture.

Attitude of commissioners was described as serious and anxious to arrive at approach best for public, broadcasters, existing investments and overall public weal. One participant said: "We realize we must do something, or it will be done for us in much more radical fashion."

Present at the meeting besides above-named staff officers and their aides were Comrs. Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford.

NOT SO—NBC

Blast by W. W. Warren, executive vice president and general manager of KOMO-AM-TV Seattle, against NBC-TV decision to switch affiliations to KING-AM-TV there (see page 74), brought this answer from NBC spokesman Friday: "No 'political' or 'ulterior' motives were involved. The affiliation changes were based on NBC's conclusion that they would benefit its television network and the public and the advertisers it serves. This conclusion was reached with regard to each of the stations in each of the markets [Note: affiliation changes also were made in Portland, Ore.] on its individual merits."

Daytimers Ask FCC Defer License Renewals for Clears

Daytime Broadcasters Assn. Friday asked FCC to withhold action on and place in its pending files applications for renewal by 12 Class I-A am stations until final Commission disposition of rulemaking on clear channels issued last spring [LEAD STORY, April 21] or until "freeze" is lifted on applications for Class II stations on Class I channels.

Stations involved are WRCA New York (660 kc), WABC New York (770 kc), WCBS New York (880 kc), KYW Cleveland (1100 kc), WHAM Rochester (1180 kc), on whose frequencies rulemaking would make new Class I and II nighttime assignments; and WMAQ Chicago (670 kc), WGN Chicago (720 kc), WBBN Chicago (780 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc) on which rulemaking would permit assignment of unlimited Class IIs.

DBA said courts and Congress have criticized FCC delay in making such assignments and FCC rulemaking recognizes need for promptness. Since clear channel stations can be expected to contend their existing licenses would be modified by rules and will try every legal tactic and maneuver to forestall and delay effectuation of rules, DBA said, they will be in no legal position to claim modification of licenses if renewals are withheld. DBA noted FCC is under mandate of Communications Act to authorize use of channels for limited periods of time, not ownership.

Gulfport Uhf Ch. 56 Deleted

FCC has deleted construction permit for WSTG (TV) (ch. 56) at Gulfport, Miss., at request of permittee, I. K. Corkern. This is 40th uhf construction permit to be deleted.

PEOPLE

RICHARD W. TULLY, vice-president-general manager of Foote, Cone & Belding Chicago office, named to newly created post of chairman of its national operations committee. He will headquarter in New York starting Jan. 1, coordinating operations of agency's seven U. S. offices. Mr. Tully also named senior vice president and elected to FC&B board of directors. **CHARLES S. WINSTON JR.,** director and senior vice president, replaces Mr. Tully in Chicago, continuing on Edsel account.

ALVIN COOPERMAN, producer for Henry Jaffe Enterprises, N. Y., appointed executive producer of Screen Gems Inc., Hollywood.

HAROLD F. DRISCOLL, previously director of advertising and sales promotion, Bell & Howell, appointed advertising manager, Zenith Radio Corp.

PETER HELLER, assistant vice president, Institute for Motivational Research, Croton-on-Hudson, N. Y., appointed director of international operations.

ROSS DONALDSON, with NBC since May 1951 and manager of program submissions since March of last year, named director, script services, for NBC-TV network programs.

DAVID ROE, who joined Kenyon & Eckhardt in Montreal two years ago as senior contact executive for RCA Victor Co. Ltd., appointed manager of K & E's Montreal office. **CAL WILSON,** formerly with MacLaren Adv., Toronto, joins K & E's Toronto office as account executive.

HOWELL J. MALHAM and **LEWIS F. DRAPER JR.,** WWCA Gary, Ind., salesman and sales manager, respectively, Sonic Arts Inc., join John Blair & Co.'s Chicago office as account executives.

ED UHLER, formerly with Robinson, Adelman & Montgomery Adv., Philadelphia, named to eastern sales staff of Ziv Television Programs, N. Y.

On the Way to Moscow

Members of U. S. delegation inspecting radio-tv facilities in Poland and Soviet Union leaving this week under State Dept. auspices. Russian delegation expected to visit U. S. under cultural exchange agreement. U. S. delegation will consist of Ralph N. Harmon, Westinghouse Broadcasting Co.; Richard S. O'Brien, CBS Inc.; Ralph Cohn, Screen Gems; Jerry Danzig, NBC; Mike Wallace, ABC, and Dr. Burton Paulu, U. of Minnesota.

CBS Switches in Bangor

Change in CBS Radio affiliation from WGUY Bangor, Me. (1230 kc, 250 w), to WABI Bangor (910 kc, 5 kw), effective Oct. 26, was reported Friday. WABI, headed by Horace Hildreth, has been affiliated with ABC and MBS. Its television associate, WABI-TV, is affiliated with NBC-TV (primary) and ABC-TV. WGUY is headed by Melvin L. Stone.

First monthly averages from ARBITRON:

lively **5 WNEW-TV**

METROPOLITAN BROADCASTING CORPORATION

rated *New York's* No. 1 *Independent*

...and No. 3 among all seven stations in the nation's largest market!

Network A	38.4
Network B	25.8
WNEW-TV	**11.0**
Network C	10.8
Independent D	8.6
Independent E	6.5
Independent F	4.7

ARBITRON, September 1958: Average Quarter-Hour Shares — Sign-on to Sign-off, Entire Week.

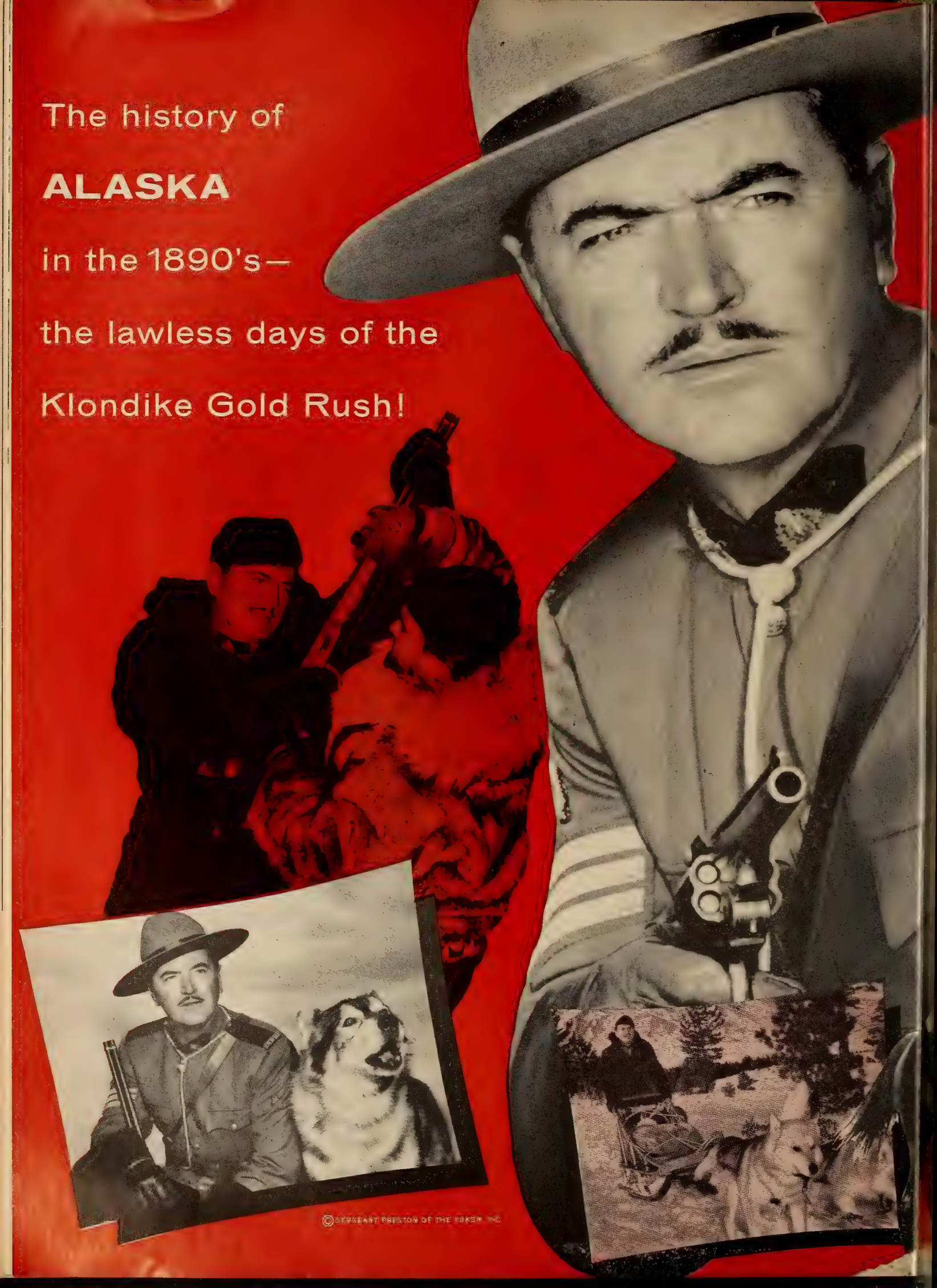
The history of

ALASKA

in the 1890's—

the lawless days of the

Klondike Gold Rush!



© SERGEANT PRESTON OF THE YUKON, INC.

Three years on the CBS Television Network–

Now available for the first time

to local and regional sponsors!

SERGEANT PRESTON of the YUKON



Nine years of consecutive sponsorship on radio and television by The Quaker Oats Co.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N. Y.
PLaza 5-2100

ITC
TPA

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.



WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to Lindsey Hill Spight



Pioneer is the word for Lindsey Hill Spight, who has just announced his resignation as vice president and general manager of the San Francisco office of Blair-Tv and Blair Television Assoc. For nearly 30 years, 25 of them with Blair in San Francisco, Mr. Spight has been in the forefront of radio and television activities on the Pacific Coast, where he is sometimes referred to as the dean of broadcasting.

That affectionate title may stem from a source other than his long career with Blair, for in 1935 he created the first course in commercial broadcasting ever given in this country, which he taught for four years in San Francisco as a part of the U. of California extension service. Among his students were Walter Guild, now president of Guild, Bascom & Bonfigli, San Francisco-based agency, and Mark Goodson, partner in Goodson-Todman Productions.

Mr. Spight comes honestly by his pioneering proclivities. A native of The Dalles, Ore., where he was born Nov. 5, 1903, he is a fourth generation Oregonian. He lived with his grandparents in Hood River, Ore., during his high school days and their tales of the frontier era were a great inspiration to him. When he graduated from Hood River High School—he was president of the class of 1920—he resolved someday to come back and make a real graduation address. He did, 25 years later, taking pioneering as his subject and assuring his young auditors that today's frontiers of science are just as challenging and rewarding as those their forefathers faced in the Northwest wilderness a century before.

At Oregon State College, Lindsey took all the journalism courses offered, was president of Sigma Delta Chi and wrote his way through college as a newspaper correspondent. In his junior year he bought a third interest in the weekly *Tillamook* (Ore.) *Herald*. In his senior year he was city editor of the *Corvallis* (Ore.) *Gazette-Times*. He also was first president of the Memorial Union, heading a drive that raised more than $250,000. Since graduation in 1925, with a B.S. in agriculture, he has served on the alumni board and as a trustee of the OSC Foundation.

Out of college, young Mr. Spight got a job as assistant national advertising manager of the *Portland Oregon Journal*. A year later, he married Ruth Stephenson, OSC classmate. The following year they moved to Los Angeles where he became merchandising manager of the *Times*, a job he held until June 1929, when NBC hired him and sent him to San Francisco "to learn the radio business and then go back to open a sales office in Hollywood."

Lindsey Spight learned the business by working in virtually every phase of network operation, but he never did get back to Hollywood. In 1932, when NBC bought KPO San Francisco, he was named commercial manager. Here he made radio research history by creating a mail map that for the first time correlated a station's mail response with the number of radio sets in its coverage area.

Impressed with the need of stations for exclusive representation, Mr. Spight joined forces with John Blair and Humboldt Greig in August 1933 to form one of the first exclusive station representation firms, Greig, Blair & Spight. Headquartered in San Francisco, he covered the full West Coast until 1937 when the firm, reorganized in 1935 as John Blair & Co., opened the first station representative office in Los Angeles.

Since then his territory has been northern California and, until 1954 when Blair scored another first by opening an office in Seattle, the Pacific Northwest. Starting in radio, then adding tv, he has concentrated exclusively on video station representation since 1950, when he became vice president of Blair-Tv.

It's hard to leave the business he helped start, Mr. Spight admits, and he stresses the fact that his new post as consultant to the Blair organization is a real working relationship that will keep him in as close touch with broadcasting affairs as he wants to be. But there are other interests he'd like to develop more fully than is possible with a fulltime job. He's been active in Republican politics at the county and state level and he may do more in this field. He'd like more time for his major hobbies, gardening and stamp collecting. He plans to do more creative writing.

But chiefly he wants to do his part in spreading the gospel of commercial broadcasting by the American free enterprise system around the globe. Commercial broadcasting, free from government ownership and operation, is an inseparable part of freedom of speech, freedom of man and a powerful force for democracy, he believes. "Whether I can make a substantial contribution to this cause remains to be seen, but I'm going to try," he says. He will begin this fall with a first hand survey of European broadcasting.

The Spights live in Orinda, Calif. They have two sons, James, 28, and Richard, 26.

As usual... WKMH FIRST in Detroit



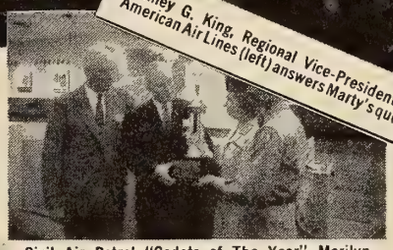
Marty McNeely (left) interviews Detroit's Mayor Louis Miriani (center) and C. R. Smith, President of American Airlines.

Jack Tompkins, Dist. Sales Manager, American Air Lines (right) and Marty McNeely.

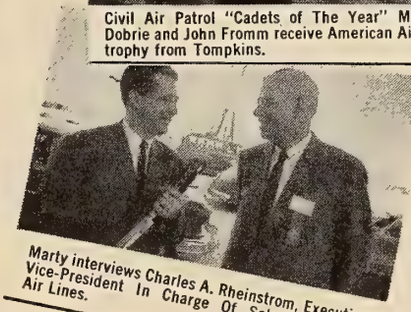
View of buffet dinner at dedication ceremonies in main lobby of Metropolitan Air Terminal.



Stanley G. King, Regional Vice-President, Sales, American Air Lines (left) answers Marty's questions.



Civil Air Patrol "Cadets of The Year" Marilyn Dobrie and John Fromm receive American Airlines trophy from Tompkins.



Marty interviews Charles A. Rheinstrom, Executive Vice-President In Charge Of Sales, American Air Lines.

WKMH

with Marty McNeeley and the Mobile Unit

COVERS THE DEDICATION CEREMONIES AT

America's First JET AIR TERMINAL

DETROIT METROPOLITAN WAYNE COUNTY AIRPORT



The new 26-million dollar "DETROIT MET" airport is a milestone in the Jet Age. It is America's first terminal to be built especially for jet planes . . . and the first designed especially to handle Air Freight. It can handle any plane now in the air or in the planning stage. ***At the dedication ceremonies, Marty McNeeley and the WKMH Mobile News Cruiser provided on-the-spot coverage and interviews with the many V.I.P.'s present. The colorful show proved once again why "MARTY'S MORNING BEAT" rates tops in popularity with Detroit listeners . . . and why WKMH is your best buy in the rich Detroit market.

LET WKMH WORK FOR YOU!

Save Up to 15%
by using 2 or more of these powerful stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WELL Battle Creek, Mich.
WSAM Saginaw, Mich.

USE 4 or 5 STATIONS . . . SAVE 15%
USE ANY 3 STATIONS . . . SAVE 10%
USE ANY 2 STATIONS . . . SAVE 5%

RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by Headley-Reed



PETERS, GRIFFIN

S P O T R A

NEW YORK 250 Park Avenue Yukon 6-7900	**CHICAGO** Prudential Plaza Franklin 2-6373	**DETROIT** Penobscot Bldg. Woodward 1-4255	**HOLLYWOOD** 1750 N. Vine St. Hollywood 9-1688
ATLANTA Glenn Bldg. Murray 8-5667	**DALLAS** 335 Merchandise Mart Riverside 7-2398	**FT. WORTH** 406 W. Seventh St. Edison 6-3349	**SAN FRANCISCO** Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

Explore the 4th DIMENSION

with the PGW Colonels

It just isn't possible to be in a lot of different places at the same time but with the help of the **PGW** Colonels you can get a better, over-all view of America's spot radio markets (the world's fourth dimension of time).

Anchor your efforts with spot radio where they'll do you the most good . . . and reach more people, more often, for less money. **PGW** is always ready with expert assistance to help plan national spot radio campaigns.



THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

WOODWARD, INC.

RADIO



EVERYBODY IS LOOKING FOR ONE MINUTE AVAILABILITIES THESE DAYS . . . AND HERE ARE TOP BUYS IN JACKSONVILLE'S $1½ BILLION MARKET

Better take a second look at the highly competitive Jacksonville television market. It's no longer a One-Station market and if you want to reach deep into the rich North Florida-South Georgia television area, then choose from this list of prime one minute availabilities on WFGA-TV.

- **Dave Garroway's "Today" from 7:00 to 9:00 A.M.**
- **"Romper Room" with Miss Penny from 9:00 to 10:00 A.M.**
- **"All Star Theatre" from 10:00 to 10:30 A.M.**
- **"Hour of Stars" with host John Conte from 1:00 to 2:00 P.M.**
- **"Popeye Playhouse" from 5:00 to 6:00 P. M. with Skipper Al.**
- **"Theatre 12" with feature films on Saturday and Sunday nights.**

For further information concerning availabilities—call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P. G. W. representative.

NBC • ABC

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

OPERATION DAYBREAK

This is how ABC-TV's new daytime lineup looked at the outset (Monday through Friday, beginning Oct. 13):

Day in Court

The courtroom is as good a place as any to start the day (11-11:30 a.m. EDT). There is an inexhaustable supply of human interest before the bar of justice and the KABC-TV Hollywood originators of the show make the most of it. The real-life cases recreated on *Day in Court*—neighborhood quarrels, a young stripper hauled in for indecent exposure, divorce, adoption, etc. on the domestic, civil and criminal dockets—beat almost anything the serialists can dream up. The material seems to be authentically presented and proceedings are handled with dignity and humanity.

Executive producer: Selig J. Seligman; producer: Gene Banks; director: Larry Robertson; chief writer: Bob Arbogast; writers: Bruce Lansbury, Ken Rosen; art director: George Smith; production supervisor: Peter G. Robinson.

"Judges": Edgar Allan Jones Jr., professor of law, U. of California at Los Angeles, and William Gwinn; host-m.c.: Hank Sims.

The Peter Lind Hayes Show

Headlining what is undoubtedly the best entry in daytime tv this year, Peter Lind Hayes (11:30 a.m.-12:30 p.m. EDT) is a thoroughly relaxing host, amusing to both the ear and eye. He is assisted by competent supporting singers and musicians and excellent production, all of which he blends into one of tv's happiest hours.

Cast: Peter Lind Hayes, Mary Healy, Don Cherry, Anita Bryant, Four Voices, John Bubbles.

Produced by Mount Tom Enterprises; producer: Frank Musiello; director: Robert Bleyer; assistant director: Edmund Nadell; writers; George Hope, Charles Slocum, Chuck Horner; sets: Robert Bright; announcer: Roland Winters; orchestra: Bert Farber.

Mother's Day

This show should be sub-titled, "Not for the gentleman from Dubuque." Coming live from the Latin Quarter in New York City, this weekday (12:30-1 p.m. EDT) series is for "the greatest expert of all—the American mother."

Host Dick Van Dyke (who looks like an American son should look) quizzes a carefully selected panel of three mothers with practical problems on the mechanics of home making. Which has fewer calories, tomato or grapefruit juice? How many slices in a half pound of ham? What will put out a pan of boiling grease, water or soda? Points are given for each correct answer, and the lady with the highest total receives a "Mother's Day" and plenty of booty. (On Oct. 13, the mother with the most kids—four—won.)

It's not a terribly original idea, but at

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Noble King Arthur, his lovely Guinevere . . . the romantic Sir Lancelot and heroic knights of the fabled Round Table! Here are personalities that are beloved legends . . . known from the great classic that the whole world grows up on . . . and never outgrows. Now recreated in a splendid TV tapestry of chivalry and courageous exploits . . . *THE ADVENTURES OF SIR LANCELOT* is a series that is *PRE-SOLD* to every member of the family because of its vivid emotional appeal. Here is a potent prestige selling spot for any product!

30 films available.

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AVAILABLE FOR SYNDICATION

Look at the markets . . . large and small . . . and see that The Adventures of Sir Lancelot gets the major share of the audience in its time period.

City	Audience	City	Audience
Altoona	69.0%	Erie	76.1%
Atlanta	44.9%	Fresno	58.3%
Baltimore	63.1%	Memphis	42.1%
Baton Rouge	73.1%	Milwaukee	67.0%
Buffalo	50.7%	Minneapolis-St. Paul	37.2%
Charleston, S. C.	57.2%	Philadelphia	52.0%
Chicago	45.8%	Rochester	64.1%
Cincinnati	50.3%	Sioux City	73.3%
Colorado Springs	62.9%	Spokane	59.2%
Denver	47.3%	Springfield, Mo.	74.6%
Detroit	36.3%	Syracuse	67.4%

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Over a million cars and a million homes in this $4 billion market. WGR covers the New York State Thruway too, from Ohio to Syracuse, with a loud, clear signal. Add our Canadian coverage and you've got a combination that can't be beat!

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WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
WNEP-TV, Scranton/Wilkes-Barre

12:30 in the early afternoon, who's looking for *Information Please?*

Produced by Shamrock Productions Inc.; executive producer: Carl Jampel; director: Alex Leftwich; writer: Elroy Schwartz; hostess: Dotty Mack.

The Liberace Show

Forty million grandmothers can't be wrong. They wanted Lee back, and they have him, every day for 30 shining minutes (1-1:30 p.m. EDT). Gone are the gold-lamé suits and brother George, but the candelabra and the incandescent smile remain.

The accent's informal on *The Liberace Show*. The maestro plays and sings a few popular songs, chats with his two supporting singers, Dick Roman and Marilynn Lovell (both fresh and tuneful) and then strolls through the audience, asking to be asked personal questions.

It may have been a stroke of genius by ABC-TV to make Liberace part of its "Operation Daybreak." Carnegie Hall frequenters and *New Yorker* critics won't be bothered, and all the ladies everywhere can let themselves go without fear of being ridiculed.

Produced by Don Fedderson Productions; executive producer: Fred Henry; producer: Gil Rodin; director: Joe Landis; musical director: Gordon Robinson; writers: Tom Waldman, Sol Stein.

Chance for Romance

Former tv newscaster John Cameron Swayze was reportedly chosen to emcee this "lonely hearts club of the air" (2-2:30 p.m. EDT) to add a note of dignity to the proceedings. He makes a valiant effort to carry off the assignment and comes close to succeeding with his subdued approach.

Housewife viewers, long nourished on soap operas, should be ready for the real-life emotional cloudbursts flooding the screen here. Network officials can look forward to an avalanche of mail from would-be contestants, who while not necessarily searching for romance will at least be attracted by the prospect of a few nights "on the town" at tv's expense.

Produced by Irving Mansfield and Peter Arnell Productions; assistant producer: Murray Burnett; director: Clay Yurdin; associate producer: Jack Sullivan; musical director: Henry Sylvern; production supervisor: Allan Wallace.

* * *

Production costs for each of foregoing: Approximately $3,000 per quarter-hour.

All sponsored on participating basis on ABC-TV.

JOHNNY BELINDA

Though the play is the thing, it sometimes breeds a serious challenge to live tv producers. For the vehicle that gains success in other forms of entertainment naturally faces a severe comparison when subsequently presented on such as television. "Johnny Belinda" on *Hallmark Hall of Fame* was confronted with this situation.

But fortunately, in this instance Julie Harris and cast were the thing. Miss Harris played the deaf mute to near perfection and, flanked by Christopher Plummer and veteran Victor Jory, she had little chance of failure. Tiny flaws in the staging were completely erased by the overall excellence of production. The more sordid aspects of the story were handled with commendable artistry. "Johnny Belinda" contains a strong message and tv carried it well.

Production costs: Approximately $250,000.

Sponsored by Hallmark Cards through Foote, Cone & Belding on NBC-TV in color and black-and-white, Oct. 13, 9:30-11 p.m.

Producer-director: George Schaefer; associate producer: Robert Hartung; executive producer: Mildred Freed Alberg; adapted by Theodore Apstein from play by Elmer Harris; musical director: Bernard Green.

Stars: Julie Harris, Christopher Plummer, Victor Jory, Rip Torn, Betty Lou Holland.

WESTINGHOUSE TV

Westinghouse Electric Corp. is to be twice congratulated on its network television efforts this fall for (1) its sponsorship of the *Lucille Ball-Desi Arnaz* specials and the *Westinghouse Desilu Playhouse* and (2) the imaginative (and effective) *Fiesta of Values* advertising approach used on the programs. The initial *Lucy-Desi* special, subtitled "Lucy Goes to Mexico," on CBS-TV Oct. 6 was a sometimes hilarious hour of entertainment, centering around Lucy's escapades as a matador. The old time *Lucy* standbys were on hand, plus guest star Maurice Chevalier, who was *tres* charming in a production number.

And for a programming change of pace the following week (Oct. 13), Westinghouse offered "Bernadette," a tastefully produced interpretation of the 14-year-old saint's story on its CBS-TV *Playhouse*. Pier Angeli performed the title role with sensitivity and skill, abetted by an able cast.

Commercials for both shows were tied into the nationwide "Fiesta of Values" promotion that Westinghouse now is conducting. Skillfully integrated were live commercials by Betty Furness and John Cameron Swayze, plus filmed commercials, some of which featured members of the Desilu family of personalities. The fiesta setting created an aura of excitement. The agency responsible is McCann-Erickson, New York.

Production costs: Approximately $80,000 for each show.

Westinghouse Lucille Ball-Desi Arnaz Show (special)—*producer: Bert Granet; director: Jerry Thorpe; executive producer: Desi Arnaz; writers: Bob Weiskopf, Bob Schiller; Everett Freeman.*

Cast: Lucille Ball, Desi Arnaz, William Frawley, Richard Keith, Maurice Chevalier.

Westinghouse Desilu Playhouse (started Oct. 13)—*Producer: Quinn Martin; di-*

Another thinly disguised WJR success story

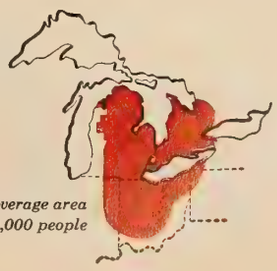


I'll take the Michigan mail, you take the rest of the country!

The above could very well be the conversation between two government clerks. They'd be discussing the handling of responses to a new Food Guide to Better Eating offered by the U. S. Dept. of Agriculture. The offer was nationwide, but 40% of the response came from Michigan. WJR was the only station in the Detroit-Great Lakes area to carry the offer—so WJR was given credit for the results. Proof that folks not only listen to WJR, but act on what they hear. And here's the real clincher. WJR made the offer on a Sunday at 6:30 in the morning!

Wouldn't you like the single radio station that almost matched the rest of the country in pulling power to give your product a running start on competition? It can be arranged. Just call your nearest Henry I. Christal representative. He will show you that this is just one example of WJR's influence. Better yet, he'll show you why WJR is the No. 1 station in the Detroit-Great Lakes area —the country's fifth richest market.

WJR DETROIT
50,000 WATTS CBS
Radio Programs with Adult Appeal



WJR's primary coverage area —over 17,000,000 people

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TELEPROMPTER LIVE SPOT NETWORK

an association of television stations geared for the first time to provide the national spot advertiser with confidence and assurance of accuracy in using local live personalities.

These personalities are known, respected and believed by the local audience*. They speak the local language, have a strong responsive following, are accepted in the homes—and are daily proving their sales effectiveness for the *local advertiser**.

The *national advertiser* knows these values*—has wanted to use the effectiveness of these local performers—but until now hasn't had the confidence. That confidence can now be a certainty with the TelePrompTer Live Spot Network, which currently consists of:

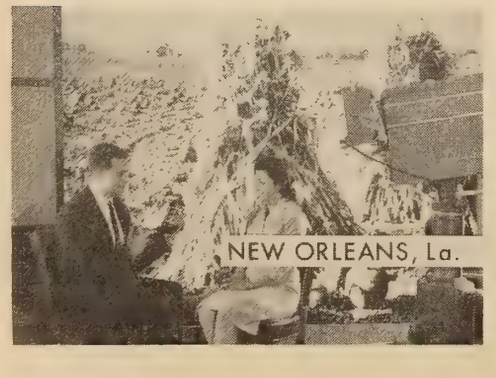


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. . . in 85 U.S. and 9 Canadian markets

. . . covering 81 % of all U.S. TV homes

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the same network-quality TelePrompTer service.



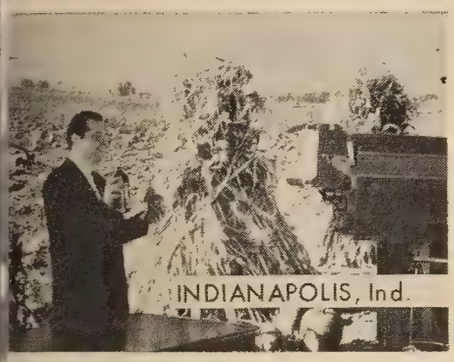
The TPTLSN is easy to use, economical and provides the national spot advertiser with more flexibility and local impact than he has ever known.

For a complete presentation including details of the two surveys, advertisers and their agencies are invited to get in touch with TelePrompter Corporation today.

*Surveys made for TelePrompTer Corporation by Norman, Craig and Kummel, Inc. and Broadcasting Magazine.

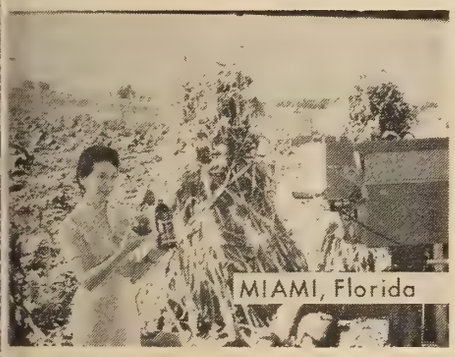
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LIVE SPOT NETWORK

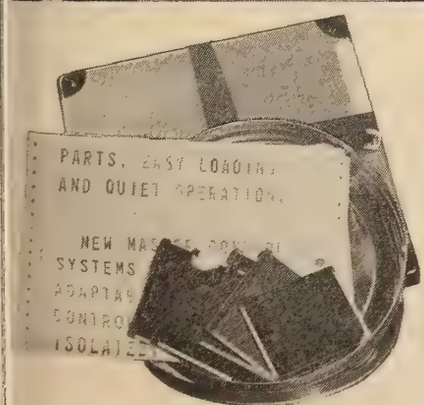












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WSB-TV
*WLW-A
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WJZ-TV
Bangor, Maine
*WABI-TV
Bay City, Mich.
WNEM-TV
Birmingham, Ala.
*WBRC-TV
Bismarck, N. D.
*KBMB-TV
Boston, Mass.
*WBZ-TV
*WNAC-TV
WHDH-TV
Bristol, Va.
*WCYB-TV
Buffalo, N. Y.
WGR-TV
WBEN-TV
Cedar Rapids, Iowa
WMT-TV
Chattanooga, Tenn.
*WRGP-TV
Cheyenne, Wyo.
KFBC-TV
Chicago, Ill.
WBBM-TV
WGN-TV
Chico, Calif.
KHSL-TV
Cincinnati, O.
*WLW-TV
Cleveland, O.
KYW-TV
Colorado Springs
*KKTV
Columbus, Ga.
*WRBL-TV
Columbus, Ohio
WBNS-TV
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*WINK-TV
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*WHCT-TV
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KPRC-TV
KTRK-TV
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WREC-TV
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WTVJ
*WPST
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*KXMC-TV
Monroe, La.
KNOE-TV
Nashville, Tenn.
WSM-TV
WLAC-TV
New Orleans, La.
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WOR-TV
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Also have TelePro 6000 rear screen projector

There are 15 additional stations with the TelePro 6000 rear screen projector

For added production values ask about the

TelePrompTer-TelePro Live Spot Package

The unparalleled brilliance of the new TelePro 6000 rear screen projector, its perfect definition and 85-slides-per-minute changer, has added new and exciting opportunities for local station production.

The combination of TelePrompTer equipment for letter-perfect performance and the TelePro 6000 projector for production, permit for the first time creative national spot live commercials that can be identical in multiple markets or custom-designed for local or regional purposes.

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Represented nationally by BLAIR-TV

KTVI CHANNEL 2 abc ST. LOUIS

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.

rectors: Ralph Alswang, Claudio Guzman; Oct. 13 play adapted by Ludi Claire from biography by Margaret Gray Blanton; music: Johnny Green.

Cast: Pier Angeli, Marian Seldes, Bruce Gordon, Jacques Aubuchon, Ludi Claire.

MILTON BERLE STARRING IN THE KRAFT MUSIC HALL

The old pro is back. Why was he away? They say it had something to do with "overexposure." That must be a mean viewer disease to sap one's appetite for the full-blown entertainment served up by Milton Berle.

Plenty of big laughs in rapid succession are not an everyday occurrence on tv, or anywhere else. Mr. Berle has marketed this rare commodity in night clubs and over the broadcast media through the years. Thanks to Kraft, his two-year hiatus from regular tv appearances is at an end.

The ice was broken Oct. 8. After some introductory good wishes from Bob Hope, Mr. Berle opened fire. Maybe one or two projectiles from his opening barrage fell short, but the other 10,000 scored. Among his targets: RCA, NBC, westerns, pay tv and local spot announcements.

Production costs: Approximately $52,500. Sponsored by Kraft Foods Div. of National Dairy Products Corp. through J. Walter Thompson on NBC-TV Wednesday, 9-9:30 p.m. EDT. Started Oct. 8.

Producer: Hal Kanter; directors: Selwyn Touber, Mr. Kanter; writers: Mr. Kanter, Hal Goodman, Larry Klein, Milt Josefsberg; music director: Billy May; associate producer: Jerry Hausner; art directors: E. Jay Krause, Robert Kelly; assistant director: Gene Law; technical director: Don Laduke; unit manager: James Loren.

SWISS FAMILY ROBINSON

The children's classic was neatly reworked into a tv special, complete with little lessons, some from the old book and some not. The scouting lessons and marriage counsel of the adapted Robinson story were quite palatable and even gratifying in the way that fables are supposed to gratify.

The parts of the "happy family" were happily interpreted by Walter Pidgeon, Laraine Day, Dennis Hopper, Dennis Kohler and Patty Duke. Their occasional conflicts were impressively underscored by a videotaped tropical storm sequence. It fitted nicely into a well-staged hour.

Production costs: Approximately $150,000.

Production by Talent Assoc. Inc.; executive producer: David Susskind; producer: Alex March; director: William A. Graham; associate producer: Renee Valente; teleplay by M. L. Davenport from novel by Johann Wyss; art director: Duane McKinney; music director: John Geller; special effects: Vince Mallardy.

Sponsored by Rexall Drug Inc. through BBDO on NBC-TV Oct. 12, 6:30-7:30 p.m. EDT, pre-empting Outlook and Saber of London.

The 1958 Yearbook

EDITOR:

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable.

The only improvement I could suggest would be a hard cover because I know this one will wear out quickly as a result of our daily use. Congratulations on a great job!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

EDITOR:

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

Dissenting Voice

EDITOR:

Pardon me if I see red after reading DATELINES Sept. 29.

This is the type news coverage your reputable magazine is handing out orchids for? Marlon Brando's maid being hauled out of his swimming pool? 2,000 feet of blood, gore and rubble from a plane crash in Minnesota?

Houston being the "murder capital" of the nation, I'll wager we could match any city in the country foot-for-foot of film, line-for-line of copy in a battle of blood and gore . . . no holds barred.

But, curse it, we're sort of handicapped with a nasty little thing called integrity. We hold our fender scrapings and beeper-phone interviews with rapists down to their proper prospective in the local picture. We are damned with the burden of analyzing what each item of news means to our listeners and I for one would have a heck of a time explaining what a half-hour examination of Marlon Brando's dead maid's import is to our audience.

I only regret the encouragement that the above-mentioned article gave to the alarming (and appalling) number of rip-an'-tear, bulletinistic, beeper-phone boys who spend 95% of their time chasing fire engines and the other 5% pouring out inconsequential yellow journalism to the young housewives. Scratch up another score for Scripps-Howard.

Bob Magruder
News Department
KTRH Houston, Tex.

[EDITOR'S NOTE: BROADCASTING'S function is to report what's happening in radio and television. Orchids (and brickbats) are reserved for the editorial page.]

Varsity Best Seller

Twenty-seven student subscriptions are covered by order BX 47287.

U. of North Carolina

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E. S. Jorgensen
Montana State U.


a Dream
of a Package
...from N.T.A.

ROAD TO GLORY
CALL NORTHSIDE 777
HEAVEN CAN WAIT



NTA'S DREAM PACKAGE

of 85 feature films from the studios of 20th Century-Fox and other important producers

When you open up NTA's Dream Package, you quickly discover a delightful surprise: Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! It can't be otherwise—with so many top-flight stars. In so many first-rate pictures. From so many outstanding writers and directors. In brief, it's a dream of a package . . . produced with all the finesse of 20th Century-Fox and other major producers. And when you unfold it to *your* viewers, fantastic profits will become *real* for you! It's a *gift*, whose complete contents will be found on the following page . . .

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

LILLIAN RUSSELL
Alice Faye, Don Ameche, Henry Fonda

NIGHTMARE ALLEY
Tyrone Power, Joan Blondell

DANTE'S INFERNO
Spencer Tracy, Claire Trevor

REMEMBER THE DAY
Claudette Colbert, John Payne

SON OF FURY
Tyrone Power, Gene Tierney, George Sanders

I WONDER WHO'S KISSING HER NOW
June Haver, Mark Stevens

THE LOVES OF EDGAR ALLEN POE
Linda Darnell, John Sheppard

FOUR MEN AND A PRAYER
Loretta Young, George Sanders, David Niven

STREET WITH NO NAME
Mark Stevens, Richard Widmark, Lloyd Nolan

TEN GENTLEMEN FROM WEST POINT
George Montgomery, Maureen O'Hara

LAST OF THE DUANES
George Montgomery, Eve Arden

BOMBER'S MOON
George Montgomery, Annabella

THE BARONESS AND THE BUTLER
William Powell, Annabella

MOLLY AND ME
Monty Wooley, Gracie Fields

SPRINGTIME IN THE ROCKIES
John Payne, Betty Grable

FRONTIER MARSHALL
Randolph Scott, Nancy Kelly

MARYLAND
John Payne, Walter Brennan

CARDINAL RICHELIEU
George Arliss, Maureen O'Sullivan

THIS IS MY AFFAIR
Robert Taylor, Barbara Stanwyck

ALWAYS GOODBYE
Barbara Stanwyck, Cesar Romero

WHERE DO WE GO FROM HERE
Fred MacMurray, Joan Leslie

SCUDDA HO SCUDDA HAY
June Haver

SLEEPERS WEST
Lloyd Nolan, Lynn Bari

LANCERS SPY
George Sanders, Dolores Rel Rio

THE LADY ESCAPES
George Sanders

36 HOURS TO KILL
Brian Donlevy, Gloria Stuart

HOTEL FOR WOMEN
Ann Sothern, Linda Darnell

RISE AND SHINE
Milton Berle, Linda Darnell

GIRL TROUBLE
Don Ameche, Joan Bennett

IF I'M LUCKY
Vivian Blaine, Perry Como

DON JUAN QUILLIGAN
William Bendix, Joan Blondell

HIGH TENSION
Brian Donlevy, Glenda Farrell

STEAMBOAT ROUND THE BEND
Will Rogers, Anne Shirley

CARNIVAL IN COSTA RICA
Vera Ellen, Cesar Romero

FOLIES BERGERE
Maurice Chevalier, Ann Sothern, Merle Oberon

LIFE BEGINS AT 8:30
Ida Lupino, Cornel Wilde

INVADERS FROM MARS
Arthur Franz, Helena Carter

DEVIL IN THE FLESH
Gerard Philipe

SALLY, IRENE AND MARY
Alice Faye, Tony Martin

CHARTER PILOT
Lloyd Nolan, Lynn Bari

SING AND BE HAPPY
Tony Martin, Joan Davis

PUBLIC DEB #1
Ralph Bellamy, George Murphy

IT SHOULDN'T HAPPEN TO A DOG
John Ireland, Reed Hadley

BOY FRIEND
Jane Withers, Arlene Whelan

THE NIGHT BEFORE THE DIVORCE
Lynn Bari, Mary Beth Hughes

MIDNIGHT TAXI
Brian Donlevy, Alan Dinehart

CADET GIRL
George Montgomery, Carole Landis

MR. MOTO'S GAMBLE
Peter Lorre, Lynn Bari

ROME, 11:00
Lucia Base, Carla Del Poggio, Maria Grazia Francia

GOD NEEDS MAN
Pierre Fresnay, Madeleine Robinson

BIG TOWN GIRL
Claire Trevor, Alan Dinehart

PERFECT SNOB
Cornel Wilde, Lynn Bari

GREAT HOSPITAL MYSTERY
Joan Davis, Sally Blaine

THE ESCAPE
Kane Richmond, June Gale

BULLFIGHTERS
Laurel and Hardy

CITY GIRL
Phyllis Brooks, Ricardo Cortez

HERE COMES TROUBLE
Paul Kelly, Arlene Judge

MYSTERY WOMAN
Gilbert Roland, Mona Barrie

FAIR WARNING
Betty Furness, John Payne

IT COULD HAPPEN TO YOU
Stuart Erwin, Gloria Stuart

MR. MOTO'S LAST WARNING
Peter Lorre, George Sanders

WELCOME HOME
Arlene Judge, James Dunn

ALWAYS IN TROUBLE
Jane Withers, Arthur Treacher

PIER 13
Lynn Bari, Lloyd Nolan

DANGER ISLAND
Peter Lorre, Jean Hersholt

HE HIRED THE BOSS
Stuart Erwin, Vivian Blaine

JAZZ BALL
Louis Armstrong, Peggy Lee, Betty Hutton

ROCK YOU SINNERS
Philip Gilbert, Adrienne Scott, Tony Crombie and his Rockets

HOUSE IN THE WOODS
Patricia Roc, Ronald Howard

OFF TO THE RACES
Jed Prouty, Spring Byington

SUNDOWN JIM
Virginia Gilmore, J. Kimbrough

ROGUES YARN
Nicole Maurey, Derek Bond

UP THE RIVER
Tony Martin, Phyllis Brooks, Preston Foster

MAN AT LARGE
Marjorie Weaver, George Reeves

CAREER WOMAN
Virginia Field, Claire Trevor

FIRE MAIDENS OF OUTER SPACE
Anthony Dexter

CHASING DANGER
Preston Foster, Lynn Bari

THANK YOU, MR. MOTO
Peter Lorre, Sidney Blackmer, John Carradine

NOW READY: 85 superb feature films in NTA's "Dream Package." So come out of your reverie and wake up to the big opportunities awaiting you in NTA's outstanding new "Dream Package." For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC., Coliseum Tower, 10 Columbus Circle, New York 19, N. Y., JUdson 2-7300 OFFICES: Atlanta, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 16 OCTOBER 20, 1958

CRACK IN THE DIKE ON LIQUOR ADS

- **WOMT Manitowoc, Wis., to accept distillers' business Nov. 1**
- **Move could end 20 years of voluntary broadcast prohibition**

One of broadcasting's most sensitive nerves—the subject of liquor advertising—was touched last week when 250 w WOMT Manitowoc, Wis., said it would accept such advertising as of Nov. 1. The reaction: first a horrified yelp, then an uneasy silence.

• NAB President Hal Fellows was quick to condemn the proposal.

• The liquor advertising business was slow to accept the offer.

• Capitol Hill, between sessions, had nothing to say.

• And WOMT owner-general manager Francis Kadow, unperturbed by the fuss, was steady in his plans to make the move Nov. 1.

Should his efforts blaze the trail, a whole new area of both business and bother would inevitably open. The business: multi-million budgets of liquor advertisers, until now out of reach of broadcasters. The bother: renewed efforts of prohibition elements to cast all alcoholic beverage advertising both off the air and out of other advertising media. The traditional voluntary ban on liquor advertising, in existence since the 30's, has long been one of broadcasting's principal defenses in fending off the drys' onslaughts.

(For BROADCASTING magazine's stand on liquor advertising, see EDITORIALS, Oct. 28, Nov. 18, Nov. 25, Dec. 23, 1957.)

This is the sequence, and significance, of last week's events:

NAB'S AGAINST IT

NAB's Television Code and Radio Standards of Good Practice contain identical language advising subscribing stations not to carry spirits advertising. The tv code contains punitive language by which the association could deprive a station of the right to participate in the code structure. The radio standards lack this punitive power.

Text of the identical portions of the code and standards dealing with spirits is short and definite: "The advertising of hard liquor should not be accepted."

NO OFFICIAL BAN

Neither the Communications Act nor the regulations of the FCC prohibit a broadcaster from advertising liquor. In fact the Communications Act specifically prohibits the FCC from censoring programs.

But . . . there is the catch-all provision in the Communications Act that a broadcast station must be operated in the "public interest, convenience and necessity."

This "pican" section might be used, it's pointed out by observers, to give the FCC jurisdiction if—for example—a licensee operating in an area which has local prohibition were to accept and broadcast hard liquor commercials.

A Wisconsin radio broadcaster last week signified his intention of accepting hard-liquor advertising—and promptly drew a rebuke from NAB President Harold E. Fellows. It happened at the NAB conference in Milwaukee Monday and Tuesday.

Francis Kadow, general manager of WOMT Manitowoc, Wis., revealed his station plans to accept "all alcoholic beverage" advertising, including liquors, effective with rate card No. 25, Nov. 1. WOMT operates with 250 w on 1240 kc and is affiliated with MBS and the Wisconsin Network.

Commenting on the report at a Tuesday radio session, Mr. Fellows scored any moves which would upset the traditional broadcast policy of rejecting hard liquor advertising. He stated: "Anyone who violates this tradition is selling his birthright for a $20 bill. In this free nation the radio and television broadcasters have voluntarily elected not to accept hard liquor advertising. While a station may have the right to carry such advertising, there is a moral question. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. The soundness of this decision is underscored by the overwhelming public approval it has won. As far as I know, there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

Both the NAB tv code and radio standards of good practice call for non-acceptance of hard liquor advertising but permit beer and wine ads, Mr. Fellows noted, adding "there's no reason why beverages of moderation shouldn't be advertised on the air."

Vincent T. Wasilewski, NAB government relations manager, told the same radio session that "we would find ourselves in hot water with Congress and dry groups, although this is not the primary factor." He termed this a "moral responsibility" and pointed out stations have voluntarily refused to accept such advertising since 1937. He also observed that the Distilled Spirits Institute itself has maintained a policy against hard liquor advertising on the air.

There have been scattered instances of "borderline" beverage advertising in radio, according to Edward H. Bronson, NAB director of television code affairs, but none in television on the basis of stations monitored by the association, although attempts have been made to invade the medium.

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and its anti-trust subcommittee, has criticized NAB for its stand on hard liquor advertising, describing broadcasters' refusal to accept it as "timid, pusillanimous and myopic."

Mr. Kadow (a teetotaler) told BROADCASTING that notwithstanding NAB's position and Mr. Fellows' views, he will proceed with plans to accept hard liquor commercials starting Nov. 1. Copies of WOMT's new rate card already have been mailed to advertising agencies and will be listed in Standard Rate & Data Service. He had had no takers at the week's end.

"Naturally we will use it [liquor advertising] carefully . . . with judgment and good taste," Mr. Kadow said. He added the decision was based partly on the fact that

CONTINUED

SCHWEPPES WANTS IN THE SIDE DOOR

One way to cut the anti-liquor ad ban is to water it—with tonic. This, at least, seems to be at the bottom of Ogilvy, Benson & Mather's current attempt to get stations to accept copy mentioning one of the taboos, "gin."

OBM, agency for Schweppes (U.S.A.) Ltd., subsidiary of Schweppes (Overseas) Ltd., London, during the past six weeks has been sounding out major station operators on the feasibility of using Schweppes radio copy that mentions gin. The move was stimulated by the acceptance of such copy by some stations—WQXR New York for one—in the past. Currently spending about 20% of its not-so-big budget in radio (mostly in spring and summer), Schweppes intends to step up broadcast billing, stations willing.

In a letter last month, OBM vice president-media director Samuel L. Frey told station managers: "As you know, Schweppes advertising appeared in your market during the past summer." But, Mr. Frey went on, Schweppes bypassed radio because "in a radio commercial we find it difficult to explain that Schweppes is to be mixed with gin or other alcoholic beverages, without mentioning the word 'gin.'" Attached to the letter was a script of a 60-second transcribed commercial featuring the voice of Schweppes (U.S.A.) Ltd. president and chief spokesman, Commander Edward Whitehead.

"If such advertising would be acceptable," Mr. Frey hinted, "there is a strong possibility that this or similar copy might be scheduled on your station during the next year's campaign . . ."

NAB has informed member radio stations, in response to inquiries, that while the proposed Schweppes continuity does not promote gin directly it is tied into the copy so thoroughly that it is deemed indirect promotion and not within the radio standards.

Since its introduction in the U. S. a few years ago, Schweppes has used a relatively small lineup of stations—but successfully. It has hesitated to expand because—in the words of an OBM executive—"We can only go with radio in those markets where Schweppes has come to mean something besides a funny-sounding English name."

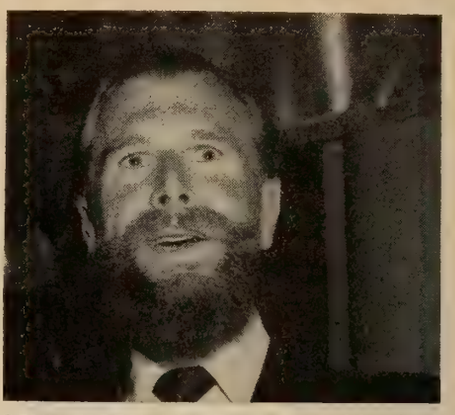
OBM inevitably has placed radio following introduction of Schweppes via major market newspapers such as the *New York Times* and slick periodicals such as *The New Yorker*. But it might be willing to alter this strategy if it gets the cooperation of local broadcasters.

Up through the end of 1957, Schweppes distribution in this country was effected through regional and local Pepsi-Cola distributors-bottlers. Effective in January this year Schweppes set up its own administration-sales organization, but in some cases is still using the local Pepsi people and their spot campaigns. On its own for the first time this past summer, Schweppes limited radio to 10 markets.

A rundown on Schweppes' use of radio and the success it brought was presented to Radio Advertising Bureau's National Radio Advertising Clinic in 1955 by Commander Whitehead and Frank Johnson, then account executive at OBM and now with Brown-Forman distillers.

Said Mr. Johnson: "Today Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed advertising had high visual impact. Radio brought it to life—made Commander Whitehead even more effective."

Mr. Johnson also told the 1955 NRAC that a penetration study in New York the third year after Schweppes' introduction showed that "Schweppes' advertising had penetrated to a far greater degree than its nearest competitor's campaign. The playback of ideas was sharp and remarkably high . . . The combination [radio and print] has produced truly outstanding results." [ADVERTISERS & AGENCIES, Oct. 17, 1955].



SCHWEPPES' WHITEHEAD: *He likes both radio and his tonic—but with gin, please.*

Here is the sample script which accompanied the OBM letter to stations last month:

Whitehead: Good evening . . . I am Commander Edward Whitehead . . . the man from Schweppes . . . with two interesting ideas on how to keep cool. Perhaps the most pleasant way to keep cool outside is to spend the day in the swimming pool. But the nicest way to keep cool inside is to do what I am doing . . . make yourself a gin and tonic with Schweppes quinine water.

Sound: Fizzle of carbonation.

Whitehead: Sip this delightful potion very slowly. Really, one feels ten degrees cooler. First, of course, because it's an iced drink . . . But more important is the clean, refreshing, bitter-sweet flavor of Schweppes. And Schweppes' liveliness . . . the famous carbonation that we call 'Schweppervescence' . . . lasts the whole drink through. If you'd like to experience the deliciously cooling effect of an authentic tonic drink . . . order Schweppes quinine water at your restaurant . . . or buy some at your grocer's. It's the one indispensable mixer for the coolest drink known to civilized man . . . gin and tonic made with Schweppes."

the *Saturday Evening Post* has started to accept such advertising and that he felt hard liquor commercials would be no worse than the "attractiveness of drinking painted in film shows." He noted that "Wisconsin is very broadminded" and that while beer consumption in the state is high, "it has a very low alcoholic rate."

Efforts to ban all advertising of alcoholic beverages in interstate commerce have been waged continuously for over a decade by church, women and other prohibitionist groups. The Senate Commerce Committee conducted hearings last spring but finally tabled proposed legislation [GOVERNMENT, Aug. 18; May 5; April 28].

Spokesmen for the various networks said again last week that they had no plans to accept hard-liquor advertising. It was reported that NBC-TV and CBS-TV, and possibly other networks, have been approached from time to time by liquor interests but have consistently indicated they would not take liquor business.

ABC Radio, about 1949, seriously considered accepting a hard-liquor account. Serious and protracted discussions were held but in the end ABC decided against it.

RAB has taken no position on the question of liquor advertising on the air.

Big Market to Tap, But Is It Willing?

There's no question that opening up radio and television to hard liquor advertising would also open up vast potential revenues for the broadcast media. Distillers are heavy advertisers, as are their local dealers.

The big question last week: How much of that potential would come to radio-tv?

Agency people handling a number of major liquor accounts were so cautious that for publication they declined to say even whether they thought liquor should be advertised on the air.

(While the overall agency-advertiser reaction was cautious, one element had already initiated a step in WOMT's direction. See Schweppes story in box above.

One agency executive, who asked to be kept anonymous, suggested "a cautious approach." He said:

"Rather than subject yourself to rather stringent self-policing, try exposing liquor ads in the post-10:30 p.m. periods. In this business as in others you have to contend with the opportunists who might, if not checked, tell kids to go out and booze it up. To avoid censorship arising out of such a situation, slot your ads late at night."

This same agency man felt that print media "after a while becomes static—people don't pay attention to it any more. But the more a consumer is told of, say, scotch or bourbon, the more he becomes aware of it. In time, it becomes an acceptable social custom. There's a much stronger impact in broadcasting—one the liquor industry might profit from. It's never really been tried so how can you condemn it?"

An executive at another agency felt the

liquor industry already was so beset with regulation, from both outside and inside its own ranks, that he doubted it would be wise to use radio-tv and thus, in his opinion, complicate the business with further rules. He was worried more about additional self-regulation than about public reaction.

Another executive took this approach: "There's a double standard in this business: You can show drinking in just about every drama program and nobody hollers but the drys. You can beat around the bush and promote drinking, but you can't suggest drinking outright."

Adhering to its longtime policy, the Distilled Spirits Institute's board of directors voted unanimously Thursday (Oct. 16) to reaffirm its voluntary ban on use of radio and tv to advertise spirits. The board, meeting in Louisville, reviewed the institute's code structure. DSI represents 70% of the industry but believes there is 100% compliance with the radio-tv ban.

DSI imposed a code ban against radio in 1935 and added tv to the language in 1948.

Any doubt about the size of the liquor advertising nugget could be dispelled by a look at the 1957 budgets of leading distillers:

In 1957, Distillers Corp.-Seagram Ltd. (Calvert Reserve and Lord Calvert whiskeys, Calvert's London Dry Gin, Carstairs White Seal whiskey) was the 12th largest spender in major media. The company put an estimated $23.5 million gross into advertising, with $11.8 million of this in newspapers and $7.3 in general magazines. Network television received almost $927,000 for non-alcoholic products.

National Distillers & Chemical Corp. (Old Crow, Old Grandad, PM, Century Club and many other whiskeys, Vat 69 and other scotch whiskeys, Gilbey's and Bellows Fine Club gins, etc.) ranked 22 with $17.2 million total expenditures. Newspapers got $8.5 million, magazines $5.6 million.

Schenley industries (which has a number of subsidiaries and affiliated companies) spent $13.3 million in advertising, mostly in newspapers ($8.3 million) and general magazines ($3.9 million) but with $271,000 in network television and $203,000 in spot tv for non-liquor products.

Hiram Walker-Gooderham & Worts (Canadian Club, Imperial, Hiram Walker gin and vodka, William Penn, G&W Five Star, etc.) invested $8.4 million, with $4 million in newspapers and $3.5 million in general magazines.

Heublein Inc. (Heublein's ready-to-serve cocktails, Milshire gin, Bells scotch whiskey, Smirnoff vodka, etc.) spent $4.8 million, with close to $2 million in newspapers, almost $2.5 million in general magazines and $259,000 in spot television.

Brown-Forman Distillers Corp. (Old Forester, Early Times, etc.) spent almost $4.4 million with $1.7 million of this going to newspapers and $1.9 million to general magazines.

All's Quiet on the Hill, But Probably Not for Long

Congressional leaders, many campaigning in their local states and districts, had no immediate comment to the announcement that WOMT would begin to accept liquor advertising. Their silence will surely be short-lived.

Capitol Hill is a perennial battlefield for the dry forces. The Senate Commerce Committee was "it" this year. In April, over 40 church and dry leaders testified in behalf of a bill (S-582), introduced by Sen. William Langer (R-N. D.), which would have barred liquor advertising in interstate commerce. The bill was opposed by a large contingent of distiller, labor and newspaper-magazine-broadcast spokesmen.

In August the Senate Commerce Committee, in executive session, took up a motion to consider the bill and, although it was never officially reported, refused to do so by one vote. The bill however was tabled, not voted down.

The House Commerce Committee did not hold hearings on anti-liquor measures this past year. It had one bill (HR 4835) pending; this was a companion measure to the Langer bill, introduced by Rep. Eugene Siler (R-Ky.).

Perhaps the most electrifying pronouncement on what has been a perennial headache for broadcasters as well as publishers came from the outspoken Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and of its antitrust subcommittee.

Last July, in commenting on the fourth edition of the NAB Tv Code—which had been sent to all members of Congress by NAB President Harold Fellows—Mr. Celler called the self-imposed ban on hard liquor advertising by the broadcasting industry "timid, pusillanimous and myopic." In his letter to Mr. Fellows, Mr. Celler asked: "How can television deny the advertising of a legal product which is carried in the newspapers and magazines?"

ADVERTISERS & AGENCIES

CHALLENGE PUT TO WESTERN AAAA: ADS MUST DOUBLE IN NEXT DECADE

- **Arno Johnson charts volume needed to support product**
- **Agencymen focus on ad trends at Palm Springs meeting**

The national advertising volume must double in the next decade to produce sales adequate to support the national production, Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., New York, stated Tuesday (Oct. 14).

Speaking at the Western Region convention of the AAAA, held Sunday-Wednesday at Palm Springs, Calif., Mr. Johnson declared that there is an urgent need for an expansion of more than 50% in consumer purchases to a potential of over $435 billion by 1969. He stressed the importance of advertising "as the activating force and educational force needed to change people's desires, habits and motives rapidly enough for us to utilize our growing productive capacity.

"We have a $30 billion backlog of consumer buying awaiting activation by advertising," he noted. "Activation of this $30 billion backlog would make possible more than a 10% increase in consumer purchases. . . . An expansion of 10% to 15% in consumer demand in the next two years would change government deficits to surpluses; would make possible tax reductions; would stop inflationary pressures through stepping up productivity to match wages; and would stimulate plans for expansion of new or improved plants and equipment, stimulate research for new and improved products and packaging.

"We should have over $700 billion of productive ability 10 years from now. To match this production our standard of living must grow over 50% to a level of over $435 billion. . . . Greatly increased advertising will be necessary to bring about changes in living habits rapidly enough to support the growth in production. Just to keep up with the changes in potential since 1951, the national advertiser will need, in 1959, a budget 2⅕ times as large as he had in 1951, or one-third greater than in 1955.

"By 1969 a volume of total advertising of about $22 billion may be required to sell the volume of goods and services necessary to support the $700 billion level of production. That's double the present total of advertising!"

An apparent tendency towards a limited number of very large agencies was reported by Robert C. Durham of Robert C. Durham Assoc., New York, at a Monday afternoon business session. "The large agency," Mr. Durham noted, "provides a better market for stock whenever you want to sell it. It provides a better chance for capital growth, far better long range benefits and, if it's set up properly, it can still encompass all of the personal prerogatives that agency people seem to worry about so much.

"Certainly, there are always going to be small service shops where one man drives himself crazy over servicing a few smaller clients," he said. "There'll be specialized shops, too, such as those in the ethical drug field, and very probably there will be some pretty strong regional operations.

"Beyond this, however, it seems to us that the area of 50 million dollars and up is the future of the business. We're all aware that years ago 7½% was not an uncommon margin of profit. But in those days you simply wrote the ads and they ran. No one ever heard of such a thing as calling on a store. Now net profit is often down below 1% but seems to be best in the area of 50 million dollars billing and up."

Watch your expenses, Daniel Hicken of Arthur Anderson & Co., Los Angeles, warned agency officials. A study of a few agency reports taken from his company's files, he reported, showed expenditures for salaries, rent, travel, entertainment and pro-

motion, and dues to vary from a low of 74% to a high of 90% of gross income, with the widest fluctuation found in amounts spent for travel, entertainment and promotion. These three items amounted to 3% for the agency making the best profit (14%) to 10% by an agency with earnings of only 2% of gross.

The story of Kaiser quilted foil and *Maverick* was told Tuesday by William L. Calhoun Jr., vice president of Young & Rubicam, San Francisco (see below).

At the Wednesday morning session, Eugene I. Harrington, board chairman of Honig-Cooper, Harrington & Miner, San Francisco, took a nostalgic look at the time when "advertising agencies were concerned only with advertising—the age of the hunch, of the genius and the ever-so-bright creative star. This was the 'Rally 'Round the Ad, Boys' era of advertising and it was indeed a golden age. The ad was the thing and it worked wondrous well—for the motor-makers of Detroit, where the essay was on high; for the hard-boiled, tough-minded cigarette, soap and cereal boys who were endlessly after the 'reason why,' the product exclusive and 'salesmanship in print.' "

This was the childhood of advertising, Mr. Harrington pointed out, "a time to remember, but not to return to." Since then advertising has gone through adolescence, its merchandising era, and has reached maturity by moving "gingerly into the marketing age of advertising." The tools of marketing are essential, he stated, but he warned that "in too many agencies these days the copywriters—the ad-makers—have been shunted aside, snowed under an avalanche of mumbo-jumbo, nudged gently but firmly to the sidelines as the forgotten men.

"Let the ad guys back into the contest," he pleaded. "Let them participate in the total operation, as the general practitioners that is their true and most effective role."

Mr. Harrington's "hunch" became "intuition" to Edward G. Zern, vice president and copy director of Geyer Advertising, New York, who defined it as "something in the mind of a creative ad man that goes boin-n-ng when he reads certain pieces of copy or sees certain ad illustrations and designs or watches certain television commercials—something that tells him this is damned good advertising and makes him wish he's done it himself."

Like Mr. Harrington, Mr. Zern warned of the dangers of "trading out business birthrights of judgment and taste and intuition for a mass of Starch figures. . . . The critical faculty is a dynamically important part of the creative process," he stated. "It's what keeps all of us from making fools of ourselves when we get a fifth-rate idea (and that's the kind most of us get, most of the time.) It's what keeps us from settling for a second-rate idea (and even these are hard enough to come by.) It's also what tells us when we've got a first-rate idea, and makes us sure enough of ourselves to fight for it."

Western AAAA Elects Mogge At Palm Springs Convention

Norton W. Mogge, president of Atherton Mogge Privett Inc., Los Angeles was elected 1958-59 chairman of the AAAA, Western Region, Monday, during the executive session of the 21st annual region convention at the El Mirador Hotel, Palm Springs, Calif., Sunday - Wednesday (Oct. 12-15).



MR. MOGGE

John H. Hoefer, president, Hoefer, Dieterich & Brown, San Francisco, was elected vice chairman, Robert C. Temple, executive vice president and general manager of Raymond R. Morgan Div., Fletcher D. Richards Inc., Los Angeles, was elected secretary-treasurer.

Named to the 1958-59 board of governors for the AAAA Western Region were: George Clinton, Joseph R. Gerber Co., Portland, Ore.; Donald B. Kraft, Honig-Cooper, Harrington & Miner, Seattle, Wash.; Ivan N. Shun, Advertising Counselors of Arizona, Phoenix, Ariz.; Virgil A. Warren Adv., Spokane, Wash.

Five members automatically become ex-officio region governors by virtue of their election to chairmanships of their local councils: Hal Stebbins, Hal Stebbins Inc., Los Angeles, (Southern California Council); John W. Davis, Honig-Cooper, Harrington and Miner, San Francisco, (Northern California Council); Carvel Nelson, Compton Advertising, Portland, Ore. (Oregon Council); Joseph Maquire, Botsford, Constantine & Gardner, Seattle, (Puget Sound Council); William R. Miller, McCarty Co., Spokane, (Spokane Council).

MAVERICK RIDES HERD FOR KAISER

The story of "one client: Kaiser Aluminum; one product: quilted foil; one medium: television; one program: *Maverick,*" was told by William L. Calhoun Jr., vice president, Young & Rubicam, San Francisco, last week at the Western Region convention of AAAA, held in Palm Springs Oct. 12-15.

The story began two years ago, in June 1956, when Kaiser decided to enter into competition with Reynolds and Alcoa and to extend nationally the distribution of Kaiser foil, previously sold only in the far West and primarily to industrial consumers, Mr. Calhoun reported. Drawbacks were that "developing national distribution and a broad consumer franchise would be very costly"; that "they knew very little about the complications of consumer marketing (and) had no trained sales force to go to market with a national sales program"; and that "unlike most consumer packaged goods, the inherent cost of the product itself was relatively high. Manufacturing costs of consumer foil left very little margin to package, distribute, promote and sell. Only at a very high rate of production and sales could costs be brought into line to achieve a breakeven point, let alone a profit."

Why, then, Mr. Calhoun asked, "did Kaiser in 1956 decide to go after national distribution and do battle for a substantial share of the consumer foil market?" There was a powerful but indirect reason—a very unusual reason to market a consumer product. It was felt that Kaiser foil could act as a good-will ambassador in the homes across the U. S. . . . could help the Kaiser Aluminum & Chemical Corp. sell itself to the public.

"Kaiser Aluminum recognized the need to acquire a favorable corporate image with the public (as potential stockholders and employes) and with business (as potential customers). What's more, their vast expansion program needed financial support from a friendly fiscal world. Another big problem stemmed from the fact that during the years following the war, many inferior products were poorly made from flimsy lightgauge aluminum. Some people had come to think of aluminum as a substitute material.

"It was recognized, therefore, that an extensive educational and informational program could create a favorable personality for Kaiser aluminum, and furthermore that a worthwhile consumer product, made of Kaiser aluminum, in the home, would help to make it stick."

Tracing the development of a new consumer foil product, Kaiser broiler foil, made wider than other brands to just fit the standard broiler and with the exclusive quilted design, and its market research testing, which "convinced us that we had a perceptible, appreciable sales advantage in 'quilting' housewives would buy," Mr. Calhoun continued: "We knew we had a winner." The quilted story was an advertising natural.

"Today, the great majority of advertising dollars are concentrated in a heavy participation in the hit tv show, *Maverick.*

"*Maverick* came into being on ABC and from a standing start licked such giants as Benny, Allen, and Sullivan. The ratings for the new show year, starting this fall, indicate that the popularity of *Maverick* is on the increase. . . . Jackpot? . . . I'll say! What with homes delivered as low as $1.07 per thousand.

"But these are just words. What has really been the measurable effect of all of this advertising over the last two years? A lot has happened. The tremendous sales activity by Kaiser has helped to double the consumer foil market. More important to Kaiser is to have expanded sales from 3% to 21% share of market in two years' time against tough competition. This is a record we are real happy about."

[For story on Reynolds Metals' success with tv, see ADVERTISERS & AGENCIES, Oct. 13]

RADIO: WANAMAKER'S HOT SALESMAN

WANAMAKER'S HAS EVERYTHING
John Wanamaker

Department store's storm window sales skyrocket on diet of weekend radio, first doubling, then quadrupling. Now they're selling swimming pools

John Wanamaker—"The No. 1 Name in Retailing"—has made an important merchandising discovery—that radio can do a selling job.

This world-famed merchandiser—"Wanamaker's Has Everything"—is writing advertising history with its effective use of radio in Philadelphia and New York. The merchandise: storm windows and jalousies.

These products, bearing a shady retailing reputation because of widespread pitch-and-pressure advertising in all types of media, are now being sold with incredible speed and volume as the result of John Wanamaker's radio promotion. Here's what happened in the storm window department in less than two years:

- Sales in September 1958, promoted only by radio, exceeded those of any previous full year when newspapers were used.
- Volume doubled in 1957 when radio was first used exclusively.
- Sales in 1958, with radio schedules expanding, are at least quadruple 1957's.
- Two years ago John Wanamaker took less than 10% of the storm window production of Mallard Mfg. Co.; now it is taking over 80% of the factory's output.

The storm window success story is directly attributable to adoption of radio coupled with virtual abandonment of newspapers.

Still another merchandising miracle will attract retailing attention:

- Eighty-five percent of radio-inspired inquiries are converted into sales.
- These sales average over $300 each.

John Wanamaker has demonstrated that radio can sell storm windows and jalousies 12 months of the year. Having sold a winter item in mid-summer, the store is embarking on a new project—the sale of $5,000 swimming pools in winter, using radio as the medium.

Two persons have taken the lead in the John Wanamaker radio project—George L. Aronson, president of Gla Products Inc., Upper Darby, Pa., and Bernard J. Kramer, partner in Gresh & Kramer, Philadelphia advertising agency. Mr. Aronson is concessionaire of the Wanamaker storm window, jalousie and swimming-pool department at Philadelphia and New York (Westchester) stores.

For years Mr. Kramer had been nursing the idea that radio could be an effective medium for department stores if they knew how to use it. He had developed a radio-retailing formula for a fashion store, Ideal Mfg. Co., on the White Horse Pike, across the Delaware River in New Jersey. The store has tripled in size since quitting newspapers for weekend radio advertising.

Early in 1957 Mr. Kramer, convinced that he had a radio concept for department stores, in turn convinced Mr. Aronson the medium could sell storm windows for the John Wanamaker department. They picked WIP Philadelphia for a four-weekend test. Ralf Brent, station vice president, was hesitant. "Nobody has ever used radio like that," he commented.

Mr. Kramer felt a radio period should be long enough to provide the information offered by a full-page newspaper ad. He insisted on ad-libbing by the announcer, reasoning that a salesman doesn't work from script when facing a customer.

The first 25-minute Wanamaker program went on the air. Four telephones equipped with lights were installed in the studio. Bob Menefee, WIP announcer, delivered the first commercial and the telephones lit up immediately. Mr. Menefee started answering phones while a record was on the air.

The results: A program costing $135 for time and talent produced 13 inquiries; 12 were converted into sales averaging $300 each.

Mr. Aronson was convinced. So was Mr. Kramer.

"I thought everybody was watching tv," Mr. Aronson observed.

The four-week test was to become a year-round project. Mr. Kramer observed techniques and results carefully, finally developing a manual on what to do and what not to do. Gresh & Kramer started buying more time. Soon it was using WPEN, WFIL, WRCV, WIBG and WKDN (Camden, N. J.).

On WIP, Wanamaker is currently using a half-dozen quarter-hour and 25-minute programs every Saturday and about the same schedule on Sundays. It buys announcements ahead of each segment to merchandise the program. Current expenditure on WIP is running around $1,000 each weekend. The current station list also includes WPEN, WFIL and WKDN, according to the agency.

"Radio surprised me," Mr. Aronson told BROADCASTING. "It's terrific. But four elements are necessary for effective use of radio to sell merchandising. They are (1) a good agency, (2) a good merchandising name behind the product, (3) good merchandising and (4) satisfied customers.

"Radio is a wonderful way of selling. Department stores should use it extensively. I seldom use newspapers now, and they don't produce when I buy them."

The Wanamaker radio segments are built around standard and popular music. "We don't buy rock and roll," Mr. Kramer said. "After all, we're selling adults. We prefer the warmth and sincerity of radio to the coldness of the printed page. Our formula links radio and the telephone. We tell the audience about Wanamaker storm windows and jalousies, and move listeners from their chairs to the telephone. There is no time limit on advertising copy, but it isn't allowed to run unreasonably long. We make a copy point after each record, with the announcer ad libbing from a fact sheet. He's there to make the phone ring and get leads. His approach is sincere and friendly—the opposite of the pitch used by the blue-suede boys who are common in the storm window business.

"He suggests the listener go to John Wanamaker's store, or if more convenient, to call him on the special phones. He gives a price idea on the air by mentioning typical monthly payments, and gets name, address and phone number of the listener with the promise that 'John Wanamaker will get in touch with you.' He knows by the telephone lights if he is getting across.

"The audience has a chance to talk back to the announcer while records are on the air. Phone calls keep coming into the sta-


MR. KRAMER


MR. ARONSON

tions after the programs leave the air. These calls are taken by girls stationed at the studio phones.

"By using weekend time we can reach husbands and wives at home."

On WPEN, which sells Wanamaker spots instead of program segments, the agency buys saturation Saturday and Sunday one-minute announcements during personality periods plus 10-second reminders to phone the station. Here again the music is mostly standard and popular.

After a few months of success in Philadelphia, Mr. Aronson started contemplating expansion to the suburban John Wanamaker store in the Westchester County area outside New York. The Gresh & Kramer radio formula was repeated in Westchester, and worked effectively. The formula incidentally, has been copyrighted by Mr. Kramer. WMCA New York is being used currently but the schedule usually includes WABC and WOR. About 10% of sales is going to the radio schedules.

Last month the Mallard company started

its own storm window radio schedule on WRVA Richmond, Va., for Thalhimer's store. The Gresh & Kramer material is being used.

The radio schedule for John Wanamaker's storm windows exceeds the entire radio and tv budget for the rest of the Philadelphia store. Except for this one department, John Wanamaker is using institutional spots on radio and tv for special sales, with no cost details available.

An absolute check on all air calls and sales is kept by Wanamaker's. The store knows instantly how each weekend schedule is producing. An interesting trend has developed in the radio campaign. If a weekend schedule on a station produces 300 phone calls, the store now knows that about 300 people will visit the storm window department on the fifth floor of the downtown Philadelphia store. The department is reputed to produce more income per square foot than any other department in the store.

The John Wanamaker store has been operating since 1857—it was the first department store in the United States—but it isn't bound by its traditions.

"They're crazy," a broadcaster muttered when Wanamaker bought extra radio time while the World Series was on a competing station. Crazy like a fox—the response was good.

"Radio can do the same job for other departments that it does for storm windows," Mr. Kramer said.

How well will swimming pools sell in winter?

One time segment on a recent weekend produced 12 inquiries that led to the sale of two $5,000 pools.

WOO THEM BACK TO RADIO—BRENT

Department stores helped found the radio broadcasting industry "but somewhere the romance cooled," Ralf Brent, vice president of WIP Philadelphia, said Friday (Oct. 17) in calling on Ohio broadcasters to start a serious campaign to sell retailing time. He spoke to the Ohio Assn. of Broadcasters in Columbus.



MR. BRENT

Mr. Brent offered a series of reminders for broadcasters to guide them in the sale of time to department stores and cited the outstanding success of the John Wanamaker retail empire in selling storm windows by radio (see above).

"Department stores need you," he told the Ohio group. "They need business. In the last six months Philadelphia department store sales have declined 10% from a year ago and 16% from five years ago while suburban sales have increased almost 60% in the same period."

Broadcasters must demonstrate they can move merchandise, he said, adding, "You should have thrown away years ago the 'buy it for name value' approach. You've got to show the store they can get X dollars back for every dollar invested in time.

"Stay on top of the results. Know whether you are pulling or not—for if you once learn how to do this direct-lead-from-radio on your station and can make it work consistently, you'll never have to worry about renewals. Nobody fires a salesman who is making sales. Do this and what has been called an intangible becomes tangible—cash sales. You'll have confidence in your rates. You'll laugh at the rating services."

Referring to the Wanamaker success in selling storm windows by radio on WIP and other Philadelphia stations, he said, "I doubt if Wanamaker knows the rating on any period they buy from us, and they couldn't care less."

Mr. Brent noted that WOR New York was started by L. Bamberger, later Macy's; WJAR Providence, R. I., by the Outlet Store; four Philadelphia stations—the old WFI by Strawbridge & Clothier, the former WLIT by Lit Brothers (WFI and WLIT were merged into WFIL), WOO by John Wanamaker, which had a station in New York, and WIP by Gimbels, which also had New York and Pittsburgh stations.

"Way back nearly 40 years ago department stores started radio stations because they realized their value as promotion devices. They broadcast the music of the live orchestras that played for lunch and dinner in the dining room of the store; they featured the artistry of nine-year-old Susie Glockenspiel at the piano, bought of course from Gimbels, Wanamakers or Lits, lessons included in the price of the piano. Uncle Don and Uncle Wip told stories to the kiddies and of course sold toys.

"Department stores were excited about their radio stations. They put studios on selling floors to draw traffic. But somewhere the romance cooled. Wanamakers gave up their two stations; Macy's sold theirs, Strawbridge & Clothier and Lit's stations merged, finally selling to the *Inquirer*, and this coming Tuesday (Oct. 21) is the last day Gimbel's will own WIP.

"Why hadn't radio kept department stores on the air regularly? Because store promotion men were usually ex-newspapermen? Or because buyers couldn't afford to make passes at a sweet-voiced advertising medium with no tear sheets? Or because retail clerks couldn't hear the radio advertising but could see the torn out ad in the one-out-of-a-thousand shopper's handbag? Or because we couldn't afford to sell at rates less than 50% of our other rates like the newspapers? Or because we couldn't put on a hundred items and prices at a time?"

Radio-Tv Fever Reading Planned at ANA Meet

An exploration of problems and new developments in broadcast advertising will be a feature of the Assn. of National Advertisers' 49th annual fall meeting, to be held Nov. 9-12 at the Homestead, Hot Springs, Va.

This session, led by George J. Abrams, vice president of Revlon and chairman of the ANA radio-tv committee, will be one of four workshop meetings to run concurrently on Nov. 10, opening business day. Speakers and subjects:

"What's Ahead in Radio-Tv?" by Mr. Abrams; "Do You Really Know Your Television Audience?" by Miles Wallach, president of M. A. Wallach Research Inc. and advocate of a combination in-home coincidental and telephone coincidental interview system of deriving program ratings, which also is supported by Mr. Abrams [LEAD STORY, March 31]; "The Responsibility of Advertisers in Meeting Mounting Tv Costs," by Howard Eaton, radio-tv director for Lever Bros., and "The Future Importance of Magnetic Tape in Tv," by a speaker to be announced.

Theme of the fall meeting is "Creating More Sales and Profits in a World of Change Through Creative Research, Marketing and Advertising." Roger Bolin, advertising director of Westinghouse Electric Corp., is program chairman. The fall meeting, unlike ANA's spring meeting, is "closed"—that is, attended by members, invited advertiser guests and working newsmen, but not by agency and media people.

The subject that dominated the 1957 fall ANA meeting—advertiser-agency relations and methods of agency compensation—is on the docket for further discussions. At the meeting last fall the "preview" of the ANA-commissioned study and report by Dartmouth Prof. Albert W. Frey drew one of the largest crowds that ever attended an ANA meeting [LEAD STORY, Nov. 4, 1957]. This year's program schedules an off-the-record discussion of "New Developments in Agency Relations"—sure to delve into any changes that have occurred since the Frey report was issued. This session will be the afternoon of Nov. 11.

Earlier in the same session J. D. Danforth, executive vice president of BBDO and chairman of the American Assn. of Advertising Agencies, will give the agency viewpoint on "Getting The Best Advertising—At The Most Economical Cost—Through Improved Agency Relations."

The fall meeting will open with a survey of "The Changing Economic Climate and What It Means to Advertising," by Dr. Lawrence C. Lockley, dean of the School of Commerce, U. of California, and a special A. C. Nielsen Co. presentation on "What Is Happening In the Marketplace and How Better Planning Can Turn Failure Into Success." The presentation will be made by Nielsen executive vice president J. O. Peckham, with commentary by President A. C. Nielsen Jr.

The concurrent sessions, in addition to the one on radio-tv, will deal with the use



WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

wmgm
RADIO NEW YORK CITY

the liveliest station in town • 50,000 watts

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000

Represented Nationally by George P. Hollingbery Co.

Interview: Ted Kelly

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

NABISCO

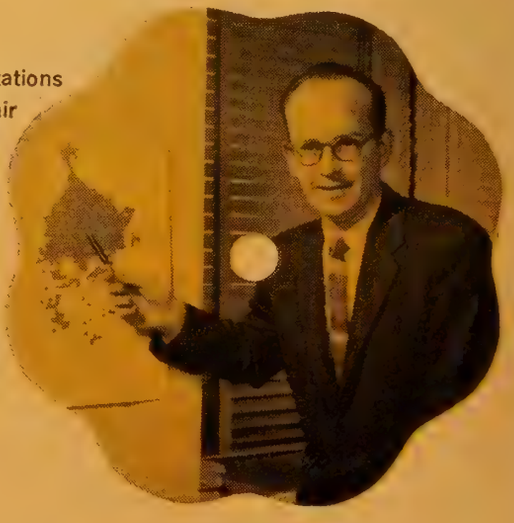
"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."





"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."





"Such service is Premium quality . . . real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

of advertising to introduce new and improved products, new ways to get the most out of the sales promotion dollar, and industrial advertising. In addition, Horace W. Barry, merchandising manager of The Nestle Co., will show a feature presentation on current practices of 268 ANA members in pretesting and evaluating promotional materials.

The Nov. 11 morning session will deal with creativity, with addresses by President Alfred Politz, of Alfred Politz Research Inc., on "How Research Can Unshackle Creativity"; E. W. Ebel, advertising vice president of General Foods, on "Advertising's No. 1 Need: Ads That Really Get Through to the Consumer," and Louis N. Brockway, executive vice president of Young & Rubicam, on "How to Get Better Ads from Your Agency."

This will be followed by a business meeting for election of officers and directors and a report by Ralph Winslow, vice president of Koppers Co. and ANA chairman, on steps ANA is taking to help members achieve greater advertising productivity.

The meeting will close following a Nov. 12 morning session on "What Makes For Successful Advertising Today" and a luncheon at which Army Secretary Wilber M. Brucker will discuss the defense program and its effect on the economy.

The annual banquet will be held the evening of Nov. 11. A social program also is planned for the evening of Nov. 9.

NATIONAL RADIO CENSUS ORDERED

How many radio sets are there in the United States?

A project aimed at documenting radio's full dimensions is being announced jointly today (Oct. 20) by the Radio Advertising Bureau and the Advertising Research Foundation.

To ascertain the number of sets in the U.S., a major survey will be conducted next month by the United States Bureau of the Census among a total of 36,500 households in 330 sampling areas. It will be under the supervision of ARF and will be financed by RAB on behalf of its membership.

RAB President Kevin B. Sweeney noted that the last survey of radio sets was conducted in May 1954, with a sample one-third the size of that to be used in the upcoming study. Alfred Politz Research Inc. made the 1954 study under ARF supervision and with funds provided by RAB (then called Broadcast Advertising Bureau) and the four networks. Mr. Sweeney added:

"Continued rapid growth in the number of radio sets in U S. homes and automobiles has made necessary another intensive, nationwide survey in order to document the medium's full dimensions. Well-educated estimates by an RAB-network research committee have provided useful projections in recent years. But it is now necessary to find out how big radio is, in what room of the house sets are located and how these dimensions vary regionally."



PLANS *for the first major radio set count in four years were examined by: (seated l. to r.) A. W. Lehman, managing director of Advertising Research Foundation, and Kevin B. Sweeney, president RAB. And (standing l. to r.) Miles David, RAB director of promotion, and John F. Hardesty, RAB vice president and general manager.*

It was pointed out that so large a sample is made practicable for private industry through an arrangement worked out by ARF with the Bureau of the Census. The count of radio sets will be a supplement or "hitchhiker" on monthly surveys conducted by the Census Bureau, primarily to obtain data on the employment status of the labor force.

"This study will provide important and valuable information to advertisers and agencies and to the radio industry," ARF Managing Director A. W. Lehman commented. "Plans for the survey were drawn by ARF at the request of RAB; they have been approved by the technical committee of ARF, consisting of 26 leading advertising and marketing research executives, representing agencies, advertisers and media."

The range of information which the RAB-ARF project is seeking to ascertain is: households with radio sets (for U. S. and each of 14 area breakdowns, with percentages for households with one, two, three, four, five or more sets); households with automobiles and automobile radio sets (similar breakdowns as for household radios) and location of household radio sets (for U. S. and each of the 14 area breakdowns, covering percentages of households with sets located in kitchen, the bedroom and other locations).

To dramatize the need for a new, major set census, RAB pointed out that (1) its July 1958 estimate of U. S. radios placed the number at 142.6 million or 82% more than in 1949, the first big year of tv's growth, and (2) since 1949 "a virtual revolution has taken place in the location of radio sets: from a primarily living room medium [radio has become] a medium dispersed over every room of the household."

The May 1954 Politz-ARF study found 100,920,000 working-order radio sets — 74,740,000 in homes, 26,180,000 in cars.

The table at left traces the growth of radio.

Set Count on Radio Growth

I. Here is how the number of radio sets has grown since 1949. All figures in millions.

YEAR	IN-HOME	OUT-OF-HOME	TOTAL
1949	61.9	17.1	79.0
1950	65.4	19.8	85.2
1951	71.9	24.1	96.0
1952	76.8	28.5	105.3
1953	74.8	35.2	110.0
1954*	74.7	36.2	110.9
1955*	80.0	41.0	121.0
1956	83.8	40.2	124.0
1957*	90.0	45.0	135.0
1958*	95.4	47.2	142.6

*Mid-year estimate.

Despite the advent of television, radio sets continue to grow at a steady rate. The out-of-home figure includes auto radios plus an estimate of radios in public listening places. The in-home figure includes multiple set ownership. There are currently 2.8 sets for each of the nation's 50 million homes.
SOURCE: Joint network-RAB research estimates and other industry estimates.

II. Radio set purchases are not confined to a single type of set. Here is the production record since 1951 of *four major types of radio.* Add 000 to these figures.

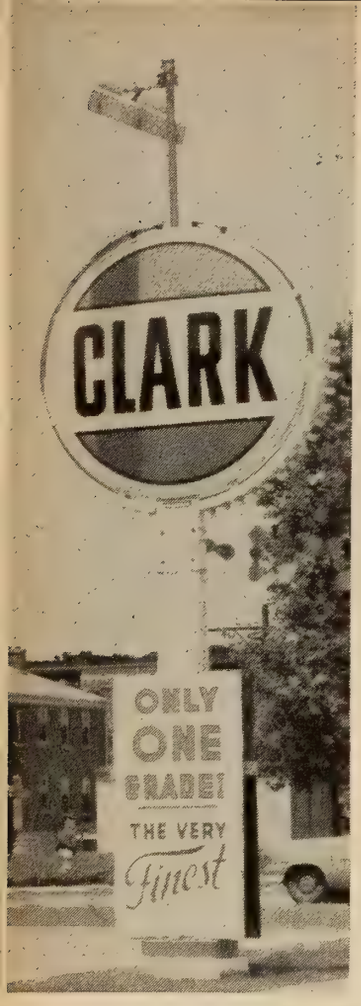
YEAR	HOME	CLOCK	PORTABLE	AUTO	TOTAL
1951	5,974	777	1,333	4,543	12,627
1952	4,043	1,929	1,720	3,243	10,935
1953	4,403	2,041	1,742	5,183	13,369
1954	3,068	1,875	1,333	4,124	10,400
1955	3,394	2,244	2,027	6,864	14,529
1956	3,501	2,311	3,113	5,057	13,982
1957	4,151	2,516	3,265	5,496	15,428

In 1957, 15,427,738 radio sets were produced and sold, making it the best year since the advent of tv. Radio sets currently outsell tv sets 2.4 to 1—more than twice as much.
SOURCE: Electronic Industries Assn.

III. Here is how automobile radios have grown in number since 1948. Figures in millions.

YEAR	AUTO SETS	YEAR	AUTO SETS
1948	10.0	1954	26.2
1950	14.8	1956	30.2
1952	23.5	1958*	37.2

*Mid-year estimate.
SOURCE: Joint Network-RAB Research estimates.



RADIO ADDS HIGH OCTANE TO CLARK SALES STRATEGY

In the land of the free and home of the Braves, an independent gas chain successfully competes with the moguls. Principal stimulant: an ad budget 90% plus in radio

Though more intimately identified with baseball's Braves, beer and bratwurst, Milwaukee may be getting itself a new kind of prestige in the dairyland state of Wisconsin.

In the tensed-up struggle between the larger, better heeled oil chains and the smaller independents, Chicago's neighbor on the north has emerged as a battle site of Badger petroleum dollars. In fact, until Standard Oil Co. (of New Jersey) bought Pate Oil Co. two years ago, three independents accounted for 35-40% of Milwaukee's gas-and-oil business.

Competition from the so-called "majors" —the Standards, the Shells, Cities Service and others—hasn't stifled the growth of at least one "minor." Clark Oil & Refining Corp., observing its silver anniversary this year, is a thriving independent with approximate annual sales of $90 million and still growing. As president Emory T. Clark has often observed, "You've got to keep running just to stand still."

To the degree that any one advertising medium may be credited almost single-handedly with stimulating sales, radio has been the pied piper that has led many a motorist, with increasing regularity, to one of nearly 500 multi-pump stations in a nine-state midwest area.

Although Clark's sales from products, by-products and services have nearly doubled the past three calendar years (from $43.5 million in 1954 to $88 million in 1957), its long-limited advertising budget has increased only modestly. Of a reported $1 million-plus (probably around $1,250,000) allocated for advertising the past few years, radio has been getting an estimated 90-95%.

The Clark formula: continuous and aggressive advertising and promotion of a single premium, high-octane gasoline (Clark's Super 100) and lubricant oil and a cash value stamp plan (adopted only to meet competition from other indies). The major ingredient: concentrated radio, creatively conceived, imaginatively geared to marketing goals and shrewdly bought.

Clark is not only the top indie chain in Milwaukee but the largest in the Midwest. This acknowledged oil refining, transportation and retailing empire shows gasoline volume per station substantially above the industry average. Sales keep right on gushing from an operation that started with one station and grossed $40,000 back in 1933.

It is doubtful that Clark could have achieved its phenomenal growth as quickly without relying on the advantages of radio. Clark's current track record, according to reliable sources, shows that it:

- Spends an estimated $900,000-$1,125,000 in radio on Braves baseball network broadcasts (a third-sponsorship with P. Lorillard Co. for Kent cigarettes and Miller Brewing Co. for Miller High Life beer); on strategically-selected five-minute newscasts in major cities, and on a saturation spot schedule encompassing a total of approximately 140 stations.
- Allocates advertising expenditures of about 1.13% per dollar volume of sales.
- Allots radio outlays of about 1.02% per dollar of volume sales.

Clark Oil & Refining Corp. broadly acknowledges that advertising is "indispensable" and "effective." The petroleum industry is an intensely competitive one for small independents and company and agency executives studiously abstain from discussing radio philosophy, policy, budget and coverage.

In its 1957 financial report, shareholders were apprised—in merely general terms—of Clark's "aggressive advertising promotion to support its marketing program. Continuous promotion and advertising are indispensable ingredients in our sales efforts. . . . Your company's history has amply demonstrated that high quality products and efficient and courteous service backed by effective advertising create the conditions for high sales volume."

But "indispensable" and "effective" advertising to Clark has meant radio (save for periodic newspaper space to herald new stations; it uses little tv) ever since 1954 when the Milwaukee agency, Mathisson & Assoc., first recommended the medium. At the outset, with Clark's heavy expansion plans on the drawing board and before radio's resurgence, the agency reportedly suggested saturation spot as the quickest and most economical means of priming the profit pump.

As of Sept. 1 all Clark advertising has been handled by Tatham-Laird Inc., Chicago. While no new advertising program has been set, it's held conceivable Clark may turn, in some measure, to tv in the future.

The responsibility for directing Clark advertising is vested in Robert G. Atkinson, general manager of marketing, with Nick G. Takton in the capacity of advertising manager.

Mathisson & Assoc. this year placed the Braves baseball business on some 40 stations (all but two in Wisconsin) and also Clark's newscast-and-spot schedule on three Chicago stations—CBS' WBBM (through CBS Radio Spot Sales), NBC's WMAQ (through NBC Radio Spot Sales) and Westinghouse Broadcasting Co.'s WIND [At Deadline, Aug. 4].

Under a new five-year pact for broadcast rights offered this year by the Milwaukee Braves National League club, Clark is spending about $200,000 on baseball and gets participations on each Braves broadcast over the following full 40-station regional network (Wisconsin unless otherwise indicated):

WHBY Appleton, WATW Ashland, WBEL and WGEZ Beloit, WCHF Chippewa Falls, WEAU and WBIZ Eau Claire, KFIZ Fond du Lac, WJPG Green Bay,

WCLO Janesville, WKTY La Crosse, WLDY Ladysmith, WISC Madison, WMAM Marinette, WDLP Marshfield, WIGM Medford, WEMP and WTMJ Milwaukee, WNAM Neenah, WOSH Oshkosh, WPFP Park Falls, WSWW Platteville, WRDB Reedsburg, WPBT Rhinelander, WGMC Rice Lake, WPRE Prairie du Chien, WRCO Richland Center, WTCH Shawano, WHBL Sheboygan, WSPT Stevens Point, WDOR Sturgeon Bay, WDSM Superior, WAUX Waukesha, WDUX Waupaca, WOSA Wausau, WFHR Wisconsin Rapids, WDHL Faribault (Minn.), WWCF Baraboo, WLIN (FM) Merrill, WJMS Ironwood (Mich.).

(For the sixth consecutive year WEMP is handling network arrangements, including lines, engineering and commercials, while feeding the network.)

This marks Clark's third season of participating sponsorship, the company having joined the original client, Miller Brewing, back in 1956. (Under the new Braves pact, Clark will be assured of seven consecutive years of sponsorship through 1962.) Clark also will pick up the tab for U. of Wisconsin football coverage this fall (for the third straight year) and until last year, sponsored Green Bay Packers pro football (both on WEMP) for three seasons.

Schedules now handled by Tatham-Laird reportedly include an average of 70 announcements per week (or as many as 100 where Clark buys in two or three stations in a city) in each of a half-dozen good-sized markets, plus about 25 spots weekly in stations in 75-85 smaller cities. The larger multi-station markets include Minneapolis, Kansas City, St. Paul, St. Louis and other cities. The smaller schedules are divided in so-called non-major cities in Clark's distribution area that includes Wisconsin, Illinois, Minnesota, Missouri, North Dakota, Iowa, Kansas, Michigan and Indiana.

An indication of how Clark expands and blankets the air with saturation radio is best typified by its Chicago experience. It bought a refinery in Blue Island in that city in 1946 and poured millions of dollars into its expansion, culminating with a $7.2 million project completed earlier this year. By 1954 it had entered the Chicago area starting with 46 service stations and doubling that total to over a 100 by this year.

It started buying spot schedules and newscasts on key stations, geared to a traditional pattern of key auto driving periods in line with its belief that such placements reach consumers close to the point-of-sale.

As a result, Clark today runs a schedule of 15 five-minute newscasts on WBBM's weekend *Mal Bellairs Show* (music-news-sports-weather), plus about 35 spots during the week; 33 announcements per week on WMAQ, and about 20 five-minute newscasts and 36 spots each week on WIND. Without deviation, the news shows and spots are geared to peak weekday and weekend driving periods (primarily 3-7 p.m.). The same pattern is being followed in other large cities.

Emory Clark and associates launched the petroleum enterprise with a modest purchase of one service station at W. Greenfield and S. 84th St. in 1933, the origin of



MEET MR. PLAY-BY-PLAY

... IN MILWAUKEE!



"Take three fine products like Clark Gasoline, Miller High Life Beer and Kent Cigarettes who jointly sponsor the Milwauke Braves Baseball games; add the almost fanatical interest of fans here in Bravesland; and complete the picture with strong, imaginative Radio Station WEMP that can feed the action to the world. There you have the ingredients for spectacular success and I'm mighty proud to be part of the line-up.

But the WEMP play-by-play sports story by no means ends with the Braves. Next comes University of Wisconsin football and they've got a hot ball club this year too. Then it's U. of Wisconsin basketball.

Yes, we're up front with sports and with the loyal audience this kind of programming attracts. Join our family of advertisers whose sales in Milwaukee continue to grow with WEMP."

*the station with the personality**

WEMP 5000 WATTS AT **1250**

Headley-Reed Company — Representatives

and in St. Louis it's **KWK** *5000 watts at* **1380**

"The CBS Television Network commands 6% larger average nighttime audiences than last year; 27% larger than the second network; 29% larger than the third*... reaches the largest audiences 5 out of 7 nights a week*... broadcasts 6 of the top 10 nighttime programs*... delivered 7 of the 10 biggest audiences for new program** premieres..."



You can draw any number of conclusions from the earliest reports on the new season, and each of them would make a delightful success story about the CBS Television Network.

You could say the audiences for the Network's programs are larger this year because the total television audience has grown.

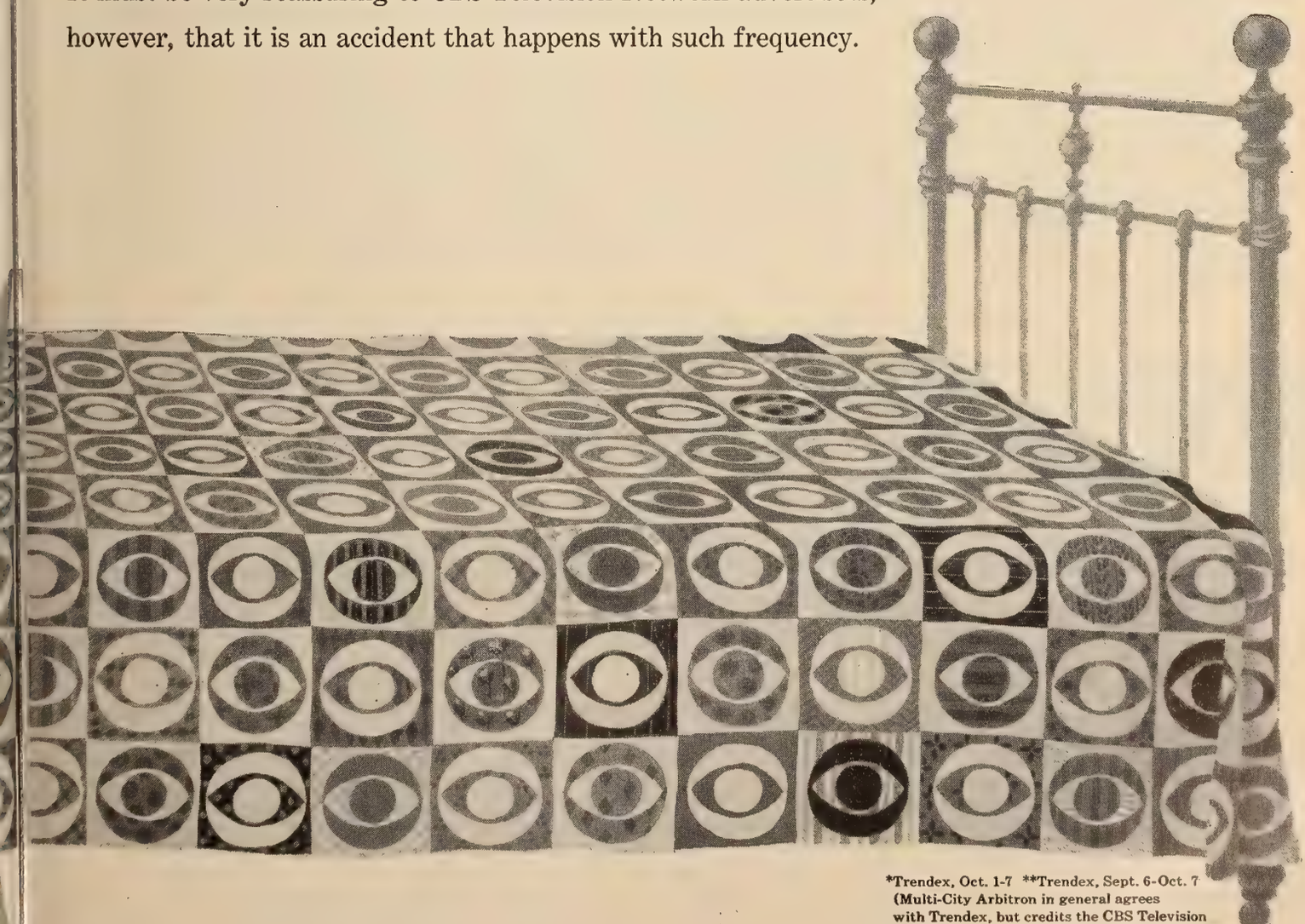
You could say the reports are the result of sound program planning coupled with an unprecedented drive to make the audience aware of the Network's program schedule.

You could say the Network is merely reaping the rewards of a long-established reputation for creative program leadership and that the audience tunes first to its programs out of sheer habit.

You could also say it is far too early in an intensely competitive season to spot a decisive trend in network leadership.

Or you can call it all a happy accident.

It must be very reassuring to CBS Television Network advertisers, however, that it is an accident that happens with such frequency.



*Trendex, Oct. 1-7 **Trendex, Sept. 6-Oct. 7
(Multi-City Arbitron in general agrees with Trendex, but credits the CBS Television Network with bigger audiences, bigger leads over other networks, and 7 of the top 10)

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

GAS STATIONS SALES
$149,867,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

the Petco Corp., which became Clark in 1954. He soon moved into Minnesota, Missouri, Illinois and other states, buying properties for service stations and storage terminals. Clark (Petco) acquired an oil refinery at Marrero, La. (New Orleans suburb), in 1943 and also a river towboat and barges to transport refined products to marine terminals. The company added the suburban-Chicago Blue Island refinery (located near the Calumet-Sag channel) in 1946. Within three years it had 100 stations in 28 communities.

The real growth took place, however, in 1954, with stations increased from 158 to 326 by year's end. Through acquisition and construction the total jumped to 367 by the end of 1955, 411 by 1956 and 480 by 1957, with the bulk in Wisconsin, Illinois, Minnesota and Missouri. It also got into crude oil production, buying directly from the owners of oil leases or from other producers. Today Clark sells its Clark's Super 100 gasoline at retail through its service stations and the remainder is sold at wholesale to other companies, jobbers, brokers, wholesalers and retailers; all premium gasoline comes from its Blue Island refinery (62% of its product is gasoline). Thus, Clark finds itself in the advantageous position of being able to retail all its own high octane gasoline production. It is now capable of turning out about 30,000 barrels per day and sells twice the industry average among the larger chains.

As many a motoring and home radio listener well knows, Clark claims to offer its Super 100 at a cost lower than that of five other premium brands in Chicago or Milwaukee. Motorists also know that they get Clark cash value stamps (a penny per gallon), with each filled book worth $1.10 in redemption value. They also know that no Clark station is apt to be loaded down with merchandising and other gimmicks but just courteous service and premium gasoline. Continuous high volume makes it possible for the company to sell its product a penny or two under that of the larger chains (34.9 cents in Milwaukee, or halfway between regular and ethyl prices for other gasolines).

Notwithstanding these economic considerations, Clark's breezy radio commercials probably are more responsible for bringing home-bound motorists into Clark stations than any other factor. After Mathisson & Assoc. inherited the Clark account a few short years ago, it got to work on a series of jingle commercials with variations on a common theme:

"Clark—Super—100 gasoline . . .
"Thousands say it's best.
"The largest selling independent gasoline.
"In . . . the middle west.
"Fill up . . . today; you'll know just what we mean.

"By Clark's . . . Super . . . 100 gasoline!"

The jingles are conceived with various musical motifs—western, the band march, the sliding trombones, the silky strings; they also are sometimes seasonal. The most recent jingle is called the "Days of the Week" series, keyed to what any listener might have on tap that day. Samples:

"It's Sunday!—It's Sunday! Why not take a drive?
"Or would you rather take a snooze?
"If you go for a drive, here's the smooth way to arrive.
"Be sure the gasoline you choose, is . . .
". . . Clark . . . Super . . . 100 gasoline . . ." (etc.) Or:
"It's Monday!—It's Monday! A week of work ahead.
"Now wouldn't you rather lie around and rest—Yes!
"If you drive your car to work, you can make its motor perk.
"With the gasoline that's best—May I suggest . . .
"Clark . . . Super . . . 100 gasoline," (etc.) Or still another:
"It's Saturday!—It's Saturday! . . . Today you've got it made,
"Or back to work would you rather go?—No!

"For performance at its peak, every day in the week,
"Get the gasoline—with oh-so-much go!
"Clark . . . Super . . . 100 gasoline," etc.

More recently Clark revamped its commercials to incorporate a new character, Frisby, in a straight-talk pitch built around the popularity of the jingle. A colleague wants to hear the jingle and is given only a few bars, with the tune abruptly cut off in dead air.

Taking the recent five-year period of Clark's greatest growth—and its heaviest utilization of radio as an advertising medium—the financial sheet of sales and income is an impressive one, though gasoline taxes have mounted, too. It recorded sales of $36,795,078 (less taxes of $3,620,413) in 1953, $43,516,457 (less $5,344,748) in 1954, $59,031,762 (less $8,730,895) in 1955, $77,730,690 (less $11,893,394) in 1956, and $88,046,780 (less $15,268,22) in 1957. Allowing for gasoline taxes, it has shown increasing sales registering $72 million in 1957. Its $10 million sales gain in 1957 over 1956 was partly offset by a drop in net income (after taxes) from $2,486,021 to $1,422,327, though total assets rose from $25,737,750 to $28,670,439.

A more recent report covering the first six months of 1958 showed a dip in both net sales and earnings, which the company ascribed to low prices on petroleum products, fewer shipments of distillate oils and non-recurring costs in connection with starting new Chicago refining units. It reported net income of $226,016 (equal to 16 cents a share) on common stock, compared with $692,461 for that period in 1957, and net sales of $34.6 million as against $36.3 million the first half of last year.

Clark paid dividends of 8% on common stock in 1956 and 1957 (2% quarterly), continuing this program because of the need for the reinvestment of earnings in capital expenditures. A total of 1,331,905 shares of common stock was the only class of stock outstanding as of Dec. 31, 1957—shares owned by 4,068 stockholders in 35 states and one foreign country (27,418 shares of common are reserved for employes'

MEET THE NEW

KFABULOUS

FARM DIRECTOR,

Bruce Davies



Bruce Davies, our new Farm Director, comes to KFAB from Chicago where he was Farm News Editor for Station WLS. Prior to that, he was well known in the Chicago area through his daily livestock market reports from the Chicago Stock Yards.

In addition to his daily radio broadcasts, Bruce wrote and narrated a special television market film known as the "Chicago Market Report," that was aired weekly on 42 TV stations in the Midwest. At the same time, he originated and aired a marketcast daily from the Stock Yards expressly for the Iowa Tall Corn Network.

The large segment of KFAB's audience, vitally interested in agriculture and livestock, makes Bruce's pertinent, informative farm commentary a daily listening habit.

KFAB OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER KMTV

Represented by EDWARD PETRY & CO., INC.

Serving all Chicagoland

WGN-TV and WGN-RADIO continue to give Chicago audiences programs of top quality . . . presented with the integrity that is the WGN way of doing business. The two programs listed at right and others scheduled for fall and winter have resulted from a sincere desire on the part of WGN-TV and WGN-RADIO to give Chicago better public service programming, such as the Northwestern Reviewing Stand, Faith of Our Fathers, and the many programs listed at the bottom of the opposite page. Ever-widening, loyal audiences guarantee the success of these programs.

WGN-TV

"TV Teachers' College"

- First program of its type.
- Presented through cooperation of the Chicago Board of Education.
- On the air 5 days a week...1/2 hour programs give in-service training for teachers.
- Provides college credit.

WGN-RADIO

"Illinois Opera Guild Talent Search"

- First concentrated effort to find the best opera talent in 5-state Chicagoland area.
- Fall program will present singers on an on-the-air contest, "live" from WGN-RADIO.
- Winner will receive a $1,000 prize awarded by Illinois Opera Guild.
- Music schools, conservatories, universities and colleges cooperating in search for those who "intend to pursue a serious musical career."



WGN and WGN-TV Chicago
441 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS

A few of the other regularly scheduled Public Service Programs include:

WGN-TV — *Faith of Our Fathers,* award winning religious program; *The Club House,* in cooperation with Chicago Boys Clubs; *Three Score and Then,* in cooperation with Evanston Junior League and Leading Universities; *Your Right to Say It,* in cooperation with Northwestern University; *RFD Chicagoland,* in cooperation with leading agricultural agencies.

WGN-RADIO — *Time to Reflect,* with leading Chicago clergymen; *Signal 10,* award winning safety program in cooperation with Indiana State Police; *Faith of Our Fathers,* from Rockefeller Memorial Chapel of the University of Chicago (separate program from TV); *Northwestern Reviewing Stand,* in cooperation with Northwestern University; *Magic of Music,* in cooperation with American Conservatory of Music; *Milking Time, Country Fair* and *Market Reports* for Midwest farmers in a five state area.



"F" follows Fads.

You can see at a glance.

The newer they are,

The deeper his trance.

If you're selling Hula Hoops or Propeller Beanies, KHJ Radio, Los Angeles, isn't for you. You want a station which programs for Fad Followers. To keep them interested one has continually to invent some new novelty. In broadcasting, the unfortunate result is a constant change in format.

While the programs have changed, KHJ Radio's objective has remained the same for more than 36 years: to produce results for our advertisers by appealing to stable, mature, buying adults. KHJ's "Foreground Sound" delivers audiences which extend the same loyal attention to both program and commercial.

Never underestimate the variety of tastes that make up America's 2nd market. Here is a medium programmed to satisfy them all (except Fad Followers).

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



stock options). Clark's net income per share of common in 1957 was $1.07.

Clark's only substantial long-term debt is a $4 million term loan approved by the First National Bank of Chicago on Dec. 26, 1956, and payable Jan. 1, 1962, with quarterly sinking fund payments of $250,000 beginning this past April. Advertising (radio) is included in "selling, administrative and general expenses" which amounted to $5,794,594 last year. Stockholders' equity was $14,442,658 and $10.84 per share of common stock at year's end.

The value of Clark stock is illustrated by current and previous quotations for local over-the-counter securities. As of last April 11, figures showed 13¾ bid and 15 asked; as of Sept. 9, the figures had jumped to 14¾ and 16. And the outlook is bright for the remainder of 1958, despite recession talk, because gasoline is necessarily a staple. Mr. Clark confidently expects to hit the $100 million sales mark by 1960. Says the company:

"More than ever in the post-war period, marketing is a challenging and difficult undertaking. Competition is intense and any company which is inefficent or relies on obsolete [retail marketing] methods or equipment will find it increasingly difficult to increase or even maintain sales volume."

Two years ago when Standard-Jersey bought out Pate Oil Co., Clark's arch-competitor, it grabbed, in effect, an extra estimated 22% of the market from the independents, leaving Clark to scratch with other indies for the remaining 17% of the gas business not sewed up by the larger oil chains. Utilizing no "obsolete" advertising medium, Clark looks as if it will still be around to take in its first $100 million in annual sales.

Texas Co. Shopping at Networks After Contractual Rift With CBS-TV

The Texas Co. (Texaco gasoline and other petroleum products), New York, stripped its gears at CBS-TV last week and was once again coasting around the tv networks shopping for new vehicles to carry its current advertising program.

In the process, CBS-TV has lost a program package that would have brought in more than $4 million in estimated billing. It was not certain last week, however, on what network Texas will underwrite its tv advertising; thus CBS-TV may still wind up with some of the billing.

Not clear was just what point or points kept Texas and CBS-TV apart. Cunningham & Walsh, agency for the Texas Co., said they failed to agree on "certain contractual matters." What was known: Texas did not approve the first hour-long show of a series titled *Man of the Hour* to be produced by Nat Hiken. In addition to eight *Man* programs, Texaco was considering three one-hour specials and sponsorship of the Cotton Bowl football game on New Year's Day.

It was learned that the Texas Co. now plans to go ahead with at least a few specials in the coming season (network undecided as of Thursday) with the Cotton Bowl sponsorship to be decided.

Bon Ami Countersuit Filed Against W&G

The maker of Jet Bon Ami turned a fine spray of legal rebuttal last week in the direction of Weiss & Geller Inc., hoping to wash out the breach of contract suit filed earlier this month by its former agency to recover past and future commissions in a million dollar barter tv campaign in about 35 markets through Guild Films Co. [ADVERTISERS & AGENCIES, Oct. 13].

Bon Ami, now under new management, contends the agency did not render service which entitled it to the commissions and allowed overcharging in the barter list, hence the commissions too. But these allegations are disputed by Weiss & Geller in a new affidavit filed with the court showing in detail services performed, overcharges adjusted and advice to client that it could have bought better time for less money with cash instead of barter.

The agency suit, filed in New York Supreme Court, seeks $115,000-plus for barter time and film production commissions. The agency contends it was fired by Bon Ami before the time allowed by contract.

The Bon Ami counterclaim asks $186,300-plus, including $150,000 "damages" suffered through what it describes as inept handling of the barter campaign and the remainder for commissions already paid the agency and which, Bon Ami says, the agency actually did not earn.

Bon Ami holds that the agency contract was invalid because it was improperly negotiated by the corporate secretary under prior management. The agency contends the contract is valid until at least June 5, 1959.

The Bon Ami counterclaim further alleges "upon information and belief" that Max Geller, president of Weiss & Geller, and an unidentified "Howard Lawn" sought to purchase Bon Ami at about the time Weiss & Geller was retained. The Bon Ami response charges the pair took an option and then forfeited the option when the purchase was not concluded. Bon Ami states Mr. Geller about this time became a director of United Dye & Chemical Corp. (now Chemoil Industries Inc.), which at that time was the parent firm of Bon Ami.

"Upon information and belief," Bon Ami charges that the agreement alleged between Bon Ami and the agency which "was born out of these facts and circumstances and as a consequence thereof . . . was fraudulently conceived and is therefore wholly void and without any consideration whatsoever."

Dr. Geller categorically denied Bon Ami's charges in a statement Friday morning. He said he never alone or in association with anyone at any time took an option to buy Bon Ami, paid money for same or forfeited any option. He also said "the issue here is not merely to determine the legal scope of agency commissions . . . but of deciding here and now whether agencies are to be accorded the responsibility and dignity due them as established business organizations. It's time someone protested the shabby treat-



plus selling . . .

On the *surface* many representative organizations appear the same.

It is when you go deep down within the structure of a firm that you find the *special power* that enables an organization to consistantly come up with extra sales.

Here this plus selling factor consists of the group of *Working Partners* who started H-R, and who are still *charting the course* of this firm, and a carefully selected *crew* of sales-seasoned veterans who know how to *navigate the channels* in which purchases of time are being made. It is this *extra depth* of presentation experience and background that gives us the *power to emerge* with extra orders for our stations even when the going is rough.

FRANK HEADLEY, President
DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President
PAUL WEEKS, Vice-President

"We always send a man to do a man's job"

RADIO H-R TELEVISION
REPRESENTATIVES, INC.

NEW YORK
CHICAGO
HOLLYWOOD
SAN FRANCISCO
DALLAS
DETROIT
ATLANTA
HOUSTON
NEW ORLEANS



a new force in

WLOS-TV offers the *only* unduplicated network coverage of the Asheville-Greenville-Spartanburg market. And WLOS-TV delivers tremendous coverage from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

Now, with WTVJ's purchase of WLOS-TV, you get the same skilled, aggressive, and experienced management that has kept WTVJ first in South Florida for 10 years. Watch WLOS-TV — a new force in Southeastern TV!

southeastern TV...

a major market commanding national attention

425,360 TV homes in 62 counties of six states are delivered by just one station — WLOS-

This immense market deserves your attention as a top buy on any TV schedule!

(Data from NCS #3)



WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southern Representatives: James S. Ayers Co.

ment of agencies as whipping boys and doormats . . ."

As a basis for asking $150,000 damages in its counterclaim, Bon Ami charged before the court: Weiss & Geller's services in connection with the Bon Ami advertising programs and requirements "were entirely ineffective and unsatisfactory." Bon Ami claims Weiss & Geller "failed to formulate advertising programs suitable to defendant's needs, overcharged defendant for miscellaneous services, failed to contract for television time requested by defendant although plaintiff had represented that it had contracted for same, and failed to examine the schedules of barter tv time spots furnished by Guild Films Co., and the charges made therefore to the extent that defendant has been subjected to overcharges which in turn led to excessive billings by plaintiff for commissions on this time."

Meanwhile, Weiss & Geller put new light on its position last week in an affidavit filed with the court in opposition to Bon Ami's motion for an order to vacate a writ of attachment issued by the court Sept. 25 freezing certain Bon Ami bank deposits in Manhattan. The agency's media director, Max Tendrich, asserts in the affidavit that Bon Ami in fact did approve the barter time commissions in dispute as well as additional billings for services and materials rendered to Bon Ami "at its specific request."

The affidavit noted that when the agency signed to represent Bon Ami under a contract dated Feb. 5 of this year "it found defendant's advertising and financial affairs in serious difficulty. The defendant was in default for two months in its payment to Guild Films Co., as required under its contract. Moreover, the defendant had no funds available for the preparation and acquisition of advertising via other media."

Mr. Tendrich's statement to the court explained that the Feb. 5 contract acknowledged Weiss & Geller was entitled to 15% commission on barter tv time but that this policy was not initiated with this agreement. He explained "it is the same method of compensation" as Bon Ami used with the predecessor agency, Erwin Wasey, Ruthrauff & Ryan. "This latter agency was paid at the rate of 17.65% of the cost" to Bon Ami "of the said barter tv time controlled by defendant as advertising compensation."

As to Bon Ami's charge that Weiss & Geller rendered no service or ineffective service in connection with the barter campaign and allowed overcharges, the agency's affidavit presented exhibits of letters and agency-client conference reports held to show that the agency (1) analyzed the current sales situation of Bon Ami, (2) formulated complete marketing plans for the future, (3) analyzed the available barter tv time with a view toward choosing those time spots which would be most beneficial to defendant, (4) negotiated on many occasions directly with Guild Films for the right to receive better tv spots, (5) made frequent trips directly to tv stations airing the barter spots, (6) obtained merchandising support from barter tv stations although such practice is unusual, (7) submitted to Bon Ami timely memoranda covering all of these activities and (9) found overcharges in the schedules "which it called to the attention" of both Bon Ami and Guild Films and "which overcharges were subsequently adjusted."

Also among the exhibits filed with the court is a memorandum from the Bon Ami account group to Dr. Geller recounting his personal efforts in renegotiating the Guild Films contract "to Bon Ami's benefit" through reduction of the barter tv obligations from $40,000 monthly for five years to $2,000 monthly for one year.

Another exhibit the agency filed with the court was a letter by Mr. Tendrich to Bon Ami dated June 12 purporting to show an overcharge on barter billings during April for Youngstown, Ohio. The letter said the invoice of $1,029.08 should be $952. It also noted that if the time had been purchased "through normal channels" it would have cost $450.

WXIX (TV) Not on Barter List

In the list of 35 barter stations published last week (ADVERTISERS & AGENCIES, Oct. 13) WXIX (TV) Milwaukee was erroneously identified as one of the outlets claimed to be lined up for the Guild-Bon Ami contract. Milwaukee station listed in the court exhibit should have been WITI-TV Milwaukee.

NBC, BBDO CHART COLOR MARKET

- **Colortown report finds it well-heeled, influential**
- **Study seeks to stimulate both advertisers and public**

Profiling color tv set owners as a market of influentials, albeit limited in number, NBC-TV and BBDO last week gave wing to a new campaign on behalf of the multi-hued medium. The object: to evaluate the market for a wide variety of advertisers and to stimulate interest among advertisers and the public alike.

The profile is documented in the first formal report by the network and agency in their continuing joint "Colortown, USA" project, conducted for more than 3½ years at an estimated shared cost of $100,000 [CLOSED CIRCUIT, Oct. 13].

Findings were reviewed at a news conference in New York last week by Hugh M. Beville, vice president, NBC planning and research, and Ben Gadalecia, vice president of research for BBDO. They include:

• Color set owners are in the higher income brackets. Of color owners, 65% have incomes over $7,500 contrasted to 17% of the cross-section panel. Out of every 10 color set owners, four have annual incomes of $10,000 or more, and eight also own their own homes (primarily single-family).

Note the report authors: "This fact [home-ownership], which of itself reflects higher income, makes the color set owner a prime prospect for a wide variety of goods and services."

• They are more eager to try new products. Half of the color receiver owners said they like to try new products as soon as they come on the market. But 62% of the black-and-white owners (control cross-section sample made up of 4,000 families) said they liked to wait until others had experience with the products.

• First-time color set buyers are pretty much the "same kind of people" who first bought monochrome sets. In checking out set owners, interviewers found 37% of color owners bought their first tv sets in 1948 or even before, contrasted to only 15% of black-and-white owners. By 1951 (breakthrough year in monochrome sales), 72% of the owners already owned receivers.

• Color owners are better educated than average citizens. Ratio of college graduates or some college training was 4 out of 10 for color owners. Half of the household heads work in executive capacities, are professionals or own their businesses.

• Color set owners are important sources of "personal influence." They are more active in the community, entertain and are entertained more, belong to more social clubs than black-and-white set owners and are twice as likely to belong to a civic or social service group and take active part in political groups and volunteer groups.

• The color set owners are "enthusiastic" about color tv, 90% checking off the first answer when asked if they rated their enjoyment as "very much, fairly well or very little." Additionally, 99% say their sets perform as well as or better than expected.

According to the report's authors, the purpose of the study in the "early stage of color tv penetration" (estimates vary but it is reported that 320,000 color sets were in circulation as of July 1) was "to determine whether or not there were distinguishing characteristics which set these first buyers apart from their fellows."

HIDDEN CITY

What and where is Colortown?

It really exists, says NBC-TV and BBDO executives, but its identity is not being revealed in fear of special promotions warping network-agency intentions. Colortown is a "respectably-sized" city with over 200,000 population, ranking in the top 50 markets and located "somewhere in the Midwest." It has three tv stations telecasting color, including an NBC affiliate, a CBS affiliate and an independent outlet. If any other stations are in the market they are not color-equipped. The CBS affiliate programs only network color, the NBC outlet—both network and locally-originated color, the independent—some local color. Apparently the color set count is not high because researchers had to comb dealer and distributor lists for color owners to build a color tv family panel to an acceptable 328 from which to compare findings against a 4,000 family probability sample base (a control group of monochrome set owners).



Up a tree about Christmas programming?

Here's an outstanding collection of original scripts and the world's finest secular and traditional religious music in one complete low-cost package . . . it's

SESAC's SPIRIT OF CHRISTMAS SERIES

You'll receive 13 quarter-hour scripts which have a fresh approach to Christmas programming. As a bonus there are three additional 15 minute kiddie-holiday shows making a total of 16 script shows with strong listener appeal.

A CHRISTMAS FABLE
A WORLD OF CHRISTMAS TRADITIONS
THE MUSIC OF CHRISTMAS
FROM ST. NICK TO SANTA
TWELFTH NIGHT
THE CHRISTMAS TREE
A CHRISTMAS FEAST
THE CHRISTMAS ROOM
THE SONGS OF CHRISTMAS
AN OLD FASHIONED CHRISTMAS
CHRISTMAS IN AMERICA
DECK THE HALLS
CHRISTMAS GREETINGS
SYMBOLS OF CHRISTMAS
A TREE FOR SUZY
THE CHRISTMAS SPIRIT

Featuring traditional carols, hymns, and other religious selections and popular classical favorites performed by:

TRINITY CHOIR OF ST. PAUL'S CHAPEL
ALFREDO ANTONINI AND HIS ORCHESTRA
WILLIAM WIRGES AT THE CONSOLE
NEW WORLD SYMPHONY ORCHESTRA
THE CRUSADERS QUARTET
CHOIR GIRL TRIO
CARILLON AND ORGAN

SESAC's "Spirit of Christmas" series will make holiday programming easier and more rewarding. In addition to the 13 basic scripts and the 3 bonus children's scripts, there are over 100 superb selections from the SESAC Transcribed Library . . . recorded on high-fidelity 16-inch ET's. Wonderful Christmas programming on both adult and children's listening level.

Complete Package...$49.50

For sample show, or to order now—

MAIL ATTACHED COUPON

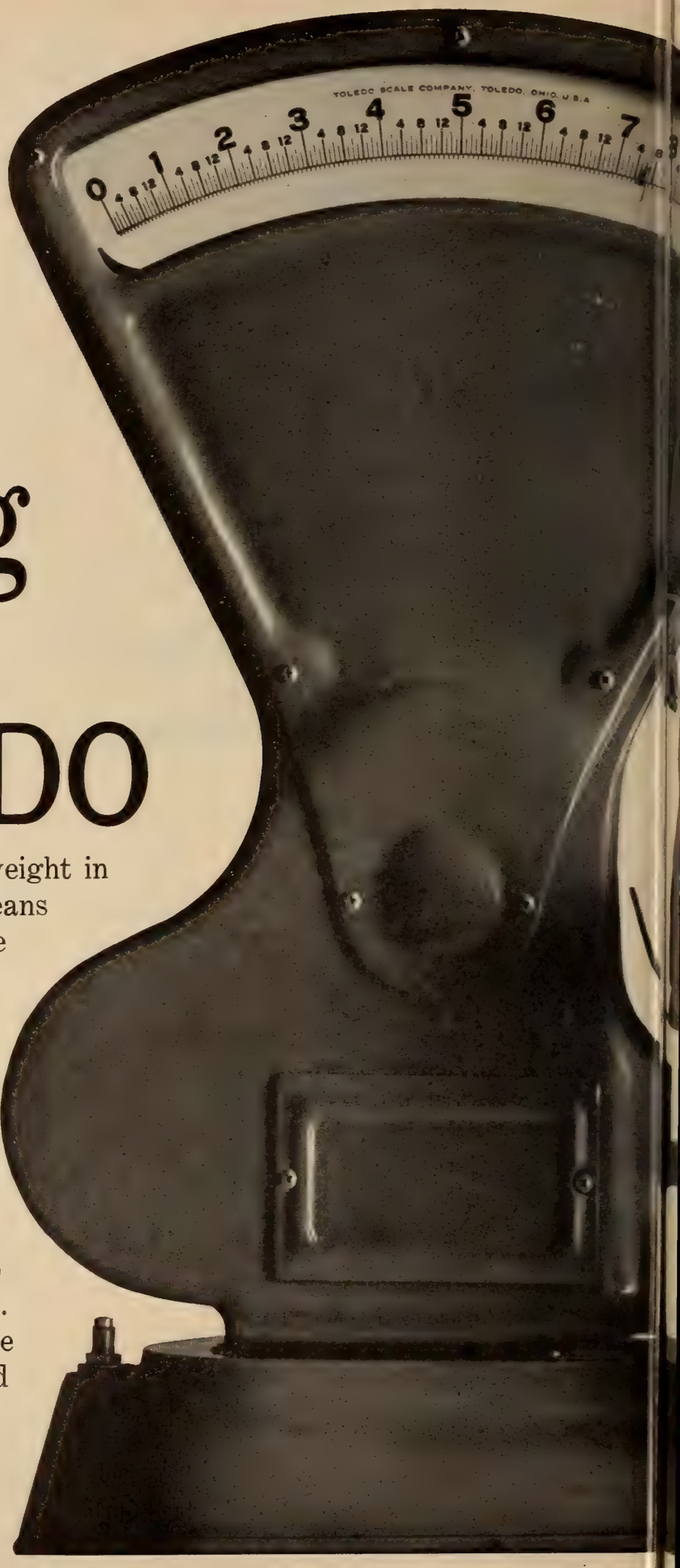
SESAC INC. The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.
Gentlemen:

( ) Kindly enter my order (check enclosed) for SESAC's "Spirit of Christmas" series at $49.50 complete.

( ) Send me audition disc and script. I understand there will be no charge if I return both to SESAC within 30 days in the event I do not wish to order the series

Name & Title .....
Call Letters .....
Address .....
City ..... Zone ..... State .....



We're weighing in in TOLEDO

ABC Television's adding still more weight in Ohio! Now we're in Toledo—which means we have *seven** live affiliates in the Buckeye State alone. Sunday, October 26, is the day we'll be officially opening WSPD, Channel 13. With the addition of Toledo, ABC-TV advertisers will be reaching another 330,300 homes . . . in a booming market with an effective buying income of over one billion dollars. It raises ABC Television's total line-up of major affiliates to a spanking 86. And gives the network 85.2% coverage of the U. S.—94.9% if you count delayed broadcasts. Let ABC-TV throw its weight behind <u>your</u> product!

*Akron, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Youngstown.



You get them at the

GET AGE on ***abc-tv***

TV NETWORKS RING TILL LOUDEST FOR Y&R IN FIRST HALF OF 1958

Young & Rubicam, J. Walter Thompson Co. and Ted Bates & Co. ran 1-2-3 in volume of gross time billings placed with the three television networks during the first six months of 1958.

This ranking was shown last week in an analysis prepared by researchers generally acknowledged as competent but who asked for anonymity. The study was based on figures compiled by LNA-BAR for its subscribers.

A total of 109 agencies placed network time during the six-month period, according to the analysis.

It breaks down the gross time billings placed by each agency on each network. It does not include expenditures for talent and production.

No. 1 agency on ABC-TV in terms of gross time billings was Young & Rubicam, followed by Grant Adv. and McCann-Erickson. On CBS-TV the leaders were Bates, BBDO and Y&R. The top three on NBC-TV were Thompson, Dancer-Fitzgerald-Sample and Benton & Bowles.

The complete list (in thousand dollar units) follows:

Rank	AGENCY	Gross Billings (Add $000)	ABC	CBS	NBC
1	YOUNG & RUBICAM	$ 26,174	$ 6,827	$ 11,327	$ 8,020
2	J. WALTER THOMPSON	24,941	3,255	8,336	13,350
3	TED BATES & CO.	23,060	1,280	17,307	4,473
4	BENTON & BOWLES	18,053	488	8,458	9,107
5	BBDO	17,865	855	12,216	4,794
6	DANCER-FITZGERALD-SAMPLE	14,739	2,766	2,412	9,561
7	LEO BURNETT CO.	14,464	2,954	11,166	344
8	MC CANN-ERICKSON	13,872	3,531	5,614	4,727
9	WILLIAM ESTY CO.	7,761	1,374	4,774	1,613
10	COMPTON ADV.	7,574	774	4,650	2,150
11	KENYON & ECKHARDT	6,262	1,274	1,547	3,441
12	GRANT ADV.	6,125	5,603	464	58
13	FOOTE, CONE & BELDING	5,339	101	2,706	2,532
14	LENNEN & NEWELL	5,034	125	3,250	1,659
15	CAMPBELL EWALD	5,028	1,554	550	2,924
16	PARKSON ADV. AGENCY	4,974	———	1,518	3,456
17	SULLIVAN, STAUFFER, COLWELL & BAYLES	4,888	76	497	4,315
18	NORTH ADV.	4,036	———	1,964	2,072
19	BRYAN HOUSTON	3,491	———	3,491	———
20	NEEDHAM, LOUIS & BRORBY	3,455	———	310	3,145
21	N.W. AYER & SON	3,359	1,076	298	1,985
22	CAMPBELL-MITHUN	2,950	———	2,394	556
23	MAXON INC.	2,912	———	532	2,380
24	GEOFFREY WADE ADV.	2,752	1,570	———	1,182
25	GREY ADV.	2,578	761	———	1,817
26	WARWICK & LEGLER	2,438	———	2,438	———
27	TATHAM-LAIRD	2,437	958	541	938
28	D. P. BROTHER & CO.	2,284	686	1,252	346
29	ERWIN WASEY, RUTH-RAUFF & RYAN	2,238	———	1,834	404
30	MAC MANUS, JOHN & ADAMS	2,045	———	246	1,799
31	REACH, MC CLINTON & CO.	1,975	———	1,975	———
32	GARDNER ADV.	1,960	663	1,297	———
33	KUDNER AGENCY	1,947	1,052	———	895
34	GUILD, BASCOMB & BONFIGLI	1,856	1,856	———	———
35	EDWARD H. WEISS	1,840	———	1,744	96
36	DOYLE DANE BERNBACH	1,786	———	137	1,649
37	RAYMOND SPECTOR CO.	1,654	———	———	1,654
38	WHERRY, BAKER & TILDEN	1,562	———	1,562	———
39	FULLER & SMITH & ROSS	1,542	———	812	730
40	DOHERTY, CLIFFORD, STEERS & SHENFIELD	1,468	459	344	665
41	NORMAN, CRAIG & KUMMEL	1,359	———	———	1,359
42	OGILVY, BENSON & MATHER	1,227	822	405	———
43	FLETCHER D. RICHARDS	1,137	1,137	———	———
44	C. L. MILLER CO.	1,025	———	———	1,025
45	KNOX REEVES ADV.	1,006	936	49	21
46	C. J. LA ROCHE & CO.	941	596	———	345
47	CUNNINGHAM & WALSH	934	———	819	115
48	HENRY EISEN	898	898	———	———
49	D'ARCY ADV.	875	35	814	26
50	SWEENEY & JAMES	851	851	———	———
51	CLINTON E. FRANK	807	807	———	———
52	ANDERSON-MC CONNELL, ADV.	787	666	———	121
53	PECK ADV. AGENCY	664	———	105	559
54	J. M. MATHES	644	134	169	341
55	WALTER F. BENNETT & CO.	529	529	———	———
56	PRODUCT SERVICES	501	———	———	501
57	MATHISSON & ASSOC.	469	469	———	———
58	MORSE INTERNATIONAL	429	———	429	———
59	DONAHUE & COE	428	428	———	———
60	EMIL MOGUL CO.	425	———	———	425
61	HICKS & GREIST	421	———	———	421
62	LAWRENCE C. GUMBINNER ADV.	407	407	———	———
63	WESLEY ASSOC.	362	17	289	56
64	RUSSELL M. SEEDS	345	———	———	345
65	GORDON BEST CO.	295	———	290	5
66	JOHN W. SHAW ADV.	295	———	———	295
67	RICHARD K. MANOFF	267	138	———	129
68	DOREMUS ESHELMAN	244	———	———	244
69	PERRIN-PAUS CO.	232	———	———	232
70	CRAMER-KRASSELT CO.	220	———	———	220
71	BUCHANAN & CO.	203	203	———	———
72	GEORGE H. HARTMAN CO.	199	199	———	———
73	LAMBERT & FEASLEY	186	———	———	186
74	HONIG-COOPER CO.	185	———	———	185
75	EARLE LUDGIN & CO.	167	———	167	———
76	W. B. DONER & CO.	159	———	———	159
77	COHEN & ALESHIRE	155	———	———	155
78	THE JOSEPH KATZ CO.	154	———	154	———
79	BOZELL & JACOBS	145	———	145	———
80	FAIRFAX INC.	144	———	———	144
81	H. B. HUMPHREY, ALLEY & RICHARDS	140	———	———	140
82	CARSON-ROBERTS	136	136	———	———
83	HENRI, HURST & MC DONALD	128	87	———	41
84	EVANS & ASSOC.	125	125	———	———
85	FITZGERALD ADV.	108	———	———	108
86	LYNN BAKER INC.	101	———	101	———
87	GARFIELD LINN CO.	87	———	———	87
88	BOTSFORD, CONSTANTINE & GARDNER	70	———	———	70
89	SACKHEIM, MAXWELL & CO.	69	———	———	69
90	LANG, FISHER & STASHOWER	56	———	———	56
91	PARIS & PEART	49	49	———	———
92	HAROLD CABOT CO.	48	———	———	48
93	ZIMMER, KELLER & CALVERT	44	———	44	———
94	BIRMINGHAM, CASTLEMAN, PIERCE	43	———	———	43
95	L. W. FROHLICH & CO.	43	———	43	———
96	BADGER & BROWNING & PARCKEER	28	———	———	28
97	JAMES S. BEATTIE ADV. AGENCY	26	26	———	———
98	GORE SMITH GREENLAND INC.	24	———	———	24
99	HOLST & MALE	19	———	———	19
100	OLIAN & BRONNER	15	———	———	15
101	MAC DONALD-COOK	14	———	———	14
102	MUENCH C. WENDEL & CO.	10	———	———	10
103	WAYNE, TUCKER & CO.	7	———	7	———
104	STORM ADV. CO.	6	———	———	6
105	SUTHERLAND ABBOTT	6	———	———	6
106	HOCKADAY ASSN.	5	———	———	5
107	LUSTIG ADV.	3	———	———	3
108	JEROME O'LEARY ADV.	3	———	———	3
109	SMITH GREENLAND CO.	3	———	———	3
	TOTAL	$283,071	$51,618	$124,047	$107,406
	%	100.0	18.2	43.8	38.0

DOMINATE



TAMPA-ST. PETERSBURG

. . . market on the move!

Tampa-St. Petersburg is now one of the nation's top markets — 30th in retail sales, 29th in drug sales, 27th in automotive sales! And you dominate this growing, industrialized market with WTVT — first in total share of audience, 10 of the 15 top-rated shows, and first in news, sports, and local programs!

(Data from Sales Management and June ARB)

CBS
CHANNEL 13

Station on the move

WTVT

TAMPA-ST. PETERSBURG

See your Katz man

RCA STEREOCAST POINTS UP TREND

More national advertisers and their agencies are giving attention to stereophonic broadcasting—through the fm sound of television along with am radio.

Several are buying the idea, giving an immediate boost, to agency broadcast billing and breathing more entertainment program life back into network radio via the team act with sister network tv.

Certain agency authorities see in this trend a possible new avenue of entertainment for the U. S. audience using both broadcast facilities.

Latest advertiser to make the stereophonic plunge (and buying network radio to do it) is RCA through its agency, Kenyon & Eckhardt, New York, and in typical RCA fashion, this sponsor will enter in a grand way tomorrow night (Oct. 21) on the *George Gobel Show* (NBC-TV, 8-9 p.m.).

Another national advertiser—American Telephone & Telegraph—after the first of next year may sponsor a stereophonic broadcast, and it, too, would have to add a network radio purchase for the program. AT&T, through N. W. Ayer, is underwriting four one-hour tv specials to start in January, one of these being the possible stereophonic broadcast which would be on NBC radio as well as NBC-TV on which the specials have been placed.

Plymouth Div. of Chrysler Corp. started stereocasting *The Plymouth Show, Starring Lawrence Welk* on ABC-TV and (on ABC Radio) in five cities on Sept. 10, later extending the am simultaneous transmission to seven cities and on Oct. 1 had added 75 cities through the network's facilities. In Plymouth's case, however, the radio lineup (it uses the entire ABC Radio list of affiliates for the program) exceeds the telecast. Grant Adv. is the agency.

• NBC has used fm and am radio to demonstrate stereophonic broadcasting on *Telephone Hour* and *Bert Parks' Bandstand* on July 1 and July 14, respectively, and numerous fm-am stereo broadcasts have been conducted and are on the air now throughout the U. S. through local radio facilities.

RCA corporate services as an advertiser has merged two distinct and important consumer products in its stereophonic promotion via *Gobel*. RCA is selling color television and stereophonic equipment and discs.

A result of about seven months of planning by RCA and K&E, the promotion that encompasses a full tv network, radio network, a national magazine *(Tv Guide)* and dealers throughout the country, the special show ought to draw 40-50 million people, a wide audience for the manufacturer of color television and stereophonic sets and stereophonic discs.

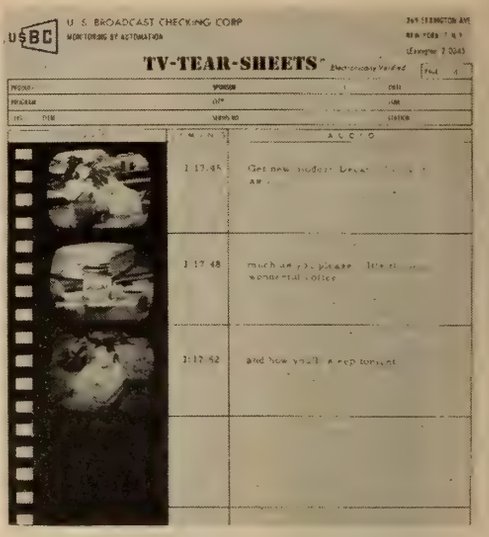
As part of the show, George Gobel and dancers will "freeze" for about one minute at the scene portrayed in a photograph contained in the Oct. 18 *Tv Guide* advertisement gatefold. It's estimated nearly 7 million families will have copies and will be asked at that time to place the color photograph over the bottom half of their 21-inch monochrome tv screen. The ad placed against the screen will show the contrast of color.

It is believed that RCA will obtain the largest audience in history for the stereophonic sound demonstration. The stereocast will be available to 109 cities (also in monaural sound on tv alone in some 40 cities and on radio alone in about 80 cities).

From the studio in Burbank, Calif., one set of sound signals picked up by a microphone on one side of the stage will be transmitted over the tv audio (fm) channel; another set picked up by another mike at the opposite side of the stage will be carried separately over the radio sound (am) channel. When heard in combination, with the viewer placing his am radio about eight feet to the right of the tv set, the program has a stereo effect. To assure simultaneous reception, special high-speed radio lines were installed parallel to the route of the tv lines.

RCA sought wide advance exposure of the "color-stereo" broadcast. Plugs were placed on both tv and radio network programs, *Tv Guide,* tv spots and certain ads mentioned the program, RCA's tv commercials on other network shows referred to it, while NBC sent out air promotion kits, *Monitor* on NBC Radio ran tapes featuring Mr. Gobel this past weekend and newspaper advertising backed the campaign. *(Tv Guide,* for example, supported the simulcast with full page advertisements in the *New York Times,* the *Chicago Tribune* and the *Los Angeles Times,* RCA taking tune-in ads in all Trendex cities to acquaint viewers with the show.)

Will RCA repeat this super-promotion? RCA and K&E officials admit they may—if this one gets standout reaction among dealers (dealers throughout the country are to hold "Gobel parties" that night in showrooms, rented halls and even in tv studios).



THE *new monitoring system developed by U.S. Broadcast Checking Corp., which employs automation, shows the video portion of a commercial, time and audio script.*

Automated Monitoring Offered by New Firm

The establishment of a radio-tv monitoring service, supported by a group of advertising agency and advertiser executives, was announced last week by Allan Goldenthal, president of the new U.S. Broadcast Checking Corp., New York, who called the system "foolproof."

Mr. Goldenthal said that the monitoring system is "low-cost" and automatic and is being backed financially by a group of executives, including Brown Bolte, president of Sullivan, Stauffer, Colwell & Bayles, New York, and William Lasdon, a director of the Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., whom he de-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week runs Saturday through Friday, with questions on the basis of "yesterday." Thus, the "Activity" week is Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 3-Oct. 9. This is how they spent their time:

72.8%	(91,558,000) spent	1,901.6 million hours†	WATCHING TELEVISION
58.0%	(72,944,000) spent	1,079.6 million hours	LISTENING TO RADIO
83.4%	(104,889,000) spent	421.7 million hours	READING NEWSPAPERS
33.8%	(42,509,000) spent	194.8 million hours	READING MAGAZINES
26.2%	(32,951,000) spent	408.9 million hours	WATCHING MOVIES ON TV
26.4%	(33,184,000) spent	137.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.



Only WCCO Radio delivers...

MORE LISTENERS in the rural Northwest than all other Minneapolis-St. Paul stations combined! †

MORE MARKET . . . 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of $1.7 billion.

MORE ACCEPTANCE through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week. Audience in vast Northwest beyond Twin Cities Metro Area

scribed as "major stockholders." He acknowledged that other executives have invested in the company but said they have not authorized disclosure of their names at this time.

The system is called "monitoring by automation," and, according to Mr. Goldenthal, involves electronic equipment, capable of photographing, recording and reproducing tv and radio programs, especially commercials, on a round-the-clock basis. Clients will receive the patented "tear sheet" (see accompanying photo) which lists commercial times, a 35 mm photo of the tv scene, and the audio script.

Mr. Goldenthal said the system now is available in the New York area and within two weeks will be offered in Buffalo, Dallas, Kansas City, Pittsburgh, Los Angeles, Cincinnati, Baltimore and Denver. He added that coverage in 50 markets is planned by Jan. 1, 1959.

Among the clients already signed for the service, Mr. Goldenthal said, are Ted Bates & Co., Sullivan, Stauffer, Colwell & Bayles, Pittsburgh Plate Glass Co., Allied Chemical & Dye Corp. and Vanderbilt Tire Co.

The basic cost is $10 for monitoring a one-minute tv commercial, including a four-page "tv tear sheet," with reduction for quantity orders. The system permits production of a tear sheet for a tv commercial within a half hour of actual showing in New York, Mr. Goldenthal said.

Mr. Bolte explained that he has invested in the new organization because he feels "it is going to provide an excellent service which the industry sorely needs."

Curt Stahl, an electronics engineer who has been associated with the Atomic Energy Commission, developed "monitoring by automation" and is vice president of USBC. Carl Getchell, previously with the sales staff of WRCA-TV New York, is secretary and sales manager of the company.

USBC maintains offices and studios at 369 Lexington Ave., New York; the telephone number is Lexington 2-0345.

Kudner Gives Staff Bonus Limit Despite Loss of Buick Business

Employes of Kudner Adv., New York, were advised last week by C. M. Rohrabaugh, president, that for this fiscal year the Kudner Profit Sharing Plan would deposit to each employe member of the plan the maximum legal limit of 15% of the employe's base pay, plus interest earned on all holdings in the fund. The plan has been in effect for 15 years. In addition, Mr. Rohrabaugh said, the company will distribute the usual cash bonus at Christmas.

Mr. Rohrabaugh said the company's billing now totals $18 million, as compared with about $45 million a year ago when the Buick account and other portions of General Motors' business were at the agency. He pointed out, however, that Kudner late this year acquired the Intercontinental Hotel Corp. and Old Grand-Dad 86 (bourbon) business, and that plans for the 1959 advertising programs of clients indicate "increased appropriations in almost every case, promising a good year ahead for the agency."

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

NBC-TV

Oct. 20-24, 27-29 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Oct. 20, 27 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Oct. 20, 27 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Oct. 21 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Oct. 22, 29 (8:30-9 p.m.) *Price Is Right,* Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 22, 29 (9-9:30 p.m.) *Kraft Music Hall,* Kraft Foods through J. Walter Thompson.

Oct. 23 (8-9 p.m.) *Bell Telephone Science Series,* Bell Telephone through N. W. Ayer.

Oct. 23 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Oct. 24 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA Victor through Kenyon & Eckhardt.

Oct. 25 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Oct. 26 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Oct. 26 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey Adv.

Oct. 26 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Oct. 27-29 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Oct. 28 (8-9 p.m.) *Eddie Fisher Show,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Joseph Katz, 70, Dies in Baltimore

Joseph Katz, 70, veteran advertising executive and station owner, died Monday (Oct. 13) in his hometown of Baltimore. He had suffered from a heart ailment.



MR. KATZ

Mr. Katz had headed his own Baltimore - New York agency since 1920 and was majority owner of WWDC-AM-FM Washington and WMBR - AM - FM Jacksonville, Fla. He was president of the Maryland Advertising Council when the state legislature banned advertising taxes earlier this year [ADVERTISERS & AGENCIES, March 10]. The council had fought Baltimore city taxes on advertising.

Recipient of countless awards, Mr. Katz received the Advertising Club of Baltimore's Civic Award Medallion as "man of the year" in 1950, the first advertising man so honored. During his lifetime Mr. Katz was active in civic and professional groups, serving as chairman of National Flag Week and handling publicity for Democratic party campaigns. Among the more than 25 Katz agency clients: WITH Baltimore, WLEE Richmond, WXEX-TV Petersburg, Va., the Baltimore Sunpapers and their tv outlet WMAR-TV, American Oil Co., and the Universal Sewing Machine Co.

Mr. Katz was born in Zagera, Lithuania, June 24, 1888, coming to this country three years later, and was educated in the Baltimore public schools. Founder of the East Baltimore Boys, composed of successful men who had risen above poverty-surrounded beginnings, he liked to recall his simple background and his hatred of big words. Still, he was a friend of the late Baltimore language expert and journalist Henry L. Mencken, and was acknowledged as a writer himself.

Only last month in BROADCASTING [MONDAY MEMO, Sept. 15] Mr. Katz wrote: "Compare the writing in the magazines with writing for television. If these radio and tv writers tried to write fiction, they couldn't get $100 for a story. . . . The art of the story teller, the skill of the fiction writer, have a rich field in radio commercials. They haven't been employed enough."

Mr. Katz is survived by his wife, Kate, whom he married in 1912; and their children, Mrs. Ben Strouse, wife of the president of WWDC-AM-FM and WMBR-AM-FM; Leslie Katz, author, and Richard Katz, pianist and arranger.

Citrus Group Hikes Ad Budget, Includes Merchandising Program

The Florida Citrus Commission at its Wednesday (Oct. 15) meeting announced plans for a $1.5 million merchandising campaign. This supplements the tv-oriented advertising program, originally set at $3 million [ADVERTISERS & AGENCIES, Sept. 22] to which the organization has decided to add $700,000 due to estimates of a heavier crop than anticipated.

More than 50 field men have been employed by the commission throughout the country to promote in-store activity in behalf of fresh and processed citrus products. Chairman J. R. Graves said that threatened overproduction within the next two or three years must be met with "sound and orderly planning in the field of advertising, merchandising, research and quality standards."

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



Radio is mightier than ever...but there's a mighty big difference in stations!

Radio's strength lies in talking frequently, economically and persuasively with masses of people . . . and in this it is mightier than ever. But to realize its full strength you must make use of the difference between ordinary and *great* stations.

The difference is big. *Great* radio stations stand out by their investments in top facilities and personnel. Their production is professional, their programming expert . . . covering *all* listener interests. Their responsible management will not permit their call letters to be associated with pitchmen, questionable commercials, carnival gimmicks, shoddy giveaways, triple spots.

Great stations build huge and loyal audiences for themselves and for their advertisers. They produce results.

Listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of more than 3,000 now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

Call the nearest Christal office for information, documented by Alfred Politz Research, showing how the strategy of The Nation's Voice can help solve your particular sales problem.

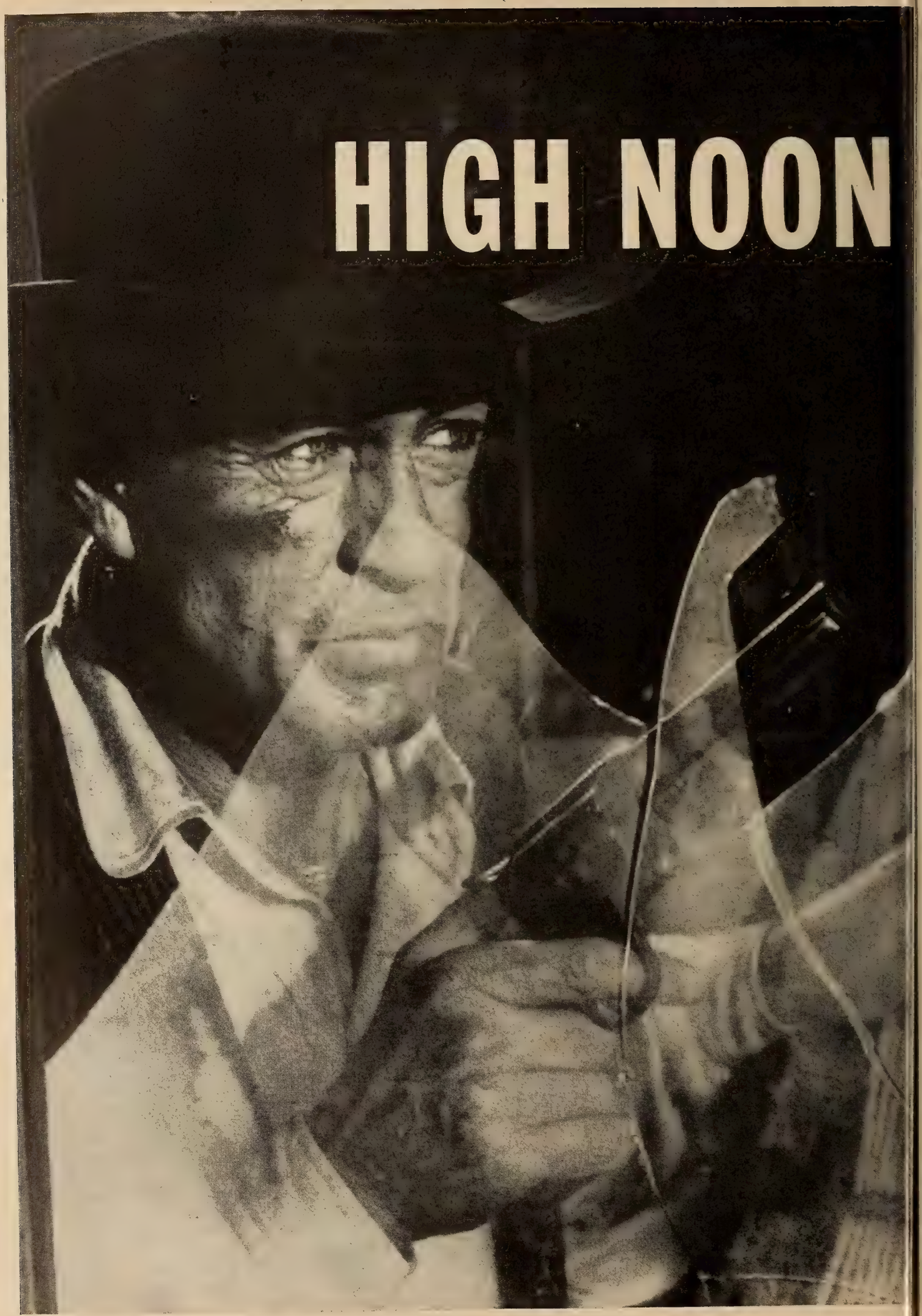
HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA



FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester


HIGH NOON

SCORES ON WGN-TV CHICAGO

Program.....Festival of Stars*
Feature.....“High Noon”
Time.....10:00 P.M.—12 Midnight
Date.....September 11, 1958

Average Quarter Hour Rating.....37.8**
Average Share of Audience.....76.0%**
High Quarter Hour Rating.....43.6**
High Share of Audience.....81.0%**

*Sorry, no availabilities until December, 1958

**ARB September, 1958

WGN-TV channel 9

441 North Michigan Avenue, Chicago 11, Illinois



BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

BENEFICIAL FOR 200 • Beneficial Finance System, N. Y., through Al Paul Lefton, same city, has begun holiday advertising campaign on 200 radio stations. Theme is centered on company's "1-2-3 Holiday-Money plan."

FROZEN SWEEPSTAKES • Radio and tv are being used by John H. Dulany & Son (frozen foods), Salisbury, Md., to support fall promotion consisting of consumer sweepstakes contest with product couponing. Company will use spot tv in 14 major markets and spot radio in undetermined number of markets, starting later this month. Radio-tv will support insertions in newspapers containing coupons and rules for sweepstakes. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

READY TO RUB LAMP • Colgate-Palmolive Co. household products division has appointed Street & Finney, N. Y., as agency for new liquid detergent Genie. Product, currently in spot television in San Francisco where it is being introduced, will expand to other spot markets shortly.

SUNNIER • Sun Oil Co. (Sunoco gasoline, petroleum products), Philadelphia, is increasing markets and program buys in its continuing spot tv placement. William Esty, N.Y., is agency.

REYNOLDS ON WAGON • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will sponsor NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m.) during fourth quarter of year, sharing program on alternate weeks with National Biscuit Co. (Ford Div. of Ford Motor Co. sponsors full hour every other week.) Reynolds also newly purchased (again for fourth quarter only) alternate weeks of *Northwest Passage* on NBC-TV (Sun. 7:30-8 p.m.) [AT DEADLINE, Oct. 6]. William Esty Co., N. Y., is Reynolds' agency.

$2 MILLION BILL • Armour & Co., Chicago, is investing $2 million gross on NBC-TV for 52-week sponsorship of segments on *Concentration* (Mon.-Fri., 11:30 a.m.-noon), *It Could Be You* (Mon.-Fri., 12:30-1 p.m.) and *Dough Re Mi* (Mon.-Fri., 10-10:30 a.m.). Agencies: N. W. Ayer & Son and Foote, Cone & Belding, both Chicago.

CASH FOR SCHOOL • General Electric Co.'s Housewares & Radio Receiver Div. has signed for new Sunday afternoon panel quiz show series, *College Quiz Bowl,* on CBS-TV. In Moses, Reid & Cleary Production students will compete for cash prizes to go toward scholarship funds. Series begins Jan. 4 (5-5:30 p.m.). Agency: Maxon Inc., N. Y.

REACHED FOR UNCLE AL • National Biscuit Co., N. Y., has signed as participating sponsor of ABC-TV's *Uncle Al Show,* (Sat. 11 a.m.-noon) effective Nov. 1. Kenyon & Eckhardt, is Nabisco agency.

Eastern 4A Meet to Mull Evolution of a Commercial

How are outstanding radio-tv commercials created? The answers to this question will be provided in a creative workshop on radio-tv to be held next Tuesday (Oct. 28) as part of eastern annual conference of the American Assn. of Advertising Agencies. The two-day meeting will open Monday at the Biltmore Hotel in New York.

The panel at the radio-tv workshop will consist of Thomas F. Naegele, art director for television, J. Walter Thompson Co., New York; Matthew J. Culligan, executive vice president in charge of NBC Radio and Alfred J. Seaman Jr., executive vice president and creative director, Compton Adv., New York. Arthur Bellaire, vice president in charge of radio and television copy, BBDO, New York, is chairman of the workshop and will preside at the session.

On Tuesday morning a media buying workshop will be scheduled and a lively session is anticipated. A hypothetic media problem will be posted to two teams, each consisting of two specialists. They will be asked to plan media strategy for a new soluble food beverage. The first team will consist of Julia B. Brown, vice president and associate media director, Compton Adv., New York, and Gerald T. Arthur, vice president and manager of media, New York. Opposing them will be Ann Wright,

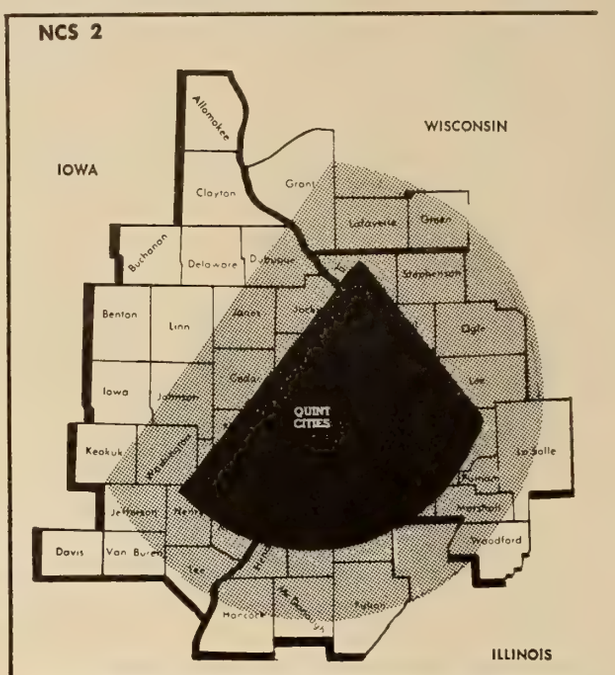
"1000 ft. above average . . ." "Tallest tower in the . . ."

"1400 ft. elevation . . ." "Our new tower is . . ."

". . . over average terrain"

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!





Unduplicated NBC-TV COVERAGE
Unduplicated CBS-TV COVERAGE

51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — POPULATION* 1,727,100

Homes*	531,200	TV Farm Homes**	54,912
TV Homes*	398,800	Effective Buying Income*	$2,852,363,000
Farm Homes**	97,101	Retail Sales*	$2,076,120,000

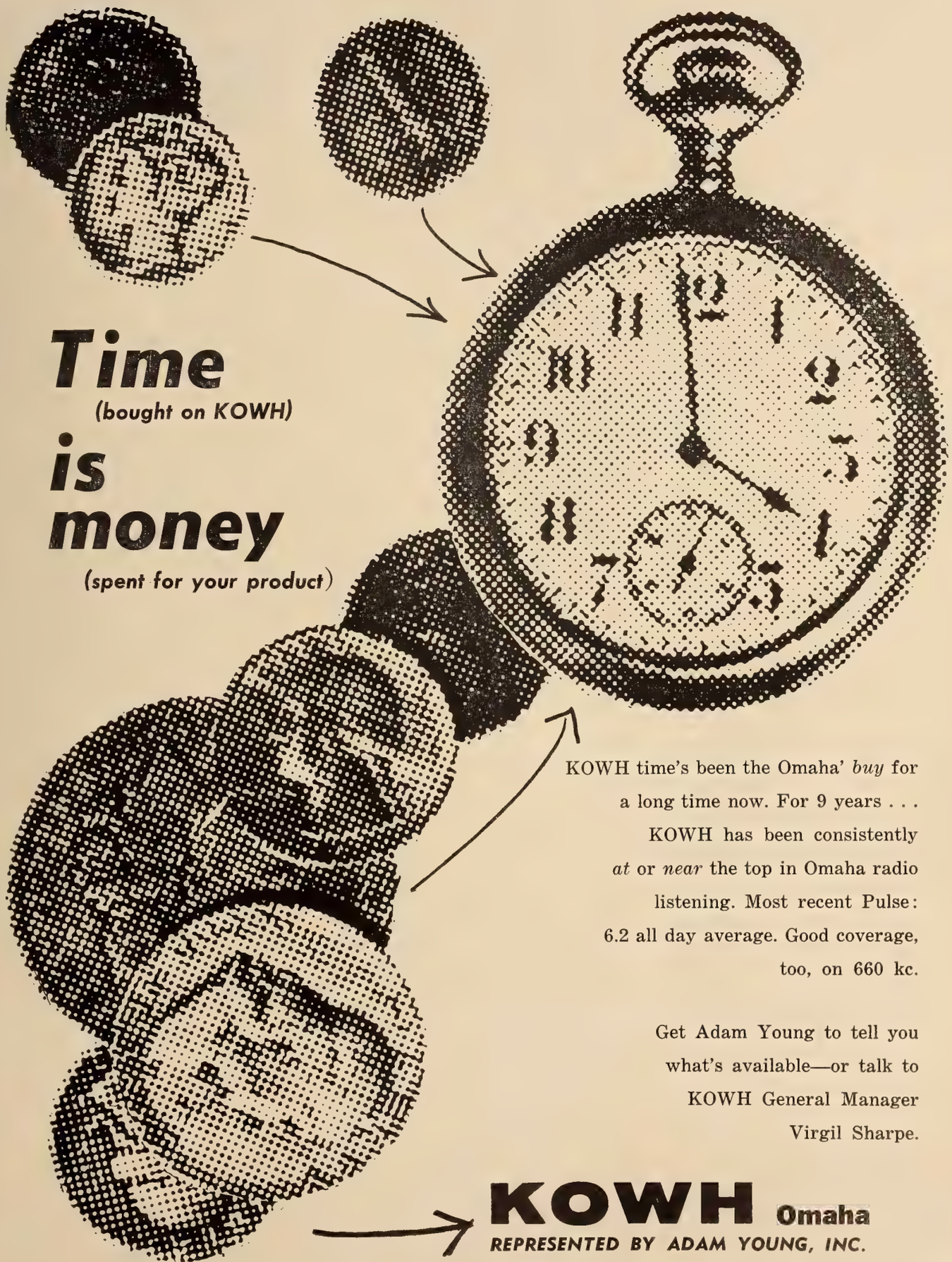
*Sales Management "Survey of Buying Power — 1958"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station — Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer
President
Ernest C. Sanders, Res. Mgr.
Mark Wodinger, Res. Sales Mgr.
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines



Time
(bought on KOWH)
is money
(spent for your product)

KOWH time's been the Omaha' *buy* for a long time now. For 9 years . . . KOWH has been consistently *at* or *near* the top in Omaha radio listening. Most recent Pulse: 6.2 all day average. Good coverage, too, on 660 kc.

Get Adam Young to tell you what's available—or talk to KOWH General Manager Virgil Sharpe.

KOWH Omaha
REPRESENTED BY ADAM YOUNG, INC.

associate media director, J. Walter Thompson Co. New York, and Lewis H. Happ, media director, Geyer Adv., New York. The chairman of the session will be William E. Matthews, vice president, media relations department, Young & Rubicam, New York.

Other sessions and their chairman are: creative print (Henry O. Pattison Jr. director and vice chairman of the board, Benton & Bowles, New York), research (Leo Bogart, vice president, McCann-Erickson, New York); account management (Herbert D. Strauss, executive vice president, Grey Adv., New York), industrial advertising (Fred Adams, president, G. M. Basford Co., New York), marketing (William W. Mulvey, senior vice president, Cunningham & Walsh, New York) and print production (Edward C. Mante, vice president, Kenyon & Eckhardt, New York).

James D. Webb, board chairman of C. J. LaRoche & Co., New York and chairman of the AAAA's eastern region, will preside at the concluding "Look-ahead" meeting at which agency members and invited media leaders will appraise the future of the agency business.

East Central AAAA Meeting Expected to Draw 400 to Toledo

American Assn. of Advertising Agencies East Central Region will deal with radio-tv, newspapers and other communications media in its "most important and biggest" annual meeting Nov. 5 at the Commodore Perry Hotel, Toledo, Ohio.

Robert E. Anderson, vice president, BBDO, Detroit, chairman of the regional group and member of the AAAA board of directors, estimates that "probably over 400" members will attend the meeting. Mr. Anderson will preside at the conclave.

Keynote speaker is Harry H. S. Phillips Jr., publisher, *Sports Illustrated*. Leo Durocher, NBC sports specialist who formerly managed the New York (now San Francisco) Giants baseball club, will address a luncheon group. David Susskind, president, Talent Assoc., New York, will discuss "Exciting New Dimensions In Tv."

Among other speakers: Frederic R. Gamble, president, AAAA; Richard Turnbull, executive staff, AAAA; Wilfred F. Howard, J. Walter Thompson Co., Detroit; Myron J. Craver, Carr Liggitt Advertising Inc., Cleveland, Ohio; Norman Van Zant, Kircher, Helton & Collett Inc., Dayton, Ohio; C. M. Robertson, Ralph H. Jones Co., Cincinnati; C. Allison Monroe, Brooke, Smith, French & Dorrance Inc., Detroit, and E. T. Morris, president, Meldrum & Fewsmith Inc., Cleveland.

Further addresses will be given by: W. Stanley Redpath, Ketchum, MacLeod & Grove Inc., Pittsburgh; Charles F. Rosen, executive vice president, W. B. Doner & Co., Detroit; Robert F. Hills, editorial promotion manager, *Saturday Evening Post;* Howard Scott, Outdoor Advertising Inc., and Colin Campbell, executive vice president, Campbell-Ewald Co., Detroit. The closing talk will be made by J. Davis Danforth, chairman of the board, AAAA, and executive vice president, BBDO.

GROSS, KRASNE, SILLERMAN UNITE

Speculation as to the future of Michael M. Sillerman, co-founder and executive vice president of Television Programs of America, until his unexpected resignation from TPA two weeks ago, ended Tuesday (Oct. 14) with the announcement that Mr. Sillerman had joined Jack J. Gross and Philip Krasne in the formation of a new film production-distribution company. Mr. Sillerman is president, Mr. Krasne board chairman and Mr. Gross vice president.

The new firm—Gross-Krasne-Sillerman Inc.—is the outgrowth of Gross-Krasne Inc., Los Angeles. Mr. Krasne in 1947 was one of the pioneers in tv film syndication with his *Cisco Kid;* two years later, in association with Mr. Gross, the company produced *Big Town* for Lever Bros. and CBS-TV; since then the two have turned out such successful syndicated properties as *Mayor of the Town* and *O. Henry Playhouse*.



MR. GROSS MR. KRASNE MR. SILLERMAN

Under the new banner, G-K-S will turn out a tv version of the *Saturday Evening Post* series, *Glencannon,* starring Thomas Mitchell. It already has been sold regionally in 45 west coast markets to Olympia Brewing Co. Six other series are planned.

The new company embodies not only the G-K production organization in Los Angeles, but also a British affiliate, Gross-Krasne Ltd., a six-office sales and foreign production set-up in Africa and Australia.

Roach Buys Rest of RABCO In Purchase From ABC Film

Hal Roach Studios, Culver City, Calif., which has held a 50% interest in RABCO Productions Inc., has become sole owner through purchase of the 50% interest held by ABC Film Inc., it was announced last week by Hal Roach Jr., president. The purchase price is estimated to be $500,000.

Among the properties acquired by Roach in this transaction are 98 half-hour films of the *Racket Squad* series and 39 half hours each of the *Code 3* and *Passport to Danger* series, plus a feature film, "Forest Ranger," starring Dick Foran. RABCO was formed four years ago by Roach Studios and ABC Film.

Mr. Roach also announced that Roach Studios has started production on a new half-hour tv film series, *The Veil,* starring Boris Karloff. The series revolves around supernatural themes.

Independent Television Corp. Staffs District Manager Posts

The promotion of five account executives to the newly-created position of district manager and the addition of seven new account executives in the syndicated division were announced last week by Walter Kingsley, president of Independent Television Corp. (ITC), New York. ITC is the new company, which bought Television Programs of America, New York, last month.

The new district managers are Ralph Baron, Hugh Simpson and Alton Whitehouse, who have been assigned to the eastern division under Walt Plant, and Lee Cannon and Casper Chouinard, who have joined the central division under Art Spirt.

ITC account executives and their assignments are Paul S. Kempner, formerly with Ziv Television Programs, eastern division; Dick Rudolph, previously sales manager, WITH Baltimore, the Baltimore area; Coleman Scott, formerly with Ziv Television, central division; Larry Stewart, recently with Ziv Tv, Florida area; Walter Stovall, formerly a producer-distributor of tv commercials, eastern division in Baltimore: Edward O'Brien, previously head of his own film production-distribution company, eastern division covering Virginia and North Carolina, and Scott McKeown, the central division covering Milwaukee.

SG Promotes Marquis to Ad Job; Plotnick Steps Up in Publicity Dept.

A series of new executive assignments at Screen Gems Inc., New York, was announced last week, highlighted by the appointment of Pierre Marquis as director of advertising and sales planning.

Mr. Marquis, who has been director of sales planning at SG, assumes the additional duties being relinquished by Henry White, director of advertising and promotion, who continues as director of program procurement in the company's national sales operation.

In another move, Eugene Plotnick, publicity manager, has been promoted to publicity director and will report directly to management.

Columbia $1.15 Million in Red

An operating loss of $1.15 million for the fiscal year ended June 28 was reported last week by Columbia Pictures Corp. According to President Abe Schneider, the operating loss was exclusive of $3.8 million in write-off for unused script properties and studio overhead incurred during "the old regime," and which would be absorbed in the future. (Mr. Schneider was referring to the late Harry Cohn whom he succeeded as studio head several months ago.) Columbia's net income this past fiscal year was $552,879. Mr. Schneider explained that the net operating loss "is equal to the company's net loss because we have not made any provision for taxes." He added that the studio has used up its tax carry forward. Columbia's earnings also reflect revenue of Screen Gems Inc., wholly-owned tv subsidiary.

OVERSIGHT BACK ABOUT NOV. 12

Hearings by the House Legislative Oversight Subcommittee will resume about Nov. 12 and possibly will cover the Pittsburgh ch. 4 case which has been under consideration by a federal grand jury. Definitely on the subcommittee's planned list of investigations are operations of the Civil Aeronautics Board and Interstate Commerce Committee.

Robert W. Lishman, chief counsel of the subcommittee headed by Rep. Oren Harris (D-Ark.), said Chairman Harris will return to Washington Nov. 11—one week after the congressional elections—and hold an executive session the same afternoon to line up enough subcommittee members of both parties (at least "five or six" congressmen) to resume hearings.

The subcommittee interrupted hearings last month until after the elections, according to Rep. Harris, partly because of the political aspects of material that might be uncovered, which, he said, might be misconstrued.

Rep. Harris earlier had said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry into the Pittsburgh grant [GOVERNMENT, Sept. 29]. The subcommittee chairman later said his group did not call several witnesses because they were under subpoena to the grand jury at the time.

No announcement has been made on the progress of the grand jury's investigation, but Mr. Lishman last week pointed out that a story in the *New York Times* on Oct. 5 indicated that the grand jury had concluded its presentation.

The subcommittee on Sept. 23-24 heard testimony by Oliver Eastland, staff investigator, that former FCC Chairman George C. McConnaughey solicited "bribes" from two applicants for ch. 4 in Pittsburgh. Pittsburgh Mayor David Lawrence and Sen. George Smathers (D-Fla.) were mentioned in testimony as having been involved in behind-the-scenes activities during proceedings on the ch. 4 case.

Applicants for ch. 4 included Tv City Inc., WCAE Inc. (owned by Hearst newspapers), Matta Enterprises, Wespen Tv Inc. and Irwin Community Tv Co. The FCC grant on July 25, 1957, went to merged applicants Tv City and WCAE, with the other three contestants receiving $50,000 each for "out-of-pocket" expenses.

Alexander, Duplantis Named To U. S. Mobilization Posts

Fred C. Alexander, chief telecommunications staff member of the former Office of Defense Mobilization, has been named deputy assistant director of the new Office of Civil & Defense Mobilization, of which Leo A. Hoegh is director. Among other deputy assistant directors named by Mr. Hoegh is Brig. Gen. Wendell H. Duplantis, USMC retired, in charge of communications and warning at the Battle Creek, Mich., headquarters.

Mr. Alexander's unit is responsible for telecommunications matters and advises the President on communications topics. Gen. Duplantis' activity in the warning networks and civil defense communications includes the program of federal matching funds for local government purchases of equipment.

Top members of Mr. Alexander's staff are William E. Plummer, assistant for engineering; Raymond M. Obermiller, executive secretary of the Telecommunications Advisory Board and Telecommunications Planning Committee; Paul D. Miles, executive secretary of Interdepartmental Radio Advisory Committee, and John MacDonald, assistant for plans and reports.

Magazine's Senatorial Survey Finds Tv Top Campaign Medium

Television emerged as the most effective election campaign promotional medium in *Sales Management* magazine's polling of U. S. Senators. Of the 38 who participated, 53% voted for tv, 38% for newspapers, 3% each for radio, outdoor advertising and direct mail. Buttons and badges received no votes.

The survey also indicated that radio was used in 94% of the Senatorial election campaigns; newspapers in 92%; tv in 89%; literature sent by mail, 83%; posters in store windows, 72%; billboards, 75%; campaign buttons, 64%; and mobile public address systems in 58%.

Meeting voters face-to-face was found necessary by 98% of Senators replying.

Ch. 10 Rehearing Record Closed As Smathers Statement Is Added

Judge Horace Stern, special FCC hearing examiner, closed the record on the Miami ch. 10 case last Tuesday (Oct. 14), when all counsel agreed to stipulate for the record the April 5 statement of Sen. George A. Smathers (D-Fla.) to the House Legislative Oversight Committee.

Briefs by the parties are due Nov. 3, and oral argument before Judge Stern is scheduled Nov. 17.

The hearings, which began in September, are for the purpose of determining whether former Comr. Richard A. Mack should have voted in the 1957 ch. 10 grant to National Airlines' subsidiary Public Service Television Inc. Other issues involve allegations of improper representations to Mr. Mack and other commissioners, by any of the parties and also whether the grant to what is now WPST-TV Miami should be voided. The charges of *ex parte* representations were made before the House Legislative Oversight Committee earlier this year. Mr. Mack and his friend Thurman A. Whiteside were indicted by a Washington grand jury last month [LEAD STORY, Sept. 29].

In addition to National Airlines, other parties are WKAT Inc. (A. Frank Katzentine), North Dade Video Inc., L. B. Wilson Inc.—all applicants in the original comparative hearing—the FCC general counsel's office and broadcast bureau and the Dept. of Justice (as *amicus curiae*).

Sen. Smather's statement related how he was named co-executor of the estate of the late L. B. Wilson. He declared he had never contacted any commissioner in behalf of any of the applicants. He said he had seen Mr. Mack twice when the ch. 10 case was mentioned, but that neither time had he recommended any action to the then commissioner.

Sen. Smathers also acknowledged that he had recommended that Mr. Katzentine see two friends of Mr. Mack's, but denied he had ever recommended that Mr. Katzentine see Mr. Whiteside.

A major part of the statement recounted Sen. Smather's difficulties with George T. Baker, president of National Airlines, on aviation matters.

Examiner Favors WLIB for Fm But Notes Program Shortcomings

Harry Novik (WLIB New York) was favored over two other applicants for a grant of fm frequency 107.5 mc by Hearing Examiner H. Gifford Irion in an initial decision last week despite the FCC official's findings that WLIB had reflected the point of view of the National Assn. for Advancement of Colored People in its programming on the racial question and that some of its advertising in the past had been questionable.

Mr. Irion said that although the station failed to present other views on the racial question adequately, WLIB has made "some effort" to present both sides of this controversial question. He noted that WLIB has discontinued carrying advertising for fortune tellers and said the station's failure to describe the uses of some articles advertised (skin whiteners and hair straigtheners) cannot be concluded to be offensive but reveals Mr. Novik's "sensitivity of the feelings of his Negro audience."

The examiner said competing applicant Herbert Muschel's proposal to broadcast almost solid news programming reflects "ingenuity and a sense of adventure" but the limited schedule proposed—10 a.m.-4 p.m. Monday through Saturday and no service on Sundays—weakens his application and would be a waste of valuable spectrum space. A proposal by the third applicant, Richard W. Brahm, aimed primarily toward an audience of small business-men, was discounted by the examiner as too limited in public service.

St. Louis Amusement Asks Revocation of KCPP (TV)

Revocation proceedings were asked for KCPP (TV) St. Louis (ch. 11) last week by St. Louis Amusement Co., a former competing applicant for ch. 11, on charges that testimony to the House Legislative Oversight Subcommittee indicates that radio-tv personality Tex McCrary illegally conferred in behalf of CBS Inc. with three FCC members after oral argument and before the original FCC grant of ch. 11 to CBS in 1957 [GOVERNMENT, June 9, 1958].

CBS later bought ch. 4 facilities in St. Louis (now KMOX-TV) and transferred the ch. 11 permit to 220 Television Inc., the present permittee. St. Louis Amusement had withdrawn before the FCC grant of

OVER & OUT?

The government may be ahead in one department, but it ought to catch up in the other, believes Press Wireless, New York, which last week asked the FCC to confirm that present licenses issued by the FCC and tariffs filed with that body apply to radio communications with outer space. PW, which operates in the international radiotelegraph field, said it is ready to provide radio service to manned satellites, space platforms or space safaris.

ch. 11 to CBS. Other applicants were St. Louis Telecast and Broadcast House, stockholders of which hold debentures of $200,000 each in KCPP under an agreement with 220 Television. St. Louis Amusement has appealed to the U. S. Supreme Court asking a review of the denial by the U. S. Appeals Court for the District of Columbia of its appeal of the ch. 11 transfer.

Crosley Asks to Keep Operation Of WLWI (TV) As Case Is Fought

Crosley Broadcasting Corp. asked the FCC last week for special temporary authorization to continue operating WLWI (TV) Indianapolis (ch. 13) pending final disposition of the case in the courts. The U. S. Court of Appeals for the District of Columbia last month denied Crosley's petition for rehearing of the court's June 16 decision setting aside the FCC's grant to Crosley [GOVERNMENT, Sept. 29] on grounds Comr. T. A. M. Craven shouldn't have taken part in the FCC decision. (Also see separate story, this page.)

The Crosley petition also opposed a petition by WIBC Indianapolis, a competing applicant for ch. 11, that WIBC and Crosley operate the station jointly pending the outcome of the court case. Crosley said last week that joint operation would "create chaos" and that such a "merger of hostile parties" would be "inimical to the public interest."

Crosley is expected to appeal to the U. S. Supreme Court next in the case.

AT&T Private Line Rate Bid Reduced to $9½ Million Figure

American Telephone & Telegraph Co. last week modified its proposed rate increases for private line teletypewriter service, asking for an increase of $9.5 million a year instead of the $11 million proposed in August. AT&T said the reduction is proposed only to obtain "immediate and minimum relief" from losses it has sustained in furnishing the service, and that it expects later to justify its original increase.

FCC had suspended the effect of the AT&T proposals, along with increases proposed by Western Union for the same service, until next Jan. 1 and scheduled a hearing on the matter following protests from news services, newspaper interests, NAB and others. The hearing is scheduled to begin Nov. 12.

Mesa Microwave Sues To Force FCC Action

A privately-owned common carrier company which is predominantly linked to community tv systems has thrown the gauntlet down to the FCC.

Mesa Microwave Inc., owned by Video Independent Theatres Inc. interests, last week asked the U. S. Appeals Court in Washington to order the FCC to act on three applications for microwave links to feed tv signals to CATV systems. It told the court that since May the FCC has not acted on a single application for common carrier relay facilities.

The FCC granted one of Mesa Microwave's four applications—that for feeding Amarillo, Tex., vhf stations to Memphis-Wellington-Childress, Tex., community antenna operations two weeks ago.

Video Independent Theatres, through its subsidiary VuMore Inc., operates more than a dozen CATV systems in the southwest. The relay company subsidiary already operates in Oklahoma, feeding Oklahoma City tv service to its owned CATV systems in Altus and Magnum, Okla.

Mesa Microwave said that there were about 25 relay link systems in operation, but that since May the FCC has not processed any more and has placed these applications in a "deep frost." The ostensible reason, the petition stated, was that the Commission is studying the question of CATV operations, boosters, satellites, etc. This inquiry was issued by the Commission in May [GOVERNMENT, May 26].

Mesa Microwave asked the court to order the FCC either to grant its applications or designate them for hearing.

Mesa Microwave filed applications in March, May, June and September for relay links to serve CATV systems in Laredo, Tex.; Tallahassee, Fla.; Memphis-Wellington-Childress, Tex., and Fort Myers-Naples, Fla.

The Laredo application was protested by KHAD-TV there. KHAD-TV asked the FCC to withhold action until the outcome of its inquiry into general policy on community antenna systems.

The Commission's grant of the Mesa Microwave application for Memphis-Wellington-Childress was authorized by the staff on Oct. 6, and announced last week. Although no reason was given for this move, it was explained by FCC officials that the authorization was made because there is no tv service in that area and therefore no harm will result to an existing station. The CATV systems in that area are owned by VuMore Inc.

Mesa Microwave also called the court's attention to the declaration by the FCC of its policy on common carriers serving community tv systems which it enunciated in its report to the Senate Commerce Committee in August [GOVERNMENT, Aug. 18]. In that reply, the Commission maintained that it should not consider the economic impact on tv stations of common carrier relay links bringing tv signals into a community for the local CATV system.

The petition to the court also pointed out that the Commission has continued to grant translator applications—even though the policy on translators is part of the inquiry under study.

There are 48 relay applications in the Commission's "deep frost" at the present time.

REAL REMOTE

Television will be used in conjunction with astronomical research balloon flights 80,000 feet above the surface of the earth as part of a National Science Foundation-Office of Naval Research project, according to an announcement yesterday (Oct. 19) in Washington, D. C. Two telescopes, one 36-inch and the other 12-inch, will be equipped with a television link with control from the ground to enable remote-control pointing of the telescopes at celestial objects.

WIBC Wants Craven Disqualified In Indianapolis Ch. 13 Hearing

WIBC Indianapolis last week filed a move calling for disqualification of Comr. T. A. M. Craven when the FCC rehears the Indianapolis ch. 13 case. The FCC's grant of ch. 13 to Crosley Broadcasting Co. was set aside by the U. S. Court of Appeals for the District of Columbia in a decision June 16; the court later denied a Crosley petition that the case be reheard by the full nine-member court [GOVERNMENT, Sept. 29. Also see separate story, this page].

WIBC asked that Comr. Craven be disqualified from voting because the engineering firm of which he formerly was a member was employed by one of the competing ch. 13 applicants, WIRE Indianapolis.

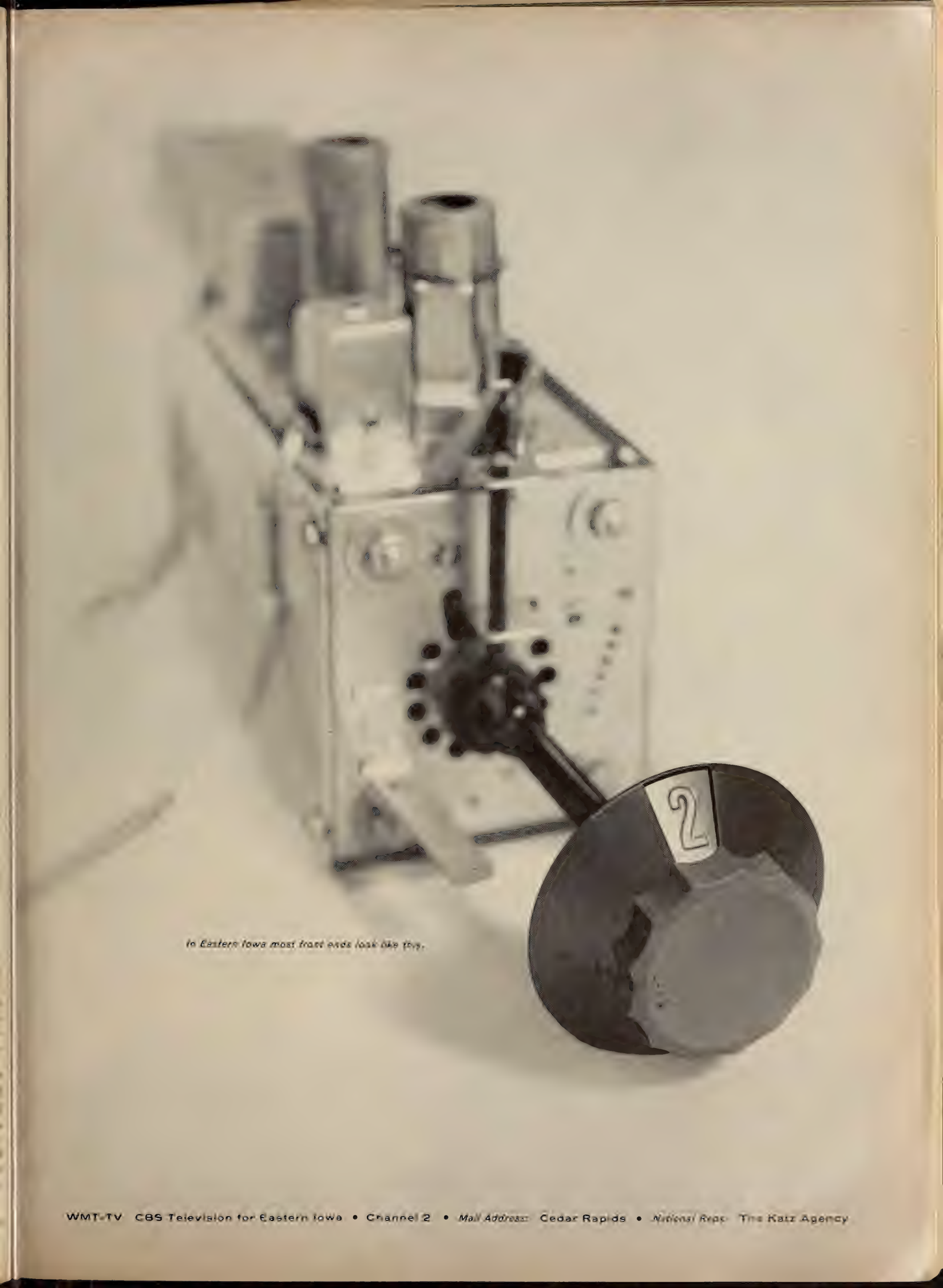
Comr. Craven voted in the decision awarding ch. 13 to Crosley to break an impasse, at the FCC membership's request. The court ruled he shouldn't have voted because he didn't hear oral argument in the case.

WIBC said it has no doubt of Comr. Craven's character and integrity but feels he should be disqualified because his former firm represented WIRE.

Ch. 14 Granted to Springfield

FCC last week approved the grant of ch. 14 WWOR-TV Worcester, Mass., which has been off the air since 1955, to Springfield Television Broadcasting Corp. in a stock transaction which will give the station's former licensee, Salisbury Broadcasting Corp., 20% interest in Springfield Television [CHANGING HANDS, Aug. 4].

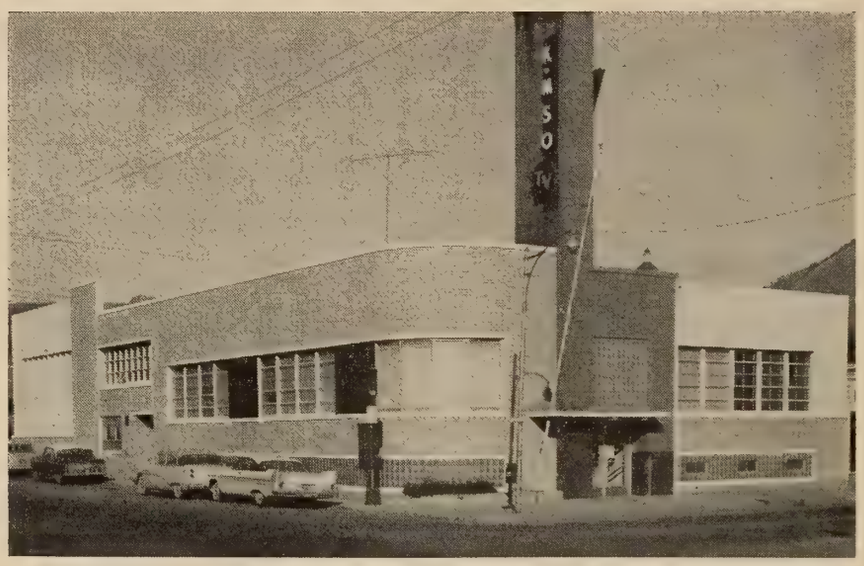
Springfield Television owns ch. 22 WWLP (TV) Springfield, Mass., semi-satellite of ch. 32 WRLP (TV) Greenfield, Mass., and translators in Claremont and Lebanon, N. H. The grant of this transfer, the Commission said, is conditioned on the fact that the assignment of WWOR-TV be consummated within 20 days and that the assignee resume broadcasts in 90 days.



In Eastern Iowa most front ends look like toys.

WMT-TV CBS Television for Eastern Iowa • Channel 2 • *Mail Address:* Cedar Rapids • *National Rep:* The Katz Agency

KMSO-TV MISSOULA INSTALLS HIGH POWER MICROWAVE TO SERVE 50,000 TV HOMES



The final step in making KMSO channel 13, Missoula, Montana, one of the country's most up-to-date television stations was completed this week when the station installed a new micro-wave unit capable of picking up all three networks direct. The new Motorola unit was installed on top of Big Mountain near Kalispell from which point the signal is transmitted, without interruption, to KMSO's transmitter-receiver atop TV mountain outside Missoula. Telecast quality has been excellent, according to Art Mosby, president of the station. Up to now only CBS programs have been carried live. "Since KMSO, with video power of 191,000 watts is the only station serving all of Western Montana, it was evident that we would have to expand our facilities if we were to serve this market 100%" said Mosby.

KMSO began regular telecasting three years ago and originally had the studios in the transmitter building 7,000 feet above sea level. Two years later the studio and offices were moved to the beautiful new TV building pictured here. The station occupies the entire building. In addition to the offices, control rooms, film laboratories, audition lounge and lobby there are three large studios fully equipped with props, lighting facilities and live cameras.

The program department of WMSO works very closely with the newly developed TV department in connection with Montana State University. A year ago the station was one of the first in the nation to present a full symphony orchestra, live, over both radio and television with stereophonic sound. KGVO radio used two mikes at specified locations and KMSO used three. The effect proved quite exciting. "Serving a single station market is sometimes more difficult than competing for listener preference" says Art Mosby. "It's like operating in a goldfish bowl." Everyone is constantly comparing our local efforts with network origination. It keeps us humping to keep programming at a high level all the time. "On the other hand, with over 50,000 TV homes in the market, KMSO becomes a very good advertising buy considering the captive audience."

Just ask our national Representatives, Gill-Perna, Inc. or Hugh Feltis Associates (Seattle).

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Storer Queried Further On Milwaukee Vhf Plans

There were indications last week that the philosophy of Comr. Robert T. Bartley—always a maverick in Commission approvals of radio-tv station sales involving multiple owners—is getting through to some of his associates at the FCC.

By a vote of 3-2 (and in the absence of Comr. Bartley), the Commission last week decided to send a letter to Storer Broadcasting Co. asking more information about the "concentration of control factors" in Storer's proposed purchase of WITI-TV Milwaukee (ch. 6) for $4,462,500 [AT DEADLINE, Aug. 11].

The FCC letter was one of inquiry and thus was not as severe in implication as a McFarland Letter, the latter always indicating that a hearing is necessary unless the recipient can explain to the FCC's satisfaction the questions posed by the letter.

The FCC letter said that "no showing" (in the application for sale) has been made on the location of area served, number of people served and the extent of other competitive services in the area.

Without such a showing, the FCC said, it will be unable to make a public interest finding as required by the Communications Act. Accordingly, the letter continued, "you are being given the opportunity to amend your application by submitting further information."

This information, the letter continued, should include (1) a statement of whether Storer, in setting WITI-TV rates, proposes to operate in combination with its other broadcast stations; and (2) since Storer operated WVUE (TV) Wilmington (Philadelphia) as an independent and found it necessary to discontinue WVUE for financial reasons, the showing should set forth the basis for Storer's belief WITI-TV can be operated as an independent (non-affiliated) station on a sound financial basis in the public interest.

Voting to hold up approval of the sale and to send the letter were Comrs. Rosel H. Hyde (acting chairman), T. A. M. Craven and Frederick W. Ford. Voting to approve the sale and dissenting to the letter were Comrs. Robert E. Lee and John S. Cross. Chairman John C. Doerfer is in Europe and Comr. Bartley was in Chicago last week.

Storer has closed down WVUE, but has not surrendered the permit for the ch. 12 outlet. The WITI-TV sale is conditioned on Storer disposing of WVUE to remain within the FCC's 5-vhf numerical limit for multiple ownership.

WITI-TV does not have a network affiliation. Network-affiliated stations in Milwaukee are WISN-TV (ABC), WTMJ-TV (NBC), and WXIX (TV), owned by CBS. WXIX is the only uhf station on the air in Milwaukee (ch. 18) and will be one of only two network-owned uhf's remaining on the air when CBS closes down its WHCT (TV) Hartford, Conn., on Nov. 16 and affiliates with WTIC-TV Hartford. At the time the shutdown of WHCT was announced [STATIONS, Oct. 13], CBS President Frank Stan-

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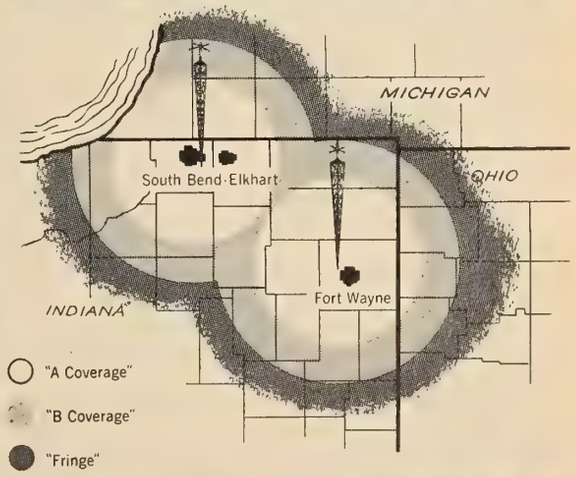
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Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend-Elkhart—with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!



WSJV SOUTH BEND ELKHART **28** ABC

WKJG FORT WAYNE **33** NBC

ton announced it was the network's "current intention" to continue operating WXIX (TV). WNBC (TV) (ch. 30) New Britain, Conn., owned by NBC, remains on the air. NBC's WBUF (TV) Buffalo, N. Y. (ch. 17), went off the air Sept. 30.

Of the four Storer tv stations on the air all are vhfs and three are affiliated with CBS. Storer's WSPD-TV Toledo switches from CBS to ABC next Sunday (Oct. 26) [AT DEADLINE, Aug. 18].

Present owners of WITI-TV (Independent Tv Inc.) include Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

Appeals Court Upholds Jesuit Station Right

The U. S. Court of Appeals in Washington last week upheld the right of Loyola U., New Orleans, to own and operate a tv station.

In a unanimous, three-judge opinion, the court denied the contention that the Jesuit institution was ineligible to hold a broadcast license. This challenge was made by James A. Noe & Co. (WNOE New Orleans) on the ground that Loyola U. is an "alien" corporation in the meaning of the law since it is run by the Society of Jesus, a Roman Catholic religious order. This contention was also advanced by Protestants and Other Americans United for Separation of Church and State, which filed as a "friend of the court."

Circuit Judge George Thomas Washington, writing for himself and Judges David L. Bazelon and Charles Fahy, stated that the limitation on alien control of communications was primarily based on the idea of preventing alien activities against the government during time of war.

"The relationship of Loyola to the Society of Jesus hardly seems to endanger our national security," Judge Washington wrote. "Certainly the mere fact that the rector [of the University] is appointed by an ecclesiastical superior who is an alien is not enough to bring Loyola within the interdiction of the cited statute." The rector of the university, he added, is appointed by the superior general of the order, who at present is a Belgian citizen residing in Rome, on the recommendation of the provincial superior, an American citizen who is head of the New Orleans Province of the Society. Judge Washington also pointed out that all University directors are American citizens and that Loyola is legally and financially autonomous.

Judge Washington said it was recognized that the hierarchical chain of authority (which in some "rare instances" might include the Pope) has never been used in the past to impinge upon the independence of the university in the operation of its radio station. Loyola has owned and operated WWL New Orleans since 1922.

The circuit court decision also stated it saw no impropriety in the FCC's distinguishing non-business organizations from ordinary stock companies.

The court also turned down an objection to the Loyola grant on the ground that the station would not give time for the broadcast of Protestant and other religious views. This, the court said, cannot be sustained since the FCC has satisfied itself that Loyola will fulfill the broadcast needs of the community. It declared that if Loyola in the future were to fall short of its pledge to program properly the Commission may always review the matter.

Judge Washington's ruling also held against the charge that Loyola is an "instrumentality" of a foreign sovereign (the Vatican).

The appeal was originally brought by Mr. Noe, former Louisiana governor, and the *New Orleans Times-Picayune*. The *Times-Picayune*, however, withdrew its appeal in line with an arrangement with the Dept. of Justice when it acquired ownership of the *New Orleans Item*. It also has sold its radio station (WTPS) under the same agreement with the Justice Dept. [CHANGING HANDS, Oct. 13]. The Commission awarded ch. 4 to WWL in July 1956, reversing a hearing examiner's recommendation in favor of the *Times-Picayune*.

In Wake of CBS Hartford Switch Springfield U Wants V Instead

A New England uhf station last week asked the FCC to allocate a vhf channel—any vhf channel—to its area.

William Dwight, president of ch. 40 WHYN-TV Springfield-Holyoke, Mass., told the FCC that a uhf station cannot exist in the western Massachusetts area in competition with a vhf outlet in Hartford.

The Springfield-Holyoke station's move came a week after CBS announced it was closing its ch. 18 WHCT (TV) Hartford and affiliating with the ch. 3 WTIC-TV station there [STATIONS, Oct. 13]. WHYN-TV is also a CBS-TV affiliate.

Springfield is about 25 miles from Hartford.

Mr. Dwight's letter, dated Oct. 14, was to Mary Jane Morris, secretary of the FCC. It opened with the statement that the letter should be considered an application by the Hampden-Hampshire Corp. (licensee of WHYN-TV) "for permission to own and operate a vhf television channel (the channel number to be designated by the FCC) in the Springfield-Holyoke, Massachusetts area."

After recounting the salient market features of the area—and the fact that the company has operated the ch. 40 facility since 1951, Mr. Dwight continued:

"Circumstances indicate that others may seek and will probably be successful in obtaining permission to operate at least one other vhf channel in the Hartford, Conn., area."

Although Mr. Dwight did not specify what applicants he had in mind, it is presumed he referred in part to the move of ch. 8 WNHC-TV New Haven, Conn., northward toward Hartford. The WNHC-TV move was recommended by a hearing examiner last July and is still awaiting final FCC approval.

Mr. Dwight said that successful operation of a uhf station in the Springfield-Holyoke area "cannot long continue" if vhf operation is permitted in Hartford area.

He added: "A Hartford, Conn., vhf station does not, cannot and undoubtedly will not adequately service the people in the Springfield-Holyoke, Mass., area. There is no community of interest between the people of Hartford, Conn., and those in the Springfield-Holyoke, Mass., area."

Springfield has two uhf stations; in addition to WHYN-TV there is ch. 22 WWLP (TV), affiliated with NBC. The FCC only last week approved a stock transfer which brought ch. 14 WWOR-TV Worcester, Mass., into the ownership of WWLP (see page 68). WWLP also owns ch. 32 WRLP (TV) Greenfield, Mass., a semi-satellite, and translator stations in Claremont and Lebanon, N. H.

WHYN-TV is principally owned by the Dwight and DeRose families (*Holyoke Transcript* and *Telegram* and *Northampton Hampshire Gazette*). It is half owned by the employes beneficial fund of the *Springfield Union* and *News*.

RELAY TEST OPPORTUNITY

Sometime in 1959 when a Navy Vanguard is sent aloft—as part of the International Geophysical Year experiments—it will carry a small flat package of plastic. This will be ejected into orbit along with the IGY satellite. When flung into space this package, weighing a mere four ounces, will be inflated into a 30-inch sphere. The outside of the sphere will be coated with five-millionth of an inch of aluminum to make it more easily tracked by radar and more visible at evening and morning hours.

Although the purpose of this sphere is to permit measurement of the amount of "drag" in space, the aluminum coating will be too good an opportunity to miss for electronic communications scientists. Already preliminary discussions have been held with officials of the National Aeronautics & Space Administration to use the NASA sub-satellite as a passive reflector for radio relaying.

Powell Opinion Backs Decision By Court on Radio-Tv Access

The public will have greater respect for the principles of democracy if court proceedings are broadcast, Judge John C. Powell of the Oklahoma Criminal Court of Appeals said last week in an opinion concurring with the court's Sept. 3 decision. This ruling held that Canon 35 of the American Bar Assn. is obsolete and that radio and television are entitled to the same courtroom rights as the press [LEAD STORY, Sept. 8].

Court broadcasts "constitute an educational opportunity for the citizen and enable him more truly to gain an insight into the working of the courts, not so realistically revealed by the written word," Judge Powell said. He argued that except in some civil cases the parties should not be allowed

to waive public hearings "because the community at large is vitally interested in the right to observe the administration of justice. . . ." He said he did not believe one accused "may waive the right of the public to insist upon a public trial."

AFTRA Chicago Appeal Ill-Founded, NBC Says

NBC told the FCC last week that the Chicago chapter of American Federation of Tv & Radio Artists has no legal right to appeal to that body just because the AFTRA unit thinks it has an "appealing" case.

The network said the union local misinterpreted a section of the Communications Act providing for appeals to appeals courts and filed with the FCC instead [GOVERNMENT, Oct. 6]. NBC said the AFTRA local "essentially" wants a hearing on licenses of NBC's owned stations in Chicago, WMAQ and WNBQ (TV), to stop changes in station program schedules and thus try to entangle the FCC in the "details of station management."

Although the union cites the public interest, its basic purpose is to require NBC's continued employment of AFTRA members the union believes may be discharged, the network continued. The FCC, NBC added, is not the proper forum to settle a private labor controversy. The union does not claim NBC violated labor agreements, NBC said, but wants to harass stations and network, examine their financial records and get publicity.

NBC was skeptical of the union's claim it can present detailed information at the hearing, saying NBC plans are not secret but have been widely publicized and that, therefore, all the facts are known.

The network listed the proposed program changes for WMAQ and WNBQ and said there will be "almost no" program changes at the radio station and that only about 6% of the tv station's programming will be affected by changes in the fall schedule.

Mayor Richard J. Daley of Chicago and Rep. Sidney R. Yates (D-Ill.) of Chicago both have protested NBC's program changes.

"It was never the intent of Congress or the American people to permit a small handful of 'absentee landlords' to control the entire industry," Mayor Daley told the Broadcast Advertising Club of that city Oct. 7.

He called for a halt to the "march of the media from abandoning the mainstreams of American life and thought" in Chicago. In a telegram sent to FCC Chairman John C. Doerfer, Mayor Daley said the loss of live tv programs was a "severe set-back to our city."

Rep. Yates criticized NBC in a telegram to the FCC saying that "NBC seems determined to make Chicago a television ghost town." He asked for a hearing on renewal of NBC's license for WNBQ.

Chicago station managers condemned the AFTRA complaint to the Commission.

Sterling C. (Red) Quinlan, ABC vice president in charge of WBKB (TV), branded the petition as "irresponsible and foolish." H. Leslie Atlass, CBS vice president in charge of Central Div., described charges as "erroneous" as they relate to WBBM-AM-TV Chicago, citing heavy employment of talent for local sponsored programs. Ward L. Quaal, vice president and manager of independent WGN-AM-TV, noted "talent and programs per se must always be subject to change for the good of the industry." He claimed WGN-TV is scheduling over 40 hours weekly of live, local shows.

L&B Nearing Am Grant for Hemet

L&B Broadcasting Co. moved closer to a radio grant when FCC Hearing Examiner Herbert Sharfman last week issued an initial decision proposing authorization of a new am outlet on 1320 kc with 500 w, directional antenna, day, in Hemet, Calif. Two competing applications in hearing with L&B Broadcasting were dismissed.

Pocatello, Idaho, Vhf Granted

The FCC last week granted KBLI Inc. (KBLI Blackfoot, Idaho) a construction permit for a tv station on ch. 6 in Pocatello, Idaho. Granite District Radio Broadcasting Co., Howard D. Johnson, president, owns 70% of the licensee. Granite District Radio also operates KNAK Salt Lake City.



KGW, KING STATIONS AFFILIATE WITH NBC

- **Switch to be made from ABC**
- **Action surprises KOMO-AM-TV**

A switch in the network affiliations of the King Broadcasting Co. television and radio stations in Seattle and Portland from ABC to NBC was announced last week.

Secondary NBC affiliations with KGW-AM-TV Portland, Ore., became effective last Tuesday (Oct. 14) and with KING-AM-TV Seattle last Wednesday, according to a joint announcement by Otto P. Brandt, vice president in charge of the broadcast division of King, and Harry Bannister, vice president in charge of station relations for NBC.

Primary NBC affiliations were set to become effective as follows: KGW, Dec. 19, 1959; KGW-TV, May 1, 1959; KING, June 14, 1959, and KING-TV, Dec. 10, 1959. Until those dates, the stations remain primary affiliates of ABC-TV.

Mr. Brandt told the staffs of the four stations: "Our association with NBC is one of the most important milestones in our history. NBC's appraisal of our stations as the best in Seattle and Portland is recognition of which we can be very proud. It is a compliment which I am sure all of us will accept with thanks and appreciation."

Mr. Bannister said NBC was "highly pleased," that "our company has traditionally been associated in broadcasting with the country's outstanding television and radio stations" and that adding these outlets to other NBC affiliates in the Northwest "assures us of still greater possibilities for NBC service in this important area of the country."

King Broadcasting is owned principally by Mrs. A. Scott Bullitt, its president. KING-TV is on ch. 5, KING is on 1090 kc with 50 kw; KGW-TV on ch. 8, KGW on 620 kc with 5 kw. Walter Wagstaff and Fred Von Hofen are station managers of KGW-TV and KGW, respectively.

NBC's current affiliates in the area are KOMO (1000 kc, 50 kw) and KOMO-TV (ch. 4) Seattle, and KPTV (TV) Portland (ch. 12).

W. W. Warren, executive vice president and general manager of KOMO-AM-TV Thursday expressed surprise at NBC's action and said, "We are amazed that NBC would have the audacity to make a package deal involving Portland and Seattle which sells one of its oldest friends and staunchest supporters down the river. We do not know what political, economic or ulterior forces were brought to bear on NBC to destroy 32 years of successful partnership. . . . This is all the more incredible in light of the fact that KOMO-TV is No. 1 in the market and repeatedly attracts the most viewers on directly competitive local programs."

Mr. Warren pointed out that KOMO became an affiliate of NBC in 1927 and was a charter affiliate of the NBC Pacific Coast network. He declared KOMO officials aided and assisted NBC in the formation of this network and that KOMO-TV became a basic affiliate of NBC-TV Dec. 11, 1953, its first day on the air.

Mr. Warren did not announce any plans as to the future affiliation of the stations.

While not commenting formally, ABC-TV officials showed no lack of confidence in their ability to replace the losses in both markets.

CBS-TV Shifts Bunker To Network Sales Post

Edmund C. Bunker, CBS-TV vice president and director of affiliate relations, has been named vice president and general manager of CBS-TV network sales, reporting to Thomas H. Dawson, vice president in charge of network sales. Carl S. Ward, national manager of affiliate relations, succeeds Mr. Bunker [CLOSED CIRCUIT, RESPECTS, Oct. 13].

The appointments announced last week by William H. Hylan, vice president of sales administration at CBS-TV, were seen as a network move to strengthen its sales department. Mr. Bunker has been with CBS-TV since June 1949 when he was an account executive in network sales. He became general sales manager of KNXT (TV) Los Angeles and the Columbia Pacific network in 1952 and two years later was appointed general manager of WXIX (TV) Milwaukee. He was elected vice president and director of affiliate relations in October 1957.

Mr. Ward, associated with the network 13 years, joined at WCCO Minneapolis (then CBS owned), became general manager of WCBS New York in 1951 and national manager of affiliate relations for CBS-TV in April 1957.



MR. BUNKER



MR. WARD

At the same time, George Klayer, who has been CBS-TV network sales manager, is being assigned to special agency accounts.

WOL to Replace WGMS As Mutual's D. C. Affiliate

Mutual reported last week that WOL Washington will become the network's affiliate there on Nov. 1, replacing WGMS. It was understood that WGMS asked for release from its affiliation contract because the station intends to return to a format stressing "good music." WOL operates on 1450 kc with 250 w. It is owned by the

"What! You want $24 for a little island like this?"



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INDIANAPOLIS to OMAHA	586	$5.65	$4.95 to $9.09
EL PASO to LOS ANGELES	701	7.25	1.40 to 6.89
CLEVELAND to DALLAS	921	9.65	.90 to 8.41
ATLANTA to DENVER	1421	12.05	1.80 to 7.98

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Washington Bcstg. Co., of which Henry Rau is president.

Mr. Rau said the acquisition of Mutual gives WOL top network news service, fitting into the music-news format. WOL refuses to go rock-and-roll and will continue its combination of standard, popular and serious music.

Mutual will move its Washington headquarters Nov. 1 to newly decorated quarters in the Sheraton Park Hotel, once the site of WRC-AM-TV, NBC's owned Washington stations. Fulton Lewis jr., MBS commentator, also will move his offices and staff to the hotel.

'21' Dropped, 'Question' Hitting Skids on Ratings

One of the bellwether quiz shows was dropped last week and another appeared to be losing its grip.

Pharmaceuticals Inc., the sponsor, and NBC-TV decided to cancel *21,* which was one of the top-rated quizzes on the air before the "quiz scandal" broke and the program itself came under grand jury investigation. Its ratings have sagged to about a third of what they once were. The show was dropped after last Thursday night's program (8:30-9 p.m.).

Spokesmen for Revlon and P. Lorillard meanwhile expressed unhappiness with the ratings decline that *$64,000 Question,* granddaddy of the big-money giveaway, has suffered in recent weeks. But it was noted that the advertisers are committed to a 26-week contract and, unless the rating figure worsens, probably would stay with the show at least for that period. If the ratings continue to drop materially, however, the sponsors—especially Revlon—may seek relief. *Question* is on CBS-TV.

Dropping of *21* was attributed to the ratings slump. Spokesmen for Pharmaceuticals reiterated that they still had complete confidence in the program and its producer, Barry & Enright Productions, but that apparently the public had lost interest if not confidence in the program.

The program will be replaced Oct. 30 by another Barry & Enright quiz, *Concentration,* which has enjoyed rising ratings as a daytime show on NBC-TV. Jack Barry of Barry & Enright will be host on the nighttime version. Hugh Downs is m.c. on the Monday-Friday daytime edition.

This week's program (Oct. 23) has been pre-empted for the *Gateways to the Mind* special, sponsored by the Bell System.

NBC said Pharmaceuticals' buy of the nighttime *Concentration* substitute for *21* was part of a major network purchase in which the sponsor also picks up alternate-week sponsorship of *Arthur Murray Party* (Mon., 10-10:30 p.m. EDT) and adds five alternate-week quarter-hour segments in three daytime shows (*Treasure Hunt, Concentration* and *It Could Be You*). Pharmaceuticals' agency is Parkson Adv., New York.

Meanwhile, the probe of former contestants' charges against quiz shows continued before a New York grand jury. The "scandal" broke in late August when Colgate-Palmolive summarily dropped *Dotto* after a contestant charged that another had been briefed on questions to be asked. Charges, denied sharply by Barry & Enright, later were leveled against *21.*

Meanwhile *$64,000 Challenge* was dropped by Lorillard just as the show prepared to move from CBS-TV to NBC-TV. Two weeks ago NBC announced that it was taking temporary but direct supervision of *21, Tic Tac Dough, Concentration* and *Dough Re Mi,* all formerly handled by Barry & Enright [AT DEADLINE, Oct. 8].

TV NETWORKS NEARLY SOLD OUT—TVB

A Television Bureau of Advertising survey reveals that all three tv networks report they now are virtually "sold out," reversing the pessimistic outlook for the industry a few months ago.

Norman E. Cash, TvB president, who reported on the survey, pointed out that network spokesmen stressed that the buyer's caution during spring and summer months "occasioned continuing sales activity beyond the normal cut-off date." Mr. Cash observed that despite the late start, the schedules were filled quickly, with daytime network tv "particularly" strong this year. TvB released the following comments from network officials:

Don Coyle, ABC-TV vice president in charge of research and sales development: "The picture now is extremely bright. . . . We anticipate that if the trend continues, ABC will make more sales in the fourth quarter than in any previous fourth quarter in our history."

William H. Hylan, CBS-TV vice president of sales administration: "Both daytime and nighttime sales compare favorably to the '57 last quarter. The general picture is good . . . with the future looking very optimistic, especially starting in January, what with new products coming in."

Don Durgin, NBC-TV president and national sales manager: "In the last two months, there has been a rush of business, both nighttime and daytime, since the real effect of the recession, as we all can appreciate now, was merely to delay the placing of orders."

NBC Affiliates, Editor Guests, Ready to Converge on New York

NBC's radio and television affiliates—and 80 to 100 radio and tv editors who will be NBC's guests—will converge on New York this week.

The affiliates will meet among themselves and with NBC top brass on Wednesday, Thursday and Friday (Oct. 22-24). The radio-tv editors, making the second annual NBC Press Tour, will spend the week in a round of tv-radio programs, parties and demonstrations—and "appropriate" affiliate functions.

The affiliates' agenda calls for an NBC Radio presentation at 10 a.m. Wednesday by Matthew J. Culligan, executive vice president in charge of the radio network, and other key executives.

At 12:30 on opening day both radio and tv affiliates will visit the David Sarnoff Research Center at Princeton.

The NBC-TV presentation will be held Thursday morning at 9:30 with NBC board chairman Robert W. Sarnoff and President Robert E. Kintner heading the network delegation.

A luncheon for both radio and tv affiliates is set for 12:30 Thursday, followed at 2:15 by meetings of radio and tv affiliates and a network presentation to optional tv affiliates. The banquet and entertainment program, open to the visiting newsmen as well as affiliates, is at 7 p.m. Thursday.

The affiliate meetings are slated to end after a closed meeting of tv stations for election of officers and any other business, at 10 a.m., Friday. All affiliates' meetings are at the Plaza Hotel.

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Intermountain Network Affiliate
KLIX
Twin Falls, Idaho
is NUMBER ONE*
In the Fabulous Magic Valley
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HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

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IS
COMING

Lower ASCAP Fees Goal of Radio Group

A "substantial reduction" in ASCAP radio music license fees will be sought when the all-industry radio music license committee starts "shortly" to negotiate with the performing rights society.

This decision was announced last week by Robert T. Mason of WMRN Marion, Ohio, committee chairman, who said it was reached by the executive committee at a session Tuesday (Oct. 14).

It also was understood the committee agreed to seek a five-year contract, the longest term allowed to ASCAP under its government consent decree.

Officials said negotiations with ASCAP representatives were expected to start shortly. No date had been set late last week, however.

The decision to seek lower rates came as small surprise, having been forecast even before first steps were taken to create the committee earlier this year [NAB CONVENTION, April 28].

Actually, radio pays about 10% more for ASCAP licenses than television does—a situation that came about in 1953 when tv negotiators convinced ASCAP, which was then getting "radio rates plus 10%" from television, that the budding expansion of television promised ASCAP enough additional income to justify cutting the tv rate to, roughly, "radio minus 10%."

The radio station rate, in effect since 1941, is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher, 2.75%. For most stations the contracts expire Dec. 31 this year.

The all-industry committee also plans to negotiate for new BMI licenses, which expire next March, and "consider existing agreements" with SESAC [PROGRAM SERVICES, Oct. 6].

Executive committee members at last week's meeting, in addition to Mr. Mason, were:

Richard D. Buckley, WNEW New York; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, WRFD Worthington, Ohio, and Peoples Broadcasting Corp.; Elliott M. Sanger, WQXR New York, and Sherwood J. Tarlow, WHIL Medford, Mass., and other Tarlow stations. Emanuel Dannett, general counsel to the committee, and his partner, William W. Golub, also attended the meeting.

Community Club Signs Nine

Community Club Services Inc., New York, last month franchised the following stations: WMMB Melbourne, WTYS Marianna, both Florida; KXEL Waterloo, Iowa; WSPN Saratoga Springs, WPDM Potsdam, both New York; KZUM Farmington, N. M.; WFLB Fayetteville, N. C., KATR Corpus Christi, and KBOX Dallas, both Texas. This brings the number of outlets franchised by Community Club to 172.

5KW for all of Northeast Michigan

Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime



WFDF·910

NBC Affiliate in Flint, Michigan

Represented Nationally by the KATZ AGENCY

BEATING the DRUM...



FOR MORE AND MORE TELEVISION SETS IN THE RICH, PROSPEROUS

WMAZ-LAND

N. C. S. #3

SHOWS AN INCREASE OF

35.1%

TELEVISION SETS

ONLY CHANNEL 13 COVERS THIS MARKET WHERE SALES CONTINUE ABOVE THE NATIONAL AVERAGE—PULSE, 1958

LET YOUR AVERY-KNODEL MAN GIVE YOU THE FULL STORY!

WMAZ-TV
CHANNEL 13
MACON, GA.
CBS ABC NBC

TRADE ASSNS.

RADIO HAS IMPROVED IN TV ERA, OILMAN TELLS NAB AT MILWAUKEE

- **Two midwest regionals draw some 200 broadcasters each**
- **WOMT liquor ad announcement sparks conference comment**

Radio is a stronger advertising medium than it was before the introduction of television, midwest broadcasters were told Oct. 14 at the NAB Fall Conference by Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana).

Addressing nearly 200 industry executives in Milwaukee, Mr. Nunn said his company finds both tv and radio essential to the sale of petroleum products.

J. Cameron Thomson, board chairman of Northwest Bancorporation, called on broadcasters to enlarge their presentation of economic issues. He spoke Friday (Oct. 17) at the Fall Conference held in Minneapolis.

The 10-man NAB headquarters conference team moves today (Oct. 20) to the Somerset Hotel, Boston, for the seventh meeting in the autumn series. The eighth and final conference will be held Oct. 27-28 at the Statler Hilton Hotel, Washington.

Record attendance for the six meetings held to date was registered at Minneapolis, with 225 delegates taking part.

A new topic appeared unexpectedly at the Milwaukee meeting when Francis M. Kadow, owner-manager of WOMT Manitowoc, Wis., announced the station planned to accept advertising of hard liquor. This quickly drew a heated criticism from NAB President Harold E. Fellows (see liquor story, page 31).

Mr. Nunn, while acknowledging that no single medium "supplies everything we want" and that there's "no infallible scientific formula" for selecting media, Mr. Nunn pointed out that Standard pioneered in tv "before network television was available in Chicago" and cited the phenomenal growth and development of the industry.

"We believe television is highly important in the present market and in markets of the future," Mr. Nunn stated. Standard sponsors weather, news and sports programs in 16 markets in four states (Illinois, Indiana, Michigan, Wisconsin), shares the tab for CBS pro football (Chicago Bears, Green Bay Packers networks), and also underwrites the All-Star Football Game, Big Ten basketball (in 32 markets), Chicago Bears football in that city, and professional hockey on a Michigan network. He observed: "In short, television is a very important medium in our advertising," with both broadcast media accounting for the largest single item in Standard's budget.

Mr. Nunn emphasized that "one of the major discernible effects of television has been to make radio a stronger local advertising influence than it had been before. As a matter of fact, even with my company's extensive use of television, we now sponsor radio in as many markets as we did before television entered the advertising scene."

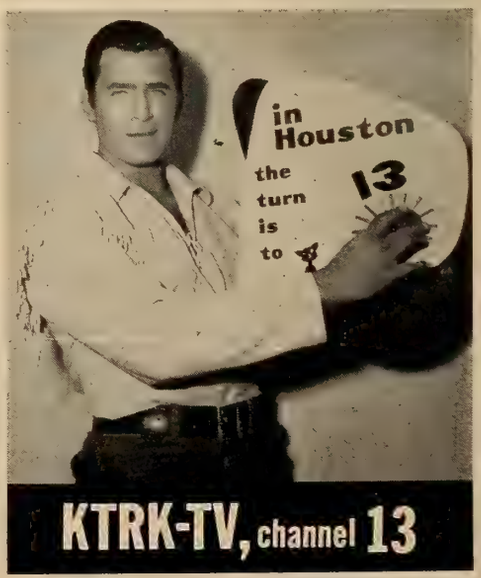
Radio produces a "responsive audience at a reasonable cost per thousand," is flexible with respect to time periods and seasonal product requirements and can be heard in automobiles, he pointed out. Standard sponsors regular radio program strips in seven markets of the four states and has spot schedules in ten others, he reported. In that four-state area, he added, standard uses 43 tv and radio stations, sponsoring 38 tv and radio programs, plus 13 regular spot schedules "at a cost that amounts to more than 70% of our total advertising budget."

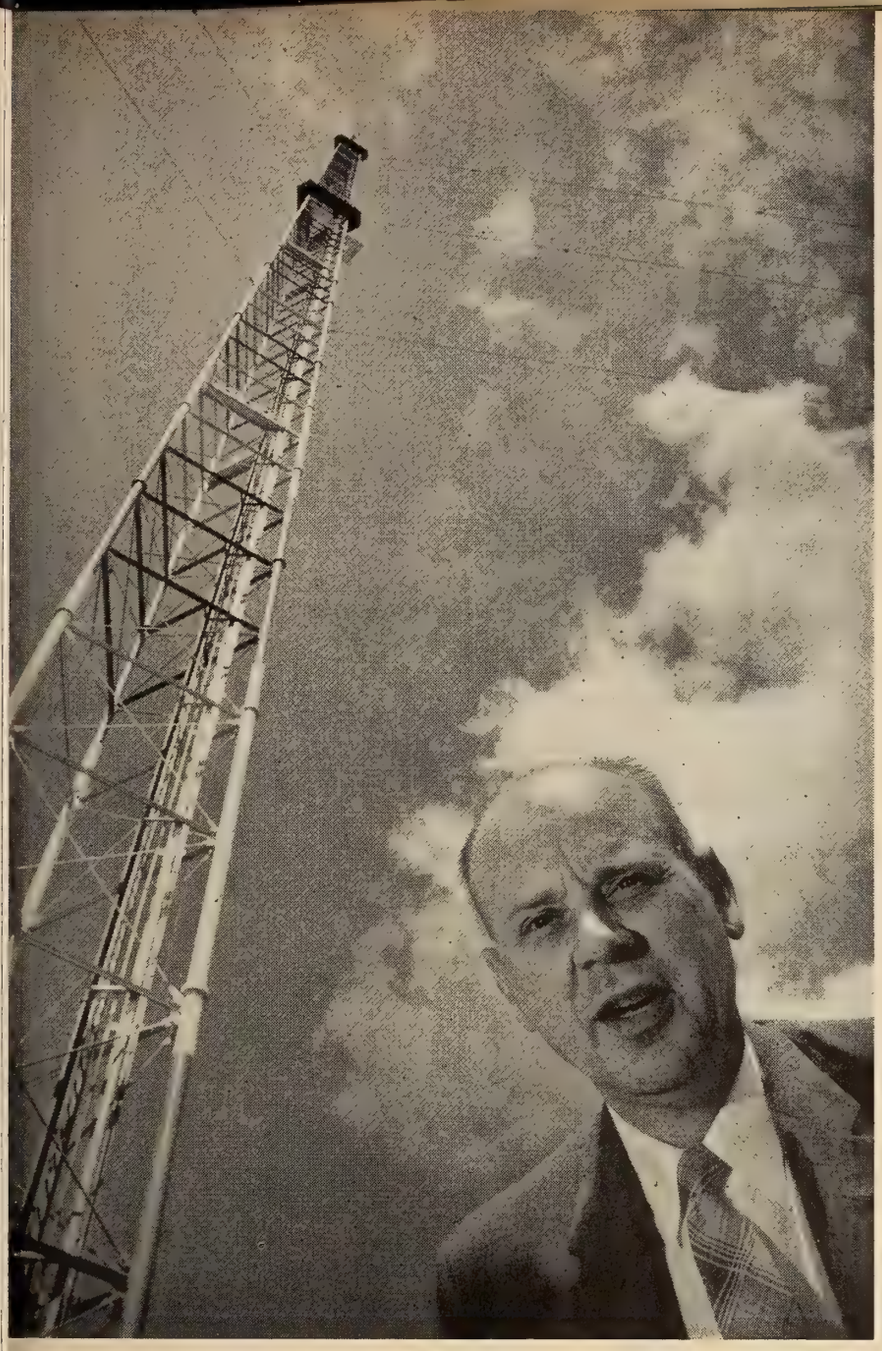
Using an "exacting" measuring system and paying close attention to rating trends, Mr. Nunn reported, Standard has been able to keep its average tv program advertising cost per thousand per commercial minute below $3 and average radio cost around $1. These figures reflect "very low cost-per-exposure to a selling message" in mass advertising, Mr. Nunn commented.

Despite problems as a regional advertiser, Standard's median cost per thousand per commercial minute is "well under the median for all 122 network programs that were being televised in January of this year," he claimed. A popular tv quiz show might run about $75,000 a week, he noted, but its audience is so large that the cost per viewing home is only slightly more than half a cent, or less than one-fifth of a cent per home per commercial minute.

In the case of radio with 97% home coverage, "an advertising message would cost an extremely small fraction of a penny per set in use. In my company's case, the cost is slightly under one-tenth of a cent."

Mr. Nunn pointed out that people seldom complain about published advertising as much as broadcasting messages. He said a pressing responsibility exists for "improving commercial messages, if that is possible." He expressed doubt "there is any basic, overriding reason why broadcast





The antenna up there is brand new - but we've transmitted from this Dresser-Ideco tower since 1951

"I'm Bob Holbrook, Chief Engineer for WSB-TV, Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17′.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

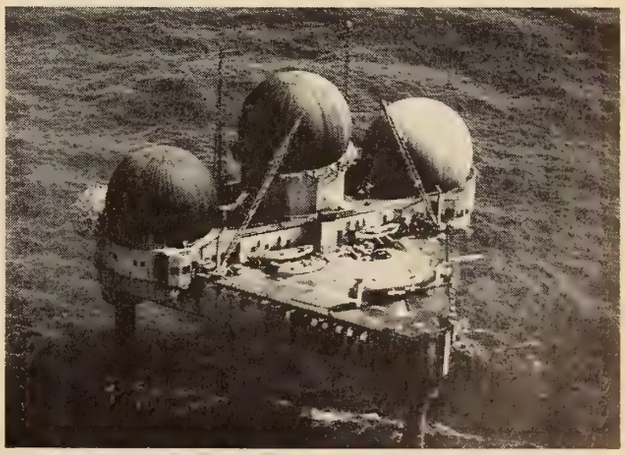
"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative, or contact us direct. Write for Tower Catalog T-57.



How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798′ level removed.
6. New steel installed above 798′ level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.



The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-84, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.



MR. NUNN



MR. THOMSON

media advertising cannot be made as palatable and acceptable to the public as printed media advertising is."

Advertising's shortcomings in commercial messages will "either be strongly modified or eliminated as we progress," Mr. Nunn predicted.

Mr. Thomson said radio and television can contribute to public understanding of economic issues through forum programs, panels and interpretive news. "You should be able to tell the audience the truth—that inflation will only depreciate the value of the dollar and raise prices," he said.

He cautioned broadcasters they must be fair by total presentation of subjects on which they editorialize.

Sports promoters will renew their efforts in the 86th Congress for exemptions from anti-trust laws involving broadcast media, Mr. Fellows warned at Milwaukee. Proposed legislation would "limit the capacity of the nation's free broadcasters to bring radio and television reports of baseball games" and make it "virtually impossible" for stations and networks "to negotiate contracts that would make the broadcasting of such sports—even on the limited basis now current—a possibility in the future," he said.

Sales administration was explored at the Monday afternoon radio session by Sterling B. Beeson, president, Headley-Reed Co. In a panel discussion he reported he hadn't noticed any trend toward a single national and local rate in recent years. He felt agencies should be charged the national rate "because they're agencies and are, in fact, national" and that otherwise radio's sales structure would be undermined. He thought it "almost impossible" that stations would agree on a standard single rate. Mr. Beeson also called for a "fresh approach to selling," adding it's "unfortunate we're faced with ratings and ratings are predominant." He acknowledged their need, however, as a barometer for programming, "which representatives basically sell."

John F. Meagher, NAB radio vice president, cited the increasing deluge of agency questionnaires mailed to stations and seeking product, schedule and other information.

Future patterns posed by the American Federation of Television & Radio Artists' petition to the National Labor Relations Board, seeking representation of performers in videotape commercials, topped off-the-cuff discussions in the Monday afternoon tv session with Charles H. Tower, NAB broadcast personnel and economics manager, as floor leader. NLRB has commenced hearings on the AFTRA petition. interrupted temporarily for the union's negotiations with networks and the transcription industry [PERSONNEL RELATIONS, Oct. 13, 6].

Safety Council, ARC, Kiwanis Joining in NAB's 'Salute to Tv'

Three public service organizations join NAB in a "Salute to Television" during National Television Week, to be observed Nov. 16-22. National Safety Council and American National Red Cross have prepared filmed spots for stations; Kiwanis International has mailed a special kit to be used by local clubs during the observance.

Theme of the week will be, "Nothing Brings It Home Like Television." This theme will be continued after Television Week. Emphasis in NAB's observance will be built around the impact of tv in making information and entertainment dynamic and personal.

Gen. Alfred M. Gruenther, president of the Red Cross, will appear in a one-minute tv spot already distributed through local chapters. The film tells of the effectiveness of tv in telling the story of disaster relief.

The Kiwanis kit suggests station personnel be invited to address club sessions and proposes participation in station open house ceremonies, certificates for tv stations and sponsorship of essay contests based on the new tv theme.

Chicago chapter of the Academy of Television Arts & Sciences, cooperating with Broadcast Advertising Club of Chicago as well as Chicago Unlimited and local stations, will conduct a joint observance of Tv Week.

Alabama UPI Group Organized

Sixty Alabama radio-tv stations comprise the UPI Broadcasters Assn. of Alabama, formed Oct. 11 in Tuscaloosa. Ray A. Furr, vice president, WAPI-AM-TV Birmingham, is its first president. W. H. Miller, general manager of WGYV Greenville, and William O. Tome, UPI Alabama, news manager, also were elected officers of the association.

The three officers are in a UPIBAA awards committee with John Garrison, station manager of WFUN Huntsville, and Charles Gardner, sales manager, WCOV Montgomery. The association will meet twice yearly in conjunction with the Alabama Broadcasters Assn.

Ingstad Elected by N.D. Group

Robert E. Ingstad, KOVC Valley City, was elected president of North Dakota Broadcasters Assn. at its Oct. 4 meeting in Bismarck. He succeeds Charles G. Burke, KFGO Fargo. John Boler, North Dakota Broadcasting Co., was elected vice president. Named to the board were Messrs. Ingstad, Burke and Boler; Tom Barnes, WDAY Fargo; Richard C. Johnson, KBOM Bismarck, and William Ekberg, KFYR Bismarck. The 1959 meeting will be held in Valley City. The board named Les Maupin, KLPM Minot, to be secretary-treasurer.

O'Dea Tells Alabamans Back-Stabbing Must Go

The call for an end to intra-mural bickering in the radio business has been sounded by a man who has occupied both sides of the timebuying desk:

The speaker—addressing the Alabama Broadcasters Assn. at Tuscaloosa Oct. 10—was Tom O'Dea, former timebuyer at Sullivan, Stauffer, Colwell & Bayles and William Esty agencies, now a salesman at H-R Representatives Inc. Mr. O'Dea scored lack of station-and-representative cooperation and self-imposed indifference by station people to the competitive media struggle.

Mr. O'Dea charged that while rival media representatives were "sniping . . . attacking . . . and ganging-up" on radio, hurting the medium and hurting it hard, "we don't seem to care. We gaze at our attackers with privileged detachment and serenity." Instead of fighting back, Mr. O'Dea went on, "You and I are not selling radio positively, nor are we programming or managing positively. What we are doing well is back-stabbing and undermining each other . . . we've been on the defensive so long we're in a rut. We bow to the golden idol of television. We're romanced by print into believing both mediums are needed for coverage with radio as the stepchild. We are told how to run our business."

Doing most of the telling, according to Mr. O'Dea: (1) the advertiser "who insists on 'no double-spotting' yet screams like hell for prime times"; (2) the cost accountant "who tells us our cost-per-thousand is lousy, not mentioning his sales are better since he used radio"; (3) the client "who'll ask for 15 minutes of uninterrupted product commercial in the middle of traffic time right after your 8-8:10 a.m. news. He's the same guy who squawks about a rate increase. . . ."

Making the job harder still: rate-cutting by stations and other means by which Station A Downgrades Station B, etc.

This kind of behavior, said Mr. O'Dea, is reminiscent of "an old-fashioned western . . . where the director, perched up on his seat away from the clatter, makes the rules as he goes along and it's every man for himself. The hero of radio buying is to some people, the guy with the sharpest pencil and biggest pair of lungs. In a word, we've lost our integrity and a great deal of our conviction. These are two priceless commodities no medium can afford to lose—especially radio. The quality and effectiveness of this medium is overshadowed by 'what have you done for me lately' and 'how cheap is it?'."

So hard is the intra-mural fight being waged, says Mr. O'Dea, that "We fail to realize we're playing the newspaper game. The advertiser hears good about the paper and bad about radio. Consequently, your town is sold off radio for print."

Making the rep's job harder, Mr. O'Dea feels, is the lack of time given a representative in which to tell his story to the timebuyer—"20 interrupted minutes . . . be-

tween phone calls, billing problems, account group contacts." On top of this, "many stations are tieing their rep's hands because they give him insufficient data."

Mr. O'Dea quoted Bryan Houston's Marketing Vice President Patrick H. Gorman in BROADCASTING [MONDAY MEMO, Oct. 6] on the need on an advertiser's part to get as much marketing information as possible before placing a broadcast campaign.

Noted Mr. O'Dea: "There is no such thing as a bad buy in radio. There is, however, a good second buy. If we lose business, it's probably our fault because we didn't do the best job of presentation."

The station representative also blasted radio's penchant for "me-tooism," of on-air gimmicking, for the "happy hundred list of top records [which] has become the irritating symbol of bad broadcasting."

Sweeney Asks End to Civil War Among Stations in Ohio Speech

Radio stations should stop "the senseless civil war that is the principal deterrent to faster development of the medium, Kevin B. Sweeney, president of Radio Advertising Bureau, told the Ohio Assn. of Broadcasters at its Oct. 17 meeting in Columbus.

OAB was told by Ralf Brent, vice president of WIP Philadelphia, that the John Wanamaker store is making merchandising history by using radio to sell storm windows, jalousies and swimming pools (see story, page 35).

Mr. Sweeney cited, among other types of skirmishes, "the station vs. station vendettas that pass for selling," the name calling of any station that received its FCC license after 1948 as "a rock 'n' roll teen-age delight." He called this type of behavior radio's "Irish syndrome," said it affects both good and bad stations alike.

As radio "dissipates" its energies in selling against one another, newspapers are racking up $3 billion worth of advertising, Mr. Sweeney asserted. Instead, radio ought to tell advertisers what it can do and newspapers "can never hope to do." "We devote 8 out of 10 of our sales calls and over 90% of our selling time to explaining why our station is the only worthwhile buy in the market, why our Pulse or Nielsen rating is much more meaningful than the other stations' . . ."

Urged Mr. Sweeney: "End the civil war . . . tell your advertisers what radio can do and your kilocycles can do. Talk success instead of share of audience and your business as well as all your radio competitors' will improve."

RAB Examining Local Business

Radio Advertising Bureau is distributing a local radio business questionnaire to its member stations so that the bureau can evaluate the radio-spending importance of local business and estimate an approximate percentage of station volume obtained from each of the local categories. RAB plans to provide members with a detailed summary of the survey results—broken down by market and station size—for use as a guide in sales efforts.

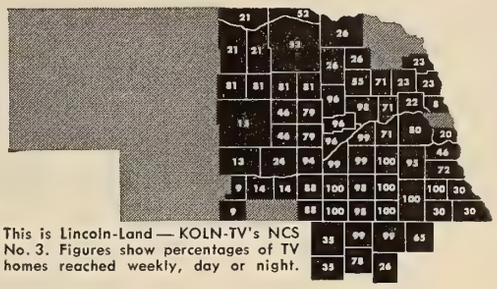


YOU'RE ONLY

HALF-COVERED

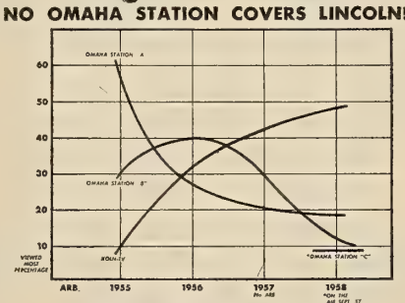
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

Let's face it. To do a TV job in Nebraska, you start with an Omaha station. After that, the only logical choice is KOLN-TV.

NCS No. 3 shows that Lincoln-Land is a whopping big area. *Even if you throw out everything except those counties where KOLN-TV is the DOMINANT station, KOLN-TV gives you almost as much buying power as all of Nebraska west of the area—$592 million as against $624 million!*

So, Nebraska's "other big market" is Lincoln-Land! Ask Avery-Knodel for the facts on KOLN-TV — the Official CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week



"FILM CENTRAL" for network operations. From this control room all the ABC film shows are fed to affiliates.

How ABC-TV gets top picture quality for all its network film shows....

—Converts 100% to RCA Vidicon Film Camera Chains!

"For the top quality we require in our network film shows we chose RCA Vidicon film equipment," says Frank Marx, Vice-President, Engineering. They were so satisfied with their quality network film purchase that they converted *all* their film equipment to RCA Vidicon! Now they're piping the highest picture quality down their entire network line. Popular film shows like "Maverick" get the very best treatment, which pays off in viewers.

ABC first made careful tests of competing equipment. RCA Vidicon film camera chains showed up in first place. Frank Marx summed it up like this, "In all our tests RCA Vidicon equipment proved best. We feel we moved miles ahead in film programming quality when we installed these modern Vidicon chains at all our stations."

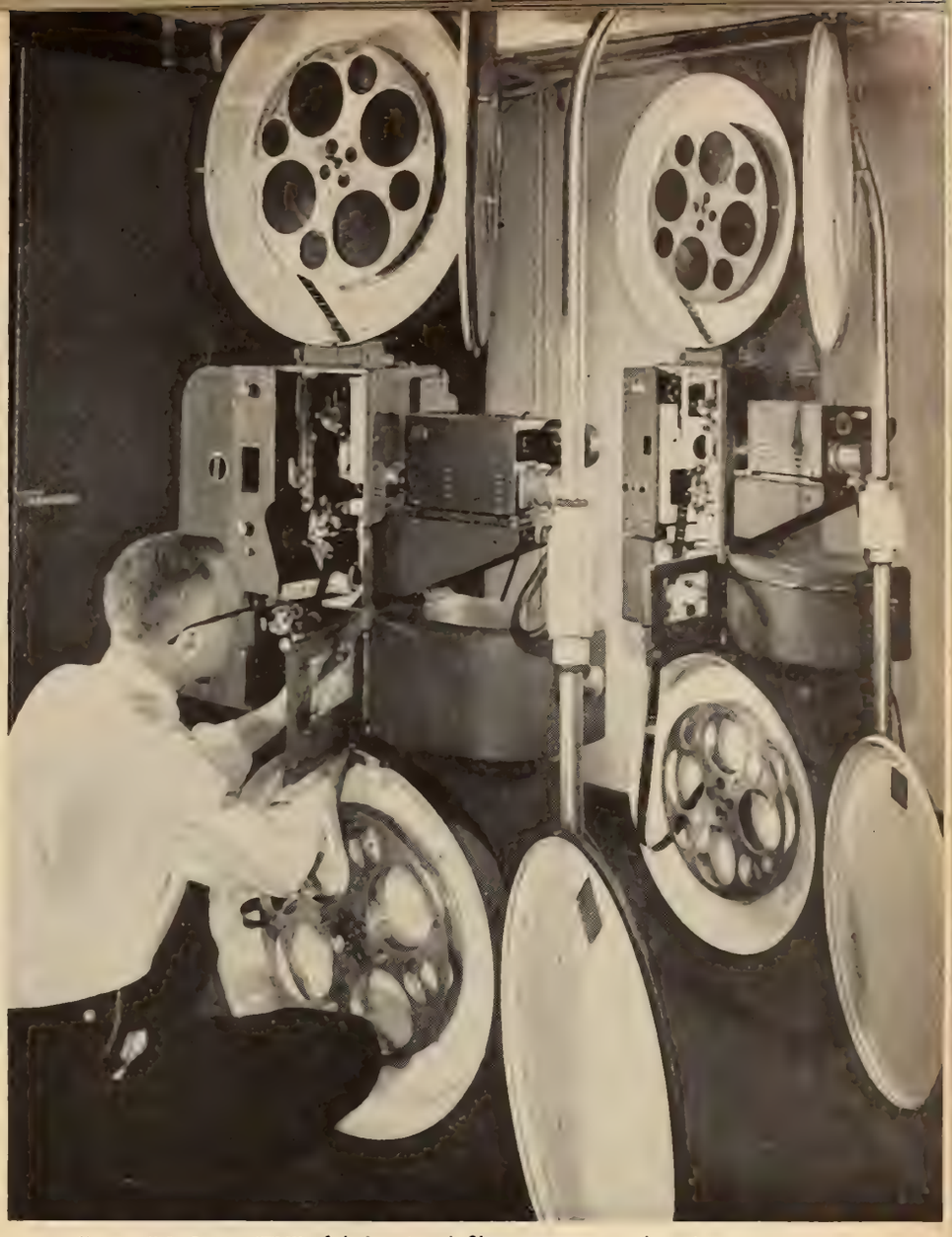
Their first two chains were delivered in October, 1954, for the Disneyland opening in New York. Other chains soon followed. Then, in December, 1957, they decided to go "all the way" at all their stations. Today, ABC-TV is 100% RCA Vidicon. The results speak for themselves.



NERVE CENTER of ABC-TV operations—the master control room—is largely RCA equipped.



PROTECTION SYSTEM. RCA TP-6 16 mm professional projectors are used to double-up with 35 mm network projectors to insure on-air continuity in event of mishap. TP-6's are used throughout ABC local film rooms.



"KEY TO QUALITY" of their network film programs . . . these two RCA TP-35 projectors, monoplexed to Vidicon film camera chains.

EXHAUSTIVE TESTS of equipment, preceding decision to buy RCA, pointed out important fact: "RCA has the quality!" And here, Al Malang, a video facilities engineer, demonstrates camera features to group of ABC executives headed by Frank Marx, Vice-President, Engineering; including Wm. H. Trevarthan, Director, Network Operations; John G. Preston, Director, Engineering Facilities; and Verne Pointer, Chief Video Facilities Engineer. Al Josephsen, RCA, looks on.



Your RCA Broadcast Representative will be glad to explain how RCA Vidicon film equipment can make a success of your film room! In Canada: RCA VICTOR Company Limited, Montreal.

RCA

Tmk(s)

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Thomas Elected President Of Nebraska Radio-Tv Assn.

The Nebraska AP Radio & Television Assn. named Bob Thomas, manager of WJAG Norfolk, its president, at the association's annual meeting this month. He succeeds James Ebel, general manager of KOLN-TV Lincoln. James McGaffin, news director at WOW-AM-TV Omaha is the new NAPRTA vice president.

Speakers at the meeting were Morris Jacobs, president of Bozell & Jacobs, Omaha advertising agency, and Joe R. Seacrest, associate editor of the *Lincoln Journal*. The latter urged broadcasters to greater efforts with other media in fighting the American Bar Assn.'s Canon 35. A freedom of information committee was set up to seek revision of the ban on electronic reporting of court proceedings.

AFA, Better Business Bureau Endorse FTC Crackdown Plan

Advertising Federation of America and the Assn. of Better Business Bureaus gave their enthusiastic approval last week to the Federal Trade Commission's new nine-point guide program aimed at the widespread practice of advertising fictitious prices and phony claims [GOVERNMENT, Oct. 13].

C. James Proud, AFA president, speaking at Wilkes-Barre Advertising Club, said "the action of the FTC in striking hard at the enemies of advertising truth and believability is one which many of us have urged for some time. It deserves and needs the support of every advertising man and woman in the nation if it is to be successful. AFA will use its resources to acquaint its members and the public with the price tricks and sales techniques which endanger consumer confidence in advertising."

Harold W. Webber, chairman of the ABBB's comparative price committee, stated that the "guides are sorely needed and should go a long way toward restoring advertised savings claims to a truthful level." He added: "While the FTC promises prompt and forceful action, I believe thinking advertisers will grasp this opportunity to get their comparative price claims back on a truthful level.

The association will attempt through local bureaus, it was announced, to get all advertising media to adopt the FTC guides as the "common yardstick of acceptability for all price advertising."

Simpson Takes Over AIMS Chair

Election of Bill Simpson, KOL Seattle, as chairman of the Assn. of Independent Metropolitan Stations for 1958-59, was announced last week by retiring Chairman Virgil Sharpe, KOWH Omaha. Mr. Simpson in turn relinquishes the vice chairmanship of AIMS to Roy Albertson, WBNY Buffalo. At its 20th semi-annual convention in New York last Monday and Tuesday (Oct. 13-14), AIMS devoted most of its attention to on-air promotion and building audience. New members added included Joe Munroe, KJOE Shreveport, La., and Jack Roth, KONO San Antonio.

Patterson Elected Chairman Of Idaho-Utah AP Broadcasters

AP Broadcasters of Idaho and Utah elected Keith Patterson, owner-manager of KYME Boise, chairman of the group at an Oct. 4 organizational meeting.

Kim Ward, KLO Ogden, Utah, was named chairman of an Idaho-Utah continuing study committee. Ken Kilmer, KFXD Nampa, and Jim Brady KIFI Idaho Falls, also were named to the committee.

The broadcasters' guest was Pat Cullen, news director, KHQ-TV Spokane, Wash., and a director of the national AP Radio-Tv Assn. Mr. Cullen addressed the meeting on the association's efforts to guide AP in tailoring the radio wire to fit the needs of members. AP was represented by Bob Johnson, Salt Lake City bureau chief; Frank Wetzel and Howard Graves, Denver and Portland regional membership executives, respectively.

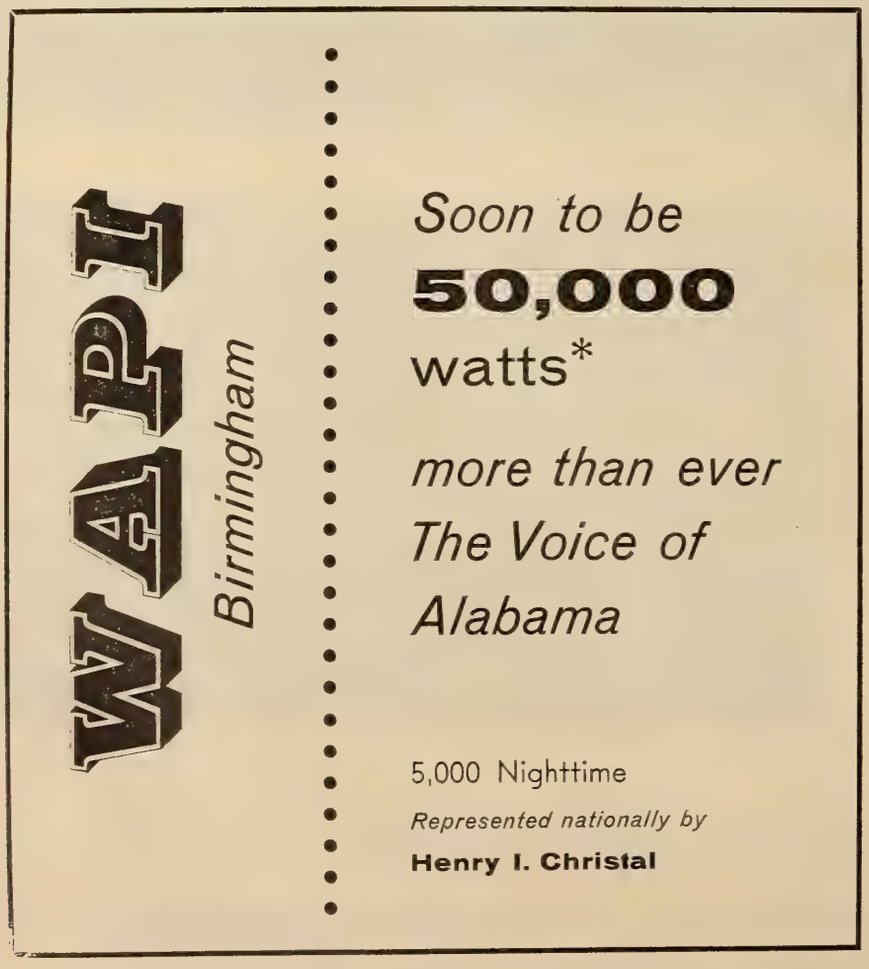
Mass. Group Elects Swartley; Bartley Speaks on Editorials

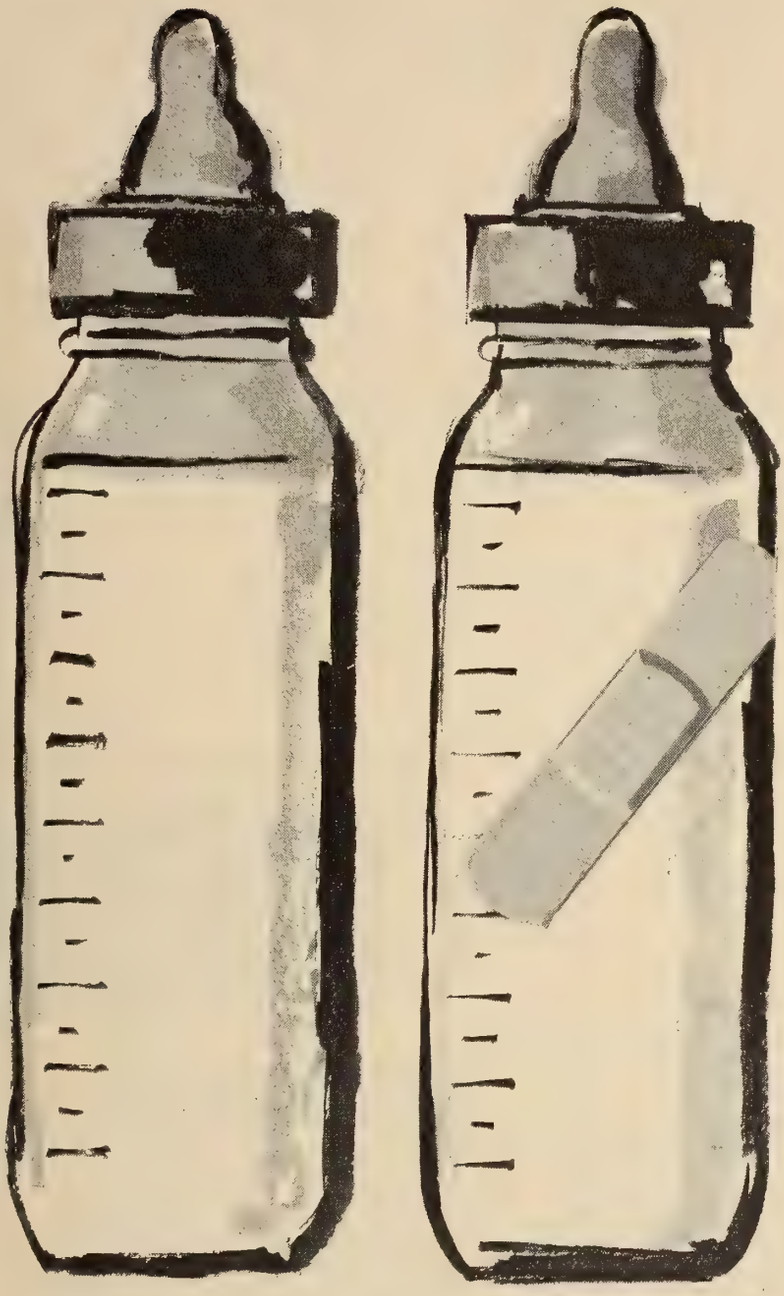
Broadcasters have "the added responsibility" of labeling editorials as such, FCC Comr. Robert T. Bartley warned Thursday (Oct. 16) in describing editorializing as a "tremendous" program source. Addressing the Massachusetts Broadcasters Assn. in Boston, Comr. Bartley traced development of the government's independent agencies and lauded FCC's achievements "on a budget of less than 5 cents a year per person in the United States." He said only 160 persons handle the 4,500 standard am, fm and tv stations.

W. C. Swartley, vice president of Westinghouse Broadcasting Co., was elected president of MBA, succeeding Roy Whisnand, WCOP Boston. Other new officers are Herbert Krueger, WTAG Worcester, vice president; Thomas Gorman, WEEI Boston, secretary, and Richard Adams, WKOX Framingham, treasurer. New directors elected were Otto Arnold, WBSM New Bedford; Bernard Waterman, WAAB Worcester; Arthur Haley, WORL Boston; Earl Clement, WBET Brockton, and Mr. Whisnand.

Arizonans to Gather Nov. 21

Arizona Broadcasters Assn. annual meeting will take place on November 21 at the Pioneer Hotel in Tucson, it was announced last week. Guest speakers will include Joe Floyd, president of Mid-Continent Broadcasting Co., which owns KELO-TV Sioux Falls, S. D., and FCC Commissioner Robert T. Bartley. Present officers of the association include: Tom Wallace Sr., KTKT Tucson, president; Arle Woolery, KSUN Bisbee, vice president; John Hogg, KOY Phoenix, secretary-treasurer. Board of directors includes Ray Smucker, KIVA-TV Yuma, Richard O. Lewis, KTAR Phoenix, Charles Saunders, KCLS Flagstaff, and Homer Lane, KOOL-AM-TV Phoenix.





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RTNDA STAGES POLITICAL BOUT ON CHICAGO CONVENTION PROGRAM

- **Alcorn, Butler spar over advertising, Harris committee**
- **Murrow says newsmen derelict in public responsibility**

Verbal tussle between National Committee Chairmen Meade Alcorn and Paul Butler over tv grants sparked the Radio-Tv News Directors Assn.'s 13th annual convention in Chicago last week.

Radio-tv newsman also were chastised by CBS commentator Edward R. Murrow for being derelict in their duties to inform the public.

Sparring matches between the GOP's Alcorn and Democrat Butler, the highlight of the Wednesday evening dinner, involves the workings of the House Oversight Subcommittee headed by Rep. Oren Harris (D-Ark.).

Mr. Butler charged the Republicans with having "all the smart ones in the field of persuasion and propaganda. They have at their disposal—and have had for a long time—all the best, slickest minds from Madison Avenue and Whittier, Calif., that money could buy." He commented that future GOP campaign statements "will hold all of the excitement and suspense of the third showing of *Lassie* on tv."

Mr. Butler chastised President Eisenhower for his appointment of former FCC Comr. Richard A. Mack and broadly questioned other appointments to regulatory agencies.

Comr. Mack was indicted last month by a Federal Grand Jury in Washington, D. C., on charges he sold his vote in the Miami ch. 10 case [LEAD STORY, Sept. 29].

Mr. Alcorn, in turn, accused the Harris subcommittee of postponing further hearings and tv grants until after the election and suggested that Democrats were not entirely blameless in "the influencing of tv channels." Mr. Alcorn charged that "the Harris subcommittee has at its disposal certain information which it will not permit to see the light of day until after the elections." He added, "It isn't the Republican members of the Senate who own chains of tv stations and who seek to influence grants."

The Harris subcommittee was accused by Mr. Alcorn of not wanting to get at evidence but indulging in "gossip" and "character assassination." He charged the subcommittee has not been "fair or decent" in its hearings.

In his Wednesday speech, Mr. Murrow suggested that 20 or 30 corporations which advertise on tv turn over one program each year to the network for a special show on information. He questioned the wisdom of such advertisers devoting their programs exclusively to the sale of goods and services.

"I refuse to believe that the presidents and chairmen of the boards of these big corporations want their 'corporate image' to consist exclusively of a solemn voice in an echo chamber, or a pretty girl opening the door of a refrigerator, or a horse that talks. They want something better, and on occasions some of them demonstrated it."

Making plain he did not speak for CBS but only for himself, Mr. Murrow stated: "I am entirely persuaded that the American public is more reasonable, restrained and more mature than most of our industry's program planners believe. Their field of controversy is not warranted by the evidence. I have reason to know, as do many of you, that when the evidence on a controversial subject is freely and commonly presented, the public recognizes it for what it is—an effort to illuminate rather than to agitate."

"Newspapers and magazines are the only instruments of mass communications which remain free from sustained and regular critical comment," Mr. Murrow noted, adding that "If network spokesmen are so anguished about what appears in print, let them come forth and engage in a little sustained and regular comment" regarding those media.

Mr. Murrow charged that networks will not defend "their vital interests," with particular reference to the networks' silence on the State Department ban of journalists in Red China. He also pointed out that FCC Chairman John C. Doerfer has had to publicly prod broadcasters "to engage in their legal right to editorialize." He stated: "Of course to undertake an editorial policy, overt and clearly labeled and obviously unsponsored, requires a station or a network to be responsible. Most stations today probably do not have the manpower to assume this responsibility, but the manpower could be recruited. Editorials would not be profitable; if they had a cutting edge they might even offend. It is much easier, much less troublesome to use the money-making machines of tv and radio truly as a conduit through which to channel anything that is not libelous, obscene or defamatory. In that way one has the illusions of power without responsibility."

The CBS commentator contended that

RTNDA Recognizes 16 With 1958 News Awards

Three trophies and 16 citations for broadcast news service were announced Oct. 18 by Radio Television News Directors Assn. at its Chicago convention. The RTNDA's annual awards competition was conducted by the Radio-Tv Dept. of Medill School of Journalism, Northwestern U.

These three trophies were awarded:

WKY-TV Oklahoma City—Outstanding tv news operation of 1958; Bob Gamble, news director; Norman P. Bagwell, manager.

WTVJ (TV) Miami—Outstanding news story or informational series televised in 1958; Ralph Renick, vice president in charge of news; Lee Ruwitch, manager.

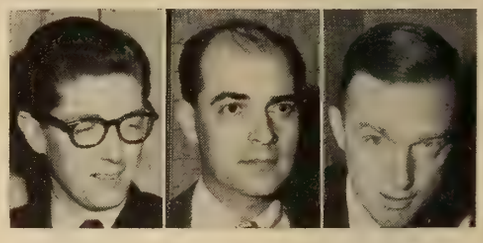
WTOP Washington—Outstanding 1958 news story or informational series—Edward F. Ryan, news director; Lloyd W. Dennis Jr., manager.

A top award was not made for the outstanding radio news operation in 1958 but a number of stations received distinguished achievement awards. The WTVJ trophy was based on the station's regular editorials, begun in September 1957, the judges recognizing the impact of the series on the community. WTOP's trophy was awarded for coverage of the Explorer I launching at Cape Canaveral, Fla.

Distinguished Achievement Awards went to the following stations:

Television News Operation—WBAP-TV Fort Worth, James A. Byron, news director, and George Cranston, manager; WFGA-TV Jacksonville, Fla., Harold Baker, news director, and Jesse H. Cripe, manager; WMBD-TV Peoria, Ill., Charles F. Harrison, news director, and Charles C. Caley, manager.

Radio News Operation—WBBM Chicago, William G. Garry, news director, and H. Leslie Atlass, manager; KROS Clinton, Iowa, Lee F. White, news director, and B.



MR. RENICK MR. GAMBLE MR. RYAN

M. Jacobsen, manager; WSM Nashville, Tenn., Bill Williams, news director, and Robert Cooper, manager; WJR Detroit, William Sheehan, news director, and Worth Kramer, manager; 2GB Sidney, Australia (special foreign citation), Hugh Elliot, news director, and B. C. Button, manager.

Television News Story or Informational Series—WBBM-TV Chicago, William G. Garry, news director, and H. Leslie Atlass, manager; KLZ-TV Denver, Jim Bennett, news director, and Hugh B. Terry, manager; WMBD-TV Peoria, Ill., Charles F. Harrison Jr., news director, and Charles C. Caley, manager; KOMU-TV Columbia, Mo. (U. of Missouri), Phil Berk, news director, and Glen Griswold, manager.

Radio News Story or Informational Series—KGVO Missoula, Mont., Don Weston and Ron Richards, news directors, and A. J. Mosby, president; WOOD Grand Rapids, Mich., Dick Cheverton, news director, and Willard Schroeder, manager; KDKA Pittsburgh, James Snyder, news director, and L. R. Rawlins, manager; KMOX St. Louis, Rex Davis, news director, and Robert Hyland, manager.

Judges of the competition were J. Frank Beatty, BROADCASTING; Marlowe Froke, WILL-TV Urbana, Ill. (U. of Illinois), and Raymond Nelson, NBC news, Chicago. The contest was supervised by Baskett Mosse, chairman of the Medill Radio-Tv Dept.

"One of the basic troubles with radio and tv news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles.

On the credit side of the ledger Mr. Murrow acknowledged that "Potentially we have in this country a free enterprise system of radio and tv which is far superior to any other. But to achieve its climax, it must be both fair and enterprising. There is no suggestion here that the networks or individual stations should operate as philanthropists. But I can find nothing in the Bill of Rights or the Communications Act which says they must increase their net profit each year, lest the republic collapse. I do not suggest that news and information should be subsidized by foundations or private subscriptions."

"But we all know that you cannot reach the potential maximum audience in marginal time, with a sustaining program," Mr. Murrow said. "This is so because so many stations on the network—any network—will decline to carry it. Every licensee who applies for a grant to operate in the public interest, convenience and necessity, makes certain promises as to what he will do in terms of program content. Many recipients of licenses have, in blunt language, welshed on those promises. The money-making machine somewhat blunts their memories. The only remedy for this is closer inspection and punitive action by the FCC. But in the view of many this would come perilously close to supervision of program content by a federal agency."

Mr. Murrow expressed concern over the "imbalanced," the constant striving to reach the largest possible audience for everything; by the absence of a sustained study of the state of the nation.

Mr. Murrow held that tv in the main is "being used to distract, delude, amuse and insolate." He said he did not favor turning tv into a 27-inch "wailing wall" for longhairs but would like to see it reflect occasionally "the hard, unyielding realities of the world in which we live. I would like to see it done inside the existing framework, and I would like to see the doing of it redound to the credit of those who finance and program it." The responsibility "rests on big business and on big tv and it rests at the top," Mr. Murrow declared. "Responsibility is not something that can be assigned or delegated. And it promises its own reward: good business and good tv."

Dr. Frank Stanton, CBS Inc. president, commenting in New York, said he had "read with interest" an advance copy of Mr. Murrow's speech.

"What he has to say," Dr. Stanton asserted, "does not, of course, reflect the views of CBS management, but we think it most healthy that in industry meetings such as the one he is addressing, there be frank and full statements of individual opinions.

"On one thing we are certainly in agreement with Mr. Murrow—that broadcasting hopes to play an increasingly important part in enabling the American people to get the information they must have to make wise judgments."

Dr. Stanton was last year's recipient of RTNDA's Paul White Memorial award for outstanding contributions to radio-tv journalism.

The RTNDA convention, held at the Sheraton-Blackstone Hotel in Chicago Wednesday through Saturday evening, drew upwards of 200 members and their wives, with Jack Krueger, WTMJ-AM-TV Milwaukee, presiding as president.

Opening sessions Thursday morning were devoted to discussions of documentaries and radio and tv editorials, under chairmanship of William Small, WHAS-AM-TV Louisville, RTNDA vice president-programs.

Highlights were these:

Samuel M. Sharkey Jr., NBC editor of news, cautioned newsmen to (1) let the interviewee develop his own points, (2) use sound effects "only if they add something to the documentary," (3) build up their own libraries, including network tapes.

Irving Gitlin, CBS director of public affairs, suggested the most important and basic rule in tv documentaries is to hold narration to a minimum. The major mistake of such documentaries: over-ambition, with

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the subject covering too much ground and appearing too impersonal and vague. The most important element: simplicity.

Richard Yoakum, Indiana U. school of journalism, reported on the school's recent survey on editorials. The research showed: that 42% of all stations editorialize; among RTNDA members, 31% editorialize on a regular schedule and 48% occasionally; about three quarters of the stations permit news directors to write editorials; in 57% of the stations, the station manager requests an editorial from news directors; most directors feel editorials should be part of their responsibility; a small group believes radio and tv stations should not editorialize.

Discussing the tv editorial, Ralph Renick, WTVJ (TV) Miami, reported his station has aired 251 editorials on state and local affairs since Sept. 2, 1957 (on a nightly basis) and has reaped larger audiences, greater community prestige and respect and admiration of advertisers.

He offered these suggestions to other newsmen:

Strive to achieve a real sense of fairness; attempt to present both sides before drawing your conclusions; surround yourself with a staff of professionally-trained news people for a "thorough, accurate job of research"; continually work to win and maintain the confidence of management; program editorials regularly rather than as "scattered, one-shot offerings"; clearly identify the editorials; incorporate a "fearless presentation of opinion"; don't overemphasize minor things; use editorializing ("a tremendous power") cautiously.

Keynote address at the Thursday luncheon was delivered by Jim Bormann, WCCO Minneapolis. He pointed out that two kinds of radio have emerged through a period of evolution . . . "the solid and responsible type of broadcasting that bears a close kinship to radio that flourished in the days when the RTNDA standards of practice were adopted in 1950; the other, an 'all-shook-up' kind of radio that chooses to call itself modern." He stated:

"Responsible broadcasters in some areas are hard put to meet the new challenge of high velocity programming. Some are tempted to compromise, and some have already yielded. As professional newsmen, we should seize the opportunity to help management make this difficult decision. We hold the answer to the problem. A strong news staff can marshal a force against which the juke boxes have no defense. In market after market, it has won the battle. It is destined to win the war, I firmly believe, if we can demonstrate to management that news with integrity . . . is a secret weapon."

Mr. Bormann said "the entrepreneurs of this so-called 'modern' form of broadcasting freely admit they would prefer to get along without news . . . just grind out music from sign-on to sign-off." The public will support "mature and responsible" news reporting, he contended. "Showmanship is a necessary ingredient, but solid news coverage is the mainstay." Mr. Bormann also scored the disc jockey-newsman as "inimical to the professional standards which we represent."

At a Thursday radio workshop Robert K. Byars, vice president, MacFarland, Aveyard & Co., told how his agency's client, Alemite, turned to radio news advertising in 1953. It found radio the most effective medium to reach dealers and jobbers via a 52-week news program in 70 markets and a 26-week series in 50 others. As a result of this policy, Alemite sales in 1958 are ahead of last year's record. Sponsorship of news gave the client year-round consistency, frequency, sponsor identification, prestige and a uniform pattern and strong merchandising possibilities.

Broadcast stations should offer a full news service to meet the growing public need for information, NAB President Harold E. Fellows said at the Friday luncheon. He conceded some stations neglect the local scene, relying exclusively on news services.

Stations that editorialize, he said, should do so "only after developing a full reporting service, for knowledge begets the right to express opinion." He added that editorial comment should always be labeled as such.

RAB's Radio Advertising Clinic To Be Run on Round-Robin Basis

Radio Advertising Bureau last week announced that its two-day National Radio Advertising Clinic on Nov. 18-19 will have a new format: round-robin conferences. Approximately 700 station and advertising executives are expected to attend the clinic at the Waldorf-Astoria in New York.

Kevin Sweeney, RAB president, explained the "round-robin" plan in this way: about a dozen groups will be formed, each consisting of about 12 station executives and four agency staffers. There will be a moderator at each table. After 40 minutes of discussion, questions and answers, all people in each group except the moderator will shift to a different table. Mr. Sweeney believes the rotation technique will "give everybody a chance to pick each other's brains."

UPCOMING

October

Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 23-26: High Fidelity Music Show, Wisconsin Hotel, Milwaukee.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.

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GE Links 640 Miles in One Hop In Over-Horizon Relay for USAF

General Electric Co. has completed in "record" time an over-the-horizon relay project for the U. S. Air Force, bridging 640 miles in a single hop. The single-hop tropospheric scatter system may hold the key to eventual transoceanic television, GE's technical products department believes.

GE designed and developed the single-sideband relay in conjunction with the Lincoln Laboratory of Massachusetts Institute of Technology at Lexington, Mass. It has been under test between Millstone Hill near Boston and Sauratown Mt. near Winston-Salem, N. C.

GE said such development normally requires 6 years but that this project required only 1½ years from drawing board to completion. It is a prototype for the first over-the-horizon communication system to be used by the Air Force as the main line link between advanced Arctic bases. GE was prime contractor under a $10 million Defense contract.

The new two-way scatter system develops one billion watts effective radiated power and the single hop would replace the 26 microwave relay stations presently required to bridge a 640-mile span. The O/H system now linking Florida and Cuba spans 185 miles. The new system offers "extreme reliability," according to GE, in the order of 99.99% of operating time. Of the total 8,760 hours in a year, the system would fail to get a message through for only split seconds at a time totaling less than a half-hour during the year, GE claimed. The O/H scatter system functions by beaming high-powered signals with a huge parabolic antenna into the troposphere. A similar antenna at the receiving end "scoops up" the tropospheric-reflected scatter by aiming so as to intersect the beam in the sky. Most of the signal continues on into space and is unusable since it is only partially reflected, or "scattered."

Electronics Output on Increase

Expanding output of military electronic equipment, plus a greater than usual seasonal upswing in radio-tv set production since mid-year, is making up for the lag in factory output during the first half of 1958, the U. S. Dept. of Commerce reports. But it is estimated the industry total still will be $100 million behind 1957's record total of $7 billion at year's end. (Figures are exclusive of development-research expenditures.) This will be the first year since the advent of tv that electronic product output did not increase.

RCA Opens Burlington Plant

RCA has announced completion of its first major plant facility in New England, located at Burlington, Mass., as well as the establishment of a new RCA department, to be known as the Missiles, Electronics & Controls Dept., RCA Defense Electronic Products. The new department will occupy the Burlington plant, which will be managed by W. B. Kirkpatrick, who formerly headed the Airborne Systems Dept., of RCA Defense Electronic Products, Camden, N. J. Dr. R. C. Seamans Jr., former manager and chief systems engineer of the Boston Airborne Systems Lab, becomes chief engineer of the new dept.

ITT Amplifier Being Developed To Extend Over-Horizon Signal

A new amplifier, still in the laboratory stage, has been announced by the International Telephone & Telegraph Corp. which will extend by 100 miles the present 250-mile range of over-the-horizon microwave scatter radio relay links. O/H radio relays, such as the one linking Florida and Cuba for television and telephone service, bounce signals off the troposphere to span distances without intermediate relays.

Developed at the ITT laboratory in Nutley, N. J., the new device is a parametric amplifier which has the capacity to increase the volume of the received signal without amplifying extraneous radio noise. The basic element of the amplifier is a subminiature silicon diode component, also an ITT development. Equally important is the fact that the new amplifier will permit O/H links to operate at the same efficiency with 90% less power than presently required, ITT explained.

Gen. Sarnoff to Speak Nov. 11

The main address during the Washington, D. C., observance of Veteran's Day, Nov. 11, will be delivered by Brig. Gen. David Sarnoff, RCA board chairman. The annual ceremony is held in the Memorial Amphitheatre at Arlington (Va.) National Cemetery.

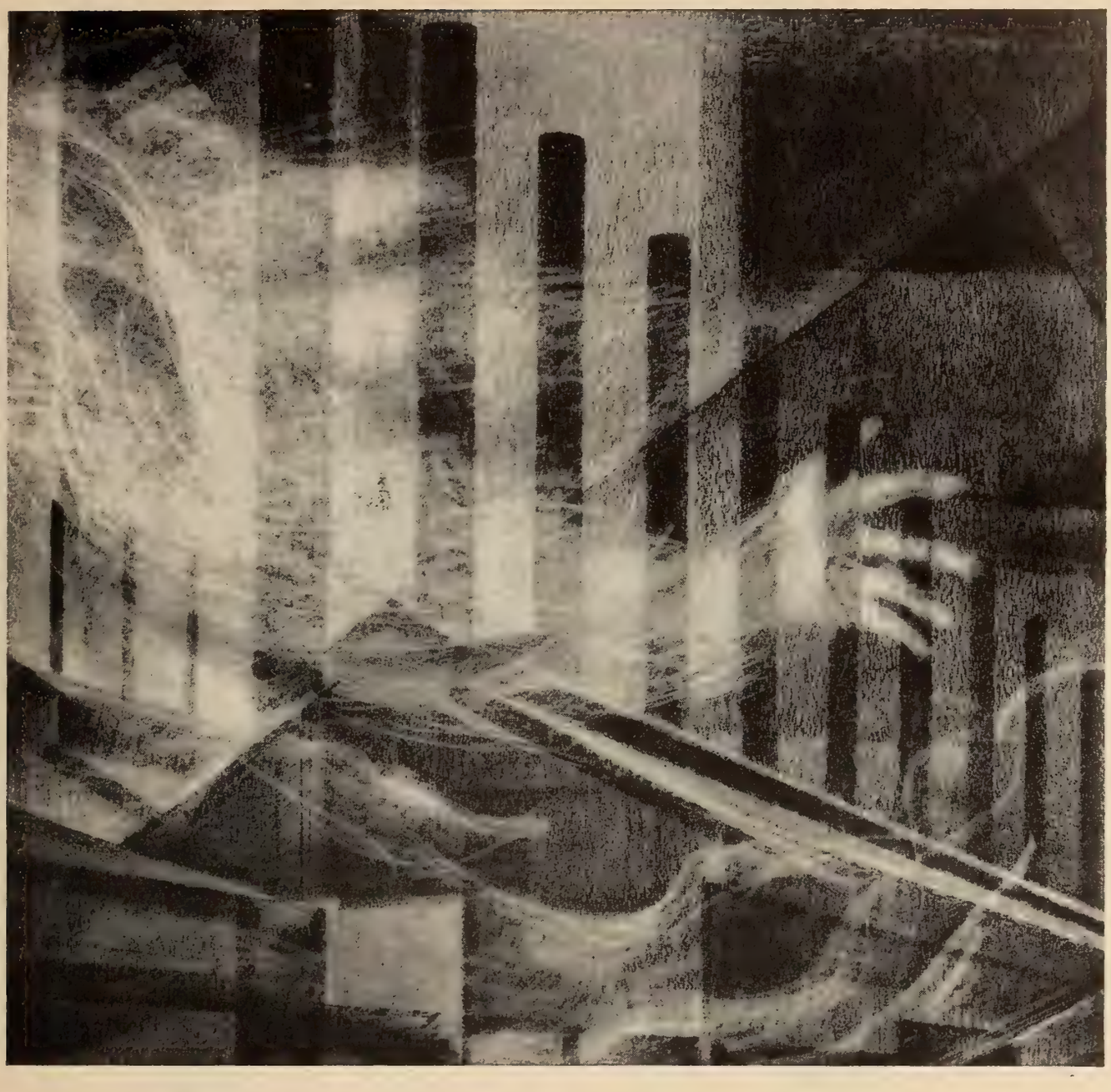
Webcor Puts $6 Million in Plant

Plans for a new $6 million plant and office building for Webcor Inc. in suburban Chicago were reported last week by Titus Haffa, board chairman of the firm (phonographs, high fidelity equipment, magnetic tape recorders). The plant will be located on 45 acres, purchased from Haffa-owned Haber Corp., spread over suburban Berkeley and Bellwood, Ill. Construction will start shortly. The structure will be a one-story building with 500,000 feet of floor space and serve to consolidate operations maintained in five other Chicago locations.

MANUFACTURING SHORTS

ITT announces consolidation of two divisions—Federal Telephone & Radio Co., Clifton, N. J., and Farnsworth Electronics Co., Fort Wayne, Ind. New name for merged operation will be announced later. Division headquarters will be at Clifton and manufacturing operations will be maintained in both cities. Delbert L. Mills, president of Federal Telephone, will head combined divisions. Vernon L. Hagg, v.p. of Farnsworth's missile test equipment, has been named Fort Wayne general manager.

Shielding Inc., Riverton, N. J., control has been bought by Continental Mining & Oil Corp., Washington. Firm manufactures radio interference-free enclosures used in electronics industry and missile launching.



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Last year, nearly ¼ of all the profits that United States Steel earned were phantom profits.

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LIBEL RESTRAINTS ON RADIO-TV TO GET U.S. SUPREME COURT TEST

- **Justices to hear N. D. Farmers Union vs. WDAY-TV**
- **Case, on docket for later in session, called decisive**

The 30-year-old law that handcuffs broadcasters during political campaigns has finally reached the U. S. Supreme Court.

A test of Sec. 315 of the Communications Act was granted Oct. 13 by the highest court. This provision of the original Radio Act of 1927 and the Communications Act of 1934 has kept broadcasters helpless to prevent candidates from making libelous statements on the air.

Later in its current session the Supreme Court will hear argument in the appeal filed by the North Dakota Educational & Farmers Union from a decision handed down in early 1957 by a North Dakota district court. [LEAD STORY, Feb. 4, 1957].

"This test should decide the responsibilities, duties and liabilities of broadcasters in political programs," said Douglas A. Anello, NAB chief attorney.

The farm group started a long series of legal maneuverings nearly two years ago after it felt aggrieved at statements made on WDAY-TV Fargo, N. D., by A. C. Townley, an independent candidate for U. S. Senator in the 1956 campaign.

When the union asked $150,000 damages because of Mr. Townley's broadcast remarks, it provided an opening for what may be a classic test of Sec. 315 with its built-in backfire against stations carrying candidate's statements. Candidate Townley polled 937 votes out of 244,161 cast in the 1956 North Dakota senatorial race.

WDAY-TV carried the Townley comments, knowing they contained potential grounds for libel, because refusal to carry them would have been illegal. The comments contained violent attacks on the union and on two other candidates in the senatorial race.

The original union court suit served as a test of a state law excluding broadcasting stations from liability for "any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof."

This state law is an abbreviated version of NAB's model libel statute, which is less sweeping.

In a decision handed down May 23, 1957, the district court dismissed the suit against WDAY-TV, holding the state's libel exemption for broadcasters to be unconstitutional under both state and federal constitutions. But the court held Sec. 315 creates legal privilege for the station. The union promptly appealed to the North Dakota Supreme Court. NAB entered the case as a friend of the court.

The case was argued Oct. 3, 1957, before the state's highest court. NAB contended broadcasters should be immune from liability for libelous remarks made by candidates since they are powerless to censor the statements.

In a 4-1 decision last April 3 the state's highest court held WDAY-TV is not liable for the candidate's comments, upholding the lower court on this point. Judge P. O. Sathre, in writing the opinion, held, "We cannot believe that it was the intent of Congress to compel a station to broadcast libelous statements and at the same time subject it to the risk of defending actions for damages." The state libel law was not before the appellate court in this appeal.

The U. S. Supreme Court will hear arguments later in the term. In requesting a review of the state ruling the farm union argued "the door will be open to shocking possibilities in future political campaigns" if the North Dakota decision stands and the Communications Act is interpreted to allow broadcasting of libelous statements. The U. S. Dept. of Justice and FCC also asked the high court to review the state's decision.

A libel action filed against Mr. Townley by the union is still pending in a Cass County (N. D.) court.

The farm union filed a separate suit against KFGO Fargo, N. D., asking $2.4 million damages. This suit was settled out of court for $10,000 [AT DEADLINE, Oct. 6]. In addition to cash payment, KFGO extended a public retraction and statement of regret and a covenant was agreed upon to dismiss the suit. It precludes further legal action against the station.

Pickwick in Market for Station So It Can Broadcast Own Records

If you can't get a play for your record albums on a radio station—buy a piece of it.

This appears to be the philosophy of Pickwick Sales Corp. President Cy Leslie, whose company sells low-priced record albums nationally in the millions. Mr. Leslie last week let it be known he was negotiating for purchase of three radio stations, one of them a daytimer located in New England.

Said Mr. Leslie: "We are . . . in the market for independent radio stations regardless of their location."

Reason is that as a record firm, Pickwick wants to get air play for his labels. Mr. Leslie believes it "ridiculous" to have a "hit or miss with air play when it is an absolute necessity in order to garner sales. . . . The last few years have been very good to us . . . radio station revenues have also been excellent. Why not diversify and at the same time strengthen our basic business? It's only common sense."

The Pickwick operation, based in New York, is a big one. Its labels, "Design," "Cricket" (for children) and "Stereo-Spectrum" (stereophonic), are all sold through mass outlets—retail stores, supermarkets, drug store chains, variety stores and even furniture retailers. Volume hit some 5 million albums last year, the monaural records selling at about $1.49 and the stereophonic discs at $2.98.

Uhf Broadcaster Blames FCC For Hartford Loss

William L. Putnam, president and general manager of ch. 22 WWLP (TV) Springfield and ch. 32 WRLP (TV) Greenfield, Mass., had few kind words to say last week about the CBS decision to close down its Hartford uhf outlet, WHCT (TV). He laid the blame for failure of the CBS station right on FCC's doorstep in a news release.

"The Hartford problem unfortunately has been a long predictable result of the Commission's lack of active support of its own policy of local community service. The Commission has long stated that local community service is of the utmost importance as an integral part of any television station's service to its community, but for the past several years the Commission's decisions have been directly opposed to this kind of service. Not only is the Hartford case cutting down on community service, but it will eventually cause Springfield to lose all identity as a community in the Connecticut Valley area except on our own stations."

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City



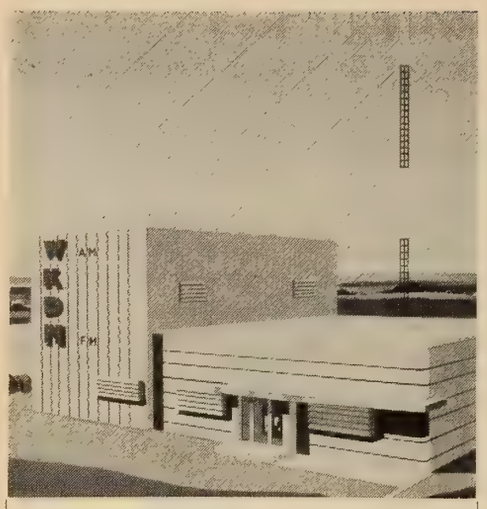
The Day the Railroads Tamed Time

At exactly high noon on the day of November 18, 1883, all railroad clocks in the United States were set to a newly established Standard Time. And thus was ended, once and for all, the nation-wide confusion caused by the fact that there were then more than 100 different local times under which trains were being operated.

This historic step — the adoption of Standard Time — was taken 75 years ago by a group of railroad officers organized as the General Time Convention, a forerunner of the Association of American Railroads. Meeting at the Grand Pacific Hotel in Chicago, they devised a system of Standard Time dividing the nation into four zones based on sun time at the 75th, 90th, 105th and 120th meridians west of Greenwich. Standard Time was quickly accepted throughout America, and eventually spread all over the world.

Railroad men realized in 1883, as they do today, that efficient transportation is precision transportation. It is this precision of operation that helps make possible the dependable, low-cost railroad service upon which a dynamic American economy depends.

ASSOCIATION OF AMERICAN RAILROADS • *Washington, D. C.*



GROUND-BREAKING ceremonies for the new WKDN-AM-FM Camden, N. J., studios (drawing above) are being planned to coincide with WKDN's Nov. 1 tenth anniversary celebrations. Closing date for bids to construct the two-story building (representing a $100,000 investment) is Oct. 21. The new facility is located 300 ft. north of the outlet's present 281 Mt. Ephraim Ave. address.

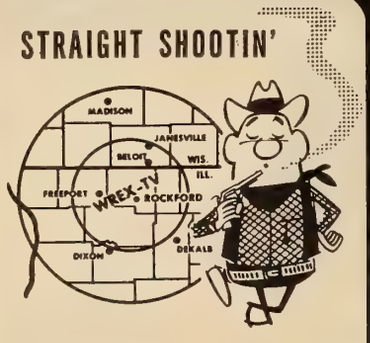
Public Affairs Dept. at WCAU-TV

A department of public affairs has been organized by WCAU-TV Philadelphia. The new department, headed by General Manager John A. Schneider, will be responsible for planning and telecasting all public affairs programs.

Other WCAU-TV staffers assigned to the department include Jack Dolph, program director; Don Lenox, director public affairs; Charles Shaw, news director; Margaret Mary Kearney, educational director; Robert N. Pryor, promotion-information services director; George Dessart, associate producer; Warren Wright, executive producer, and Bur Sienkiewicz, information services supervisor.

WCAU-TV public affairs writers are Bill Bode, John Foland and Bill Wolf. Department directors: Glenn Bernard, Jim Hirschfeld and Tony Verna. Newsmen: Barry Nemcoff and Lou Clark.

STRAIGHT SHOOTIN'



Yes, straight shootin' with **NEW HIGH POWER** right into 365,000 television homes in the heart of Mid-America's agricultural and industrial markets. WREX-TV has increased its power to 229,000 watts E.R.P. video and 114,000 watts E.R.P. audio. Now, the sales power of WREX-TV spans market portions of over 30 counties in Southern Wisconsin, Northern Illinois and Eastern Iowa.

Represented by H-R Inc.

ABC—CBS

WREX-TV
CHANNEL 13 ROCKFORD

CBS Radio Spot Sales Heads Meet Oct. 28 in New York

The annual sales conference for general managers and sales managers of seven CBS-owned stations and seven affiliated stations represented by CBS Radio Spot Sales will be held Oct. 28 at the Hotel Pierre in New York.

The sales managers meeting, presided over by Gordon F. Hayes, general manager of CBS Radio Spot Sales, will include conferences on sales, research, programming, promotion and advertising for the coming broadcast year.

Speakers include: Mr. Hayes; Jules Dundes, vice president, CBS Radio station administration; Carroll V. Hansen, program coordinator, CBS-owned stations; Edward O'Berst, director of research for the representative firm; George Arnold, manager, radio spot sales development; Fred S. Heywood, manager of the radio spot sales promotion department, and the sales managers of the seven CBS Radio Spot Sales offices: Milton (Chick) Allison, New York; Tom Peterson, Chicago; Byron Nelson, San Francisco; Ralph Patt, Detroit; Roland McClure, Los Angeles; George Swearingen, Atlanta, and Eugene Myers, St. Louis.

The meeting will be highlighted by the representative firm heads and station managers playing host to several hundred agency and client guests at a cocktail party after the business sessions.

Stations and regional networks represented by CBS Radio Spot Sales: WCBS New York; WBBM and WBBM-FM Chicago; KNX Los Angeles; WCAU Philadelphia; WTOP Washington; WEEI Boston; KCBS San Francisco; WCCO Minneapolis-St. Paul; KMOX St. Louis; WBT Charlotte; WRVA Richmond; KSL Salt Lake City; KOIN Portland; WMBR Jacksonville; CBS Radio Pacific Network, and the CBS Radio New England Network.

WABC-TV Quarter Profits Rise

WABC-TV New York achieved a record 49% profit increase for the third quarter over that of the same period of 1957, according to Robert L. Stone, vice president in charge of the station. Mr. Stone said that profit for the first nine months of this year is 53% over the profit of the corresponding period of 1957.

NAME VALUE

Although broadcasters traditionally operate under a voluntary ban on hard liquor advertising, Don's & Ben's, a chain of 10 San Antonio liquor stores, is hitching its $10,000 radio budget onto KITE there. The campaign grew out of a notion by KITE account executive Ed Winton, who saw that there were possibilities outside of potables in Don's & Ben's.

The firm's name (derived from owners Don and Ben Nurick) was seen by Mr. Winton as a natural for a couple of characters in humorous commercials. The idea proved acceptable to the Nurick brothers and agency, Bernard M. Brooks Adv., San Antonio, so the spots were tried out in KITE's *Baseball Scoreboard*. Items other than hard liquor are sold in the commercials.

Don's & Ben's had such a heavy run on barbecue braziers, glassware and gifts after mentioning them in the spots that it extended the contract to cover the football, basketball and hockey seasons.

WRNL Buys Transmitter Site

WRNL Richmond, Va., has bought 30 acres of land on Basie and Bethlehem Rds. for its new 5 kw transmitter building, three towers and antenna system. They are scheduled to be in operation by year's end. A 5 kw standby transmitter and an emergency diesel power plant also are being installed. WRNL-FM's 50 kw transmitter will be moved to the site (100 ft. higher than its present location) where it will get a new antenna. The station estimates that the new facilities will double its coverage area and eliminate nighttime interference.

McGannon on Boston Agenda

Donald H. McGannon, president of Westinghouse Broadcasting Co., will address the 30th annual Boston Conference on Distribution today (Oct. 20) in Boston. He will speak on "The Wavelength and the Sales Curve," dealing with the relationship of radio and television to distribution and standards of living.

WPNC Into Operation Next Month

A new daytimer, WPNC Plymouth, N. C., is scheduled to begin regular programming early in November. Lewis R. Kurtz Jr., formerly with affiliate WPAQ Mount Airy, N. C., who has been named WPNC's manager, reports its new building is nearly completed. The station will be on 1470 kc with 1 kw.

KELLY
IS
COMING



THE NAVY'S DEADLY FLYING FISH

It's called TALOS . . . a name to remember.

It's the missile now installed on the Navy's newly-commissioned guided-missile cruiser, the *U. S. S. Galveston.* It's a surface-to-air weapon that can knock invading aircraft out of the skies.

Deadly accuracy

It's part of a weapon system conceived by Applied Physics Laboratory of Johns Hopkins University. Using an air-borne guidance system developed by ITT engineers, TALOS locks on its target...seeks it relentlessly, the way a compass needle seeks North...swiftly overtakes and destroys it.

The deadly accuracy of TALOS makes it one of the most important and successful weapons available for the defense of our skies.

The Army will use it too

So keen, so accurate is its air-borne guidance system, the Army will use TALOS too. The Navy and the Army are pooling their resources—working in close, effective cooperation—to develop land-borne, mobile launching devices and modified firing controls . . . to take the fullest advantage of TALOS' remarkable "brain power" and striking power.

The big job of ITT in missile guidance

TALOS is just one of the missile tasks that have been assigned to ITT. The Army's LACROSSE is another. ITT engineers developed its complete guidance, ground, air, tracking, and computing systems. They contributed to RASCAL, for the Air Force. They developed the launching and firing controls and test equipment for BOMARC, another Air Force missile. ITT engineers developed, designed and supplied much of the vital communication systems providing telephone service and warning information at the ATLAS intercontinental missile bases.

It's a big job—requiring research, experience, skill, imagination in electronics and other fields. It's a job that ITT is proud to be a part of.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION
ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES
AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

When should a station be sold?

The obvious answer is when you get a price you can't afford to turn down.

But there are other considerations which may dictate a decision to sell. The problem then becomes one of selecting the best offer from a number of qualified buyers.

We have an inventory of experienced broadcasting people who are looking for properties ranging from a small daytimer to a multi-million operation. You can reach this nation-wide market quickly through our organization.

We are ready to sit down with you at your convenience with a "know how" and "know who" service.

Write, wire or call our nearest office.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

'I CONFESS'

Mayor Allen Thompson of Jackson, Miss., steers clear of tape-recorded statements for news broadcasts and candidly gives the reason why. "I am quoted every day in the newspapers but I can always claim I'm misquoted," says the mayor, Inadvertently saluting the broadcast media, he goes on: "With a tape, you can play it right back. I don't like it."

Alpine Tramway to Give Access To KTSM-TV Mountain-Top Tower

KTSM-TV El Paso, Tex., has applied to the FCC for permission to build a new tower to start a $400,000 expansion program.

The 300-ft. tower would be raised on Ranger Peak in the Franklin Mountain Range (5,962-ft. above sea level, 1,943-ft. over El Paso) to which access will be by aerial alpine tramway, Karl O. Wyler Sr., KTSM-TV's president-general manager, reports. Visitors to the site may be able to see for 100 miles in any direction.

Transmitter and personnel accommodation will be in a two-story, split-level building containing 2,000 sq. ft. of space. Construction, expected to take about five months, will begin directly the permit is issued.



KHOW DENVER has appointed Peters, Griffin, Woodward station representative, it is being announced today (Oct. 20). The station was represented by PGW for a 10-year period ending in 1956 when it was known as KVOD. Robert L. Howsam, president-general manager of the Denver Bears (baseball), is principal owner. Officers of the station include John J. McEniry, general manager, and Gene Grubb, sales manager, formerly associated with KLZ and KOA in Denver, respectively. KHOW on 630 kc with 5 kw, is affiliated with ABC Radio. At the signing (l to r) Messrs. McEniry, Howsam and Arthur Bagge, PGW's midwest radio sales mgr.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WSPB SARASOTA, FLA. • Sold to the Community Broadcasting Corp. by WSPB Inc. for over $335,000. The Community Broadcasting Corp. operates WALL Middletown, N. Y., and is controlled by former Judge John Morgan Davis of Philadelphia and his wife. The sale of the station property was negotiated through the office of Don Boomhower, local realtor, with Mark Woods, former president of ABC, serving as broker. WSPB is on 1450 kc with 250 w and is affiliated with CBS.

WYLD NEW ORLEANS, LA. • Sold to Connie B. Gay by Rounsaville of New Orleans Inc. for $200,000. Mr. Gay intends to operate the station as part of his Town & Country network. Rounsaville of New Orleans has announced purchase of WTPS that city from the *New Orleans Times-Picayune* and *States & Item* for $200,000 [CHANGING HANDS, Oct. 13]. Broker was Blackburn & Co. WYLD is on 600 kc with 1 kw, day.

WIRY PLATTSBURG, N. Y. • Sold by Joel H. Scheier to Charles B. Britt Jr. for $200,000. Mr. Britt is the executive vice president of WLOS-AM-TV Asheville, N. C. Allen Kander & Co. handled the sale. WIRY is on 1340 kc with 250 w and is affiliated with MBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 107.*

WHBG HARRISONBURG, VA. • Sold to Radio Harrisonburg Inc., Jeffrey A. Abel, president, by Valley Broadcasters Inc. for $80,000. Radio Harrisonburg Vice President Charles E. Dillon has interests in WDOV Dover, Del., and with his wife in WOL-AM-FM Washington, D. C. WHBG is on 1360 kc with 5 kw, day.

WMDF MOUNT FLORA, FLA. • Sold to Triangle Broadcasting Corp. by Charlotte Radio and Television Corp. for $30,250. E. O. Roden (WBIP Booneville, Miss.), and other stockholders of Triangle Broadcasting have interests in WTUP Tupelo, Miss., KREL Baytown, Tex., WGCM Gulfport, Miss., WBOP Pensacola, Fla., and WRBS Tuscaloosa, Ala. WMDF is on 1580 kc with 1 kw, day.



APPEARING at signing ceremonies for the sale of WSPB Sarasota, Fla., (see below) were (l to r): Mark Woods, former ABC president and now Florida real estate man; John B. Browning, vice president and general manager of WSPB; Clyde H. Wilson, Sarasota attorney and WSPB stockholder, and Mrs. Ruth M. Burroughs, secretary-treasurer of real estate firm of Don Boomhower Inc.

Intermountain Board Re-elected; 34% Gain in Business This Year

Intermountain Network stockholders Tuesday (Oct. 14) re-elected the full slate of board officers at Intermountain's annual stockholders meet in Salt Lake City. George C. Hatch is board chairman; Lynn L. Meyer, president; Jack S. Paige, executive vice president; Wilda Gene Hatch, vice president, and George McMillan, secretary.

Stockholders at the meeting heard that Intermountain's business for the first nine months of 1958 is up 34%. The network has 47 affiliates in Utah, Idaho, Colorado, Montana, Wyoming, Nevada and Nebraska.

REPRESENTATIVE APPOINTMENTS

WARM Scranton, Pa., names Robert E. Eastman & Co., N. Y.

WBIA Augusta, Ga., appoints Walker-Rawalt Co., N. Y.

KOKE Austin, Tex., appoints McGavren-Quinn, N. Y.

KZTV (TV) Corpus Christi, Tex., appoints Branham Co., N. Y.

WMIC Monroe, Mich., names Devney Inc., nationally, and Advertising Sales Assoc., in Michigan.





A SURVEYOR'S PLUMB LINE—ANTIQUE IN ORIGIN, YET THE TRUEST FORM DEVISED FOR PLOTTING A TRUE LINE. OLD, RELIABLE AND PRACTICAL, THE PLUMB LINE IS IN USE TODAY IN THE SAME MANNER. YEARS OF USE AND EXPERIENCE HAVE CONVINCED SURVEYORS THERE'S NO BETTER METHOD. AND STATION OWNERS ARE CONVINCED THAT THE SERVICES OF BLACKBURN AND COMPANY ARE JUST AS TRIED AND TRUE, FOR NEGOTIATIONS, APPRAISALS AND FINANCING.

Blackburn & Company
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
California Bank Bldg.
Beverly Hills, Calif.
CRestview 4-2770

Russians Impose Further News Gags

With the return of NBC News' Moscow correspondent Irving R. Levine to the U. S. last week for a brief visit it was learned that the Soviet government has further imposed restrictions on news gathering in that country, including a high monetary charge.

Russia last Tuesday (Oct. 14) announced effective immediately that it would enforce strictly an eight-month-old rule that newsmen must submit all exposed tv or newsreel film and accompanying script narration to censorship review before shipment to the U. S. Even if approved, all film would be delayed at least 24 hours.

In addition, Russia declared (1) newsmen must get prior permission from Soviet Export Film for every story on which they plan photographic coverage and (2) a charge of $1,000 will be exacted for each 100 meters (328 ft.) of exposed film shot in the USSR, irrespective of how much footage is ever broadcast in the U. S.

Just days previous the Soviet government arbitrarily closed the Moscow bureau of CBS News in retaliation for the CBS-TV network program department's presentation of a play, "The Plot to Kill Stalin," aired on *Playhouse 90* Sept. 25. The Kremlin also lodged formal protest with the U. S. State Dept. about the drama [NETWORKS, Oct. 13].

William R. McAndrew, vice president of NBC News, said Thursday "The Soviet government's newly-announced policy on the export of news film will effectively restrict any spot film coverage of Russia. We are appealing to the State Dept. to use its influence to negotiate a lessening of the restrictions."

Radio news commentators have been required for some time to submit their scripts to Soviet censors for approval before broadcast.

CBC Splits English Networks On U. S. Organizational Lines

After almost a year of study the Canadian Broadcasting Corp. has reorganized its English-language network establishment along American network lines with a director in charge of the television network and a director in charge of the two radio networks.

H. G. Walker remains in overall charge of both the radio and tv networks, but commercial and programming activities now come under individual network directors. Peter McDonald has been appointed director of the tv network, and Eugene Hallman of the Trans-Canada and Dominion networks. Both will headquarter at Toronto.

The commercial department of the CBC as such has been eliminated, with Walter Powell, commercial manager till now, appointed executive consultant for commercials, and Ron Johnston, assistant commercial manager, appointed assistant controller of broadcasting for commercials with headquarters at Ottawa, Ont., policy headquarters of the CBC.

On the new tv network set-up Gunnar Rugheimer, former director of sales, including export sales, becomes assistant director of the tv network and will be specifically concerned with overall direction of network programming and sales. John Malloy is appointed supervisor of tv network sales, and Ian Ritchie as station relations supervisor.

Fergus Mutrie remains as director of television operations for the English network, in charge of plant and equipment.

Mr. McDonald, prior to his new appointment, was concerned only with network programming. Now he will also have charge of planning, content and distribution of the English programs.

In announcing the changes, Mr. Walker stated that "these modifications represent a streamlining of our network operations."

Changes in the radio network include the appointment of Doug Nixon as assistant director, in charge of overall direction of programming and sales. Ron Joynt is appointed supervisor of network sales, and N. Mogridge as station relations supervisor for the two English-language radio networks. John Kannawin remains director of radio operations, in charge of the physical plant.

French Commercial Tv Predicted Within Year

Commercial television should be instituted in France within the next year, largely because of the "favorable climate" engendered by the new De Gaulle government, Jacques Brunet, Paris representative of Independent Television Corp.-Television Programs of America, has forecast.

Mr. Brunet reported that the De Gaulle Dovaz, were in New York last week for business conferences with the newly-constituted ITC-TPA. Mr. Brunet touched upon the implications of recent developments in France for the U.S. tv film industry. He was adamant in his conviction that commercial tv will be a reality within the next 12 months, if not sooner.

He pointed out that government officials currently are holding discussions with officials of Publicis, the largest advertising agency in France, which is pushing plans for a commercial tv network. Allied with Publicis in this project, according to Mr. Brunet, are executives of the former Poste Parisien, a company that operated commercial radio stations in France before World War II. Commercials on radio and tv stations in France have been prohibited since the war.

Mr. Brunet reported that the De Gaulle government, which is dedicated to "free enterprise," is regarded to be favorably disposed toward commercial tv as a means of upgrading the French economy through increased advertising revenue from foreign and domestic sources. There are signposts that the government will act shortly, he said, and one of them is that the Radio Television Francaise, the government-owned tv outlet, is seriously considering plans to place a second commercial-style network in operation. This would be similar to the British pattern of the International Television Authority and would constitute RTF's answer to a private commercial network.

Mr. Brunet believes that once France lets the barriers down, other European countries will hop aboard the commercial tv bandwagon.

NAEB Meeting Hears How Industry Aids ETV

The contributions made by commercial broadcasting to education through entertainment shows as well as news and public affairs programming were enumerated by Merle S. Jones, president of CBS Television Stations, in a talk Wednesday (Oct. 15) at a National Assn. of Educational Broadcasters meeting in Omaha.

Mr. Jones said that entertainment programs often sharpen a viewer's interest for more information about a specific subject, influencing him on occasions to enroll in a course of systematic education. He asserted that "the so-called conflict" between commercial and educational programming does not exist. Mr. Jones pointed out that CBS-TV last year scheduled such "high-budgeted" shows as *Prince and the Pauper, Tale of Two Cities,* and *The Bridge of San Luis Rey.* This year it will present *Hamlet, Wings of Dove* and *Secret Agent.*

Mr. Jones added: "These are high-budgeted programs and we hope for, and expect, huge audiences. Here is a happy marriage of the commercial and educational ambitions of television.

"Under the umbrella of popular programming, all networks are making important contributions to education. This point is emphasized because the broadcasting industry seldom, if ever, gets credit for the contributions made by such programs."

The CBS Tv Stations' president maintains that the nation's press often "overlooks" the role played by commercial tv stations in programming of an educational nature. He cited as examples WCBS-TV New York's *Sunrise Semester,* which he described as the first program telecast in New York for college credit; *Milwaukee Reports,* a community-action program carried on WXIX (TV) there, and *Thou Shalt Not Kill,* an experimental editorial-type program presented recently over KNXT (TV) Los Angeles.

Eugene S. Thomas, vice president and general manager of KETV (TV) Omaha told the NAEB meeting that he favors the teaching of languages on television. Mr. Thomas, who appeared on a panel exploring the topic, "If I Were an Educational Broadcaster," said the teaching method itself could be actual classroom instruction via television or through the use of contests or games on tv.

He suggested that a survey be made in the community to determine how many people might benefit from the use of a second language. Once the study is decided upon and the program of instruction carried out, Mr. Thomas continued, the final result would be "a report to the taxpayers on how many citizens had learned a second language."

WRGB (TV) Gives Gear for ETV

An annual donation of $3,000 plus several items of studio and control equipment is being made to Mohawk-Hudson Council on Educational Television by WRGB (TV) Schenectady, N. Y. WRGB is turning over control room monitors, speakers, audio am-

plifiers, power supplies, etc., and has offered to match any amount up to $6,000 raised by local business and industry for the ETV council.

Business Emphasis Recommended For College Majors in Radio-Tv

Colleges offering radio-tv curricula should give greater emphasis to the business aspects of broadcasting and small market stations, according to a study conducted by Dr. F. Virginia Howe, associate radio-tv professor at Kansas State College, Manhattan.

Less emphasis should be placed on practical broadcast experience and actual on-the-air operations, Miss Howe concluded. Also, the study recommended, radio-tv majors should be required to take more foundation courses in liberal arts and social sciences, rather than limited specialized courses.

Miss Howe arrived at her final recommendations by submitting 220 items to 324 radio-tv educators and 192 commercial broadcasters for their comments. Results indicate that a radio-tv curriculum in higher education should include an appreciation of the cultural significance of broadcasting, practical training experience, a knowledge of communication law and responsibilities to the public.

Georgia Institute Sets Jan. Meet

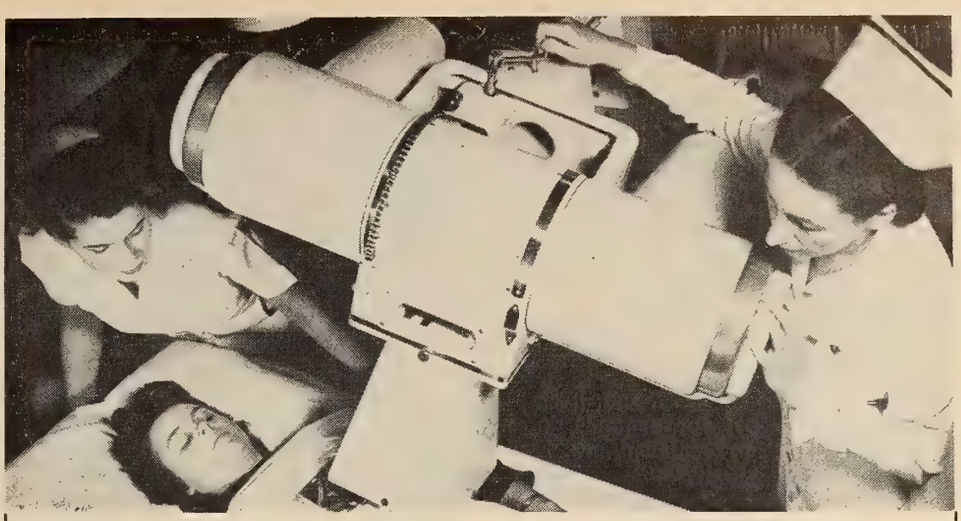
The 14th session of the Georgia Radio & Television Institute will be held Jan. 28-29, 1959, in Athens. Frank Gaither, president of WSB Atlanta and the Georgia Assn. of Broadcasters, has appointed a committee to aid co-sponsor U. of Georgia's Henry W. Grady School of Journalism in organizing the event. Committee members: Randolph Holder, WGAU Athens, chairman; A. D. Willard, WGAC Augusta; John Foster, WSNT Sandersville; Mike McDougald, WCHK Canton; Allen Woodall Jr., WDAK Columbus, and Harry LeBrun, WLWA (TV) Atlanta.

EDUCATION SHORTS

Stephen F. Austin State College, Nacogdoches, Tex., is presenting daily series of education tv programs this fall and next spring over KTRE-TV Lufkin, Tex. Totaling 154 30-minute programs from 4-4:30 p.m., Mon.-Fri., series will be non-credit in nature. Programs are designed to "contribute to the cultural advancement and general entertainment of deep East Texas area." Majority will be live.

Emerson College, Boston, Mass., has added new course, "Principles of Advertising in Broadcasting." Feature of course, designed to study relationships between advertising and broadcasting, is series of speakers from advertising agencies, media and broadcasting stations in Boston area.

Tri-County College, Michigan, has received $25,000 donation from Mr. and Mrs. James Gerity Jr. (Mr. Gerity heads Gerity Broadcasting Co., consisting of WNEM-TV Bay City and WABJ Adrian, both Michigan.)



Your Health!

Does your religion have anything to do with your health? Seventh-day Adventists believe the answer is, Yes!

Why? **First of all, religion *requires* a respect for the health of the body. To quote St. Paul: "Your body is the temple of the Holy Ghost."**

This basic attitude leads to:

1. **A study of healthful practices.**
2. **An emphasis on modern medical training and practice (a complex medical-dental education center, 32 schools of nursing, 102 hospitals and sanitariums).**
3. **A vigorous health education program stressing preventive measures. Some simple principles: Consistent exercise, fresh air, rest, good nutrition, avoid excesses in anything and avoid completely "foreign" elements like tobacco and alcohol.**
4. **Underlying all is the element of religious faith, a true dynamic, the only basis for genuine health and vitality.**

Results? **Adventists certainly do not claim perfection in any way, but there are evidences that the health principles in which they believe do pay off in practical results.**

The latest: **A State of Colorado public health research report, to be published this month, suggesting that students in Adventist schools have significantly fewer dental cavities than children generally, one indication of good general health.**

Adventists have an attitude of *learning* and *progressing* rather than one of attainment, and they do believe that good religion and good health are very closely related.

For a free booklet of personal interest to you, "Better Living," by J. Wayne McFarland, M.D. write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

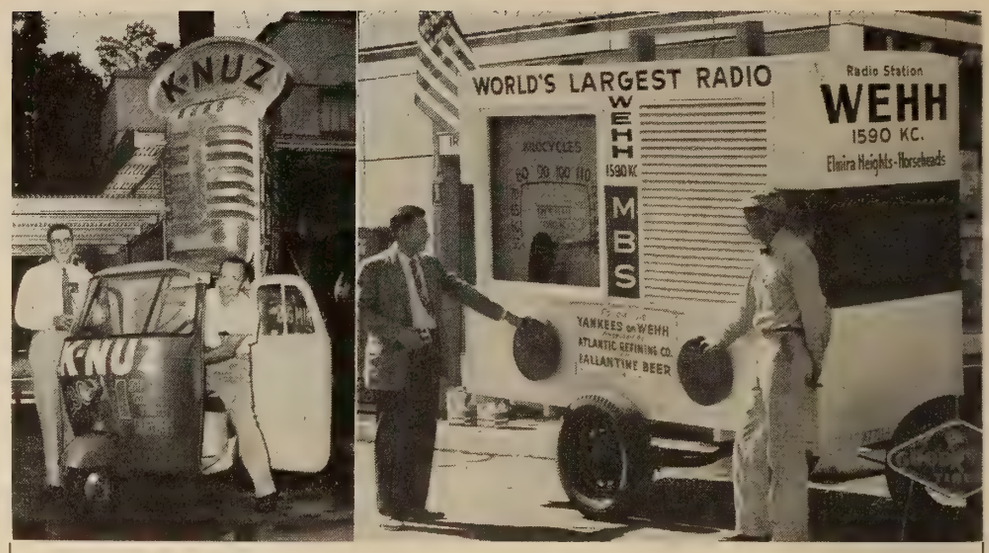
United Press International news produces!

Radio Sells Paint, Says RAB; New Brochure Backs Contention

Can radio sell paint, a decidedly "visual" product? Radio Advertising Bureau says it can, and is telling member stations how a number of paint companies used radio profitably. In a brochure—one of a series of continuing "radio-activity" studies—RAB tells of paint companies' preference for spot and co-op advertising techniques, and talks about some top radio users.

O'Brien Corp., South Bend, Ind. (Campbell-Mithun, Chicago), for example, uses symphony music et's to create "atmosphere" for the firm's "Symphonic" line of paints, also used a five-week CBS Radio campaign. National Paint & Varnish Co., Los Angeles (Tilds & Cantz Adv., Los Angeles) used radio to counteract an industry-wide sales decline by airing a "Name-The-New-Color" contest, upped sales 9%. Now with about half its budget in radio, National Paint uses saturation spot to the extent of 150 hard-sell announcements a week in each market.

Other spot users: F. O. Pierce Co., Long Island City (B. W. Firsch & Co.), live announcements in local women's shows; Pittsburgh Plate Glass Co. Paint Div. (Maxon, Inc.), using 20 announcements a week on 300 stations in 185 markets for its spring painting push earlier this year; E. I. DuPont De Nemours' Finishes Div. (N. W. Ayer & Son) with a West Coast push of 6-30 announcements weekly on 18 stations; and M. A. Bruder & Sons, Philadelphia (The Clements Co.) with a 52-week news program schedule.



THE KING SIZE TREND has made just as much of an inroad into radio as in other businesses. Disciples of the dogma that radio is big probably would offer the above as two examples.

At left: A custom-made public address system, named "Big Mike Jr.," is the product of KNUZ Houston. The fiber glass, scale reproduction of a microphone is mounted atop an Italian Vespa runabout. Inside are a hi-fi P.A. system, turntable, three microphone inputs, and a receiver, for amplifying on-the-spot broadcasts at dances, football games, picnics and other public gatherings.

At right: WEHH Elmira Heights, N. Y., constructed what it terms the "world's largest radio receiver," (R) measuring six by nine feet and four feet in width. Volume control and tuning knobs are 14 inches in diameter and it has a 20-inch tuning indicator. Operating on either AC or DC, the two 12-inch speakers incorporated in the radio are powered by a 30-watt hi-fi amplifier. At the tuner dial is WEHH General Manager Frank P. Saia at one of the Atlantic service stations, which used the radio during the baseball season and for promoting New York Yankee games in the area. Atlantic station proprietor, Ira Cady, is at right.

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

KTTV (TV) Takes to Radio Spots

To promote its new lineup of fall programs KTTV (TV) Los Angeles bought time on eight Southern California radio stations and space in the city's metropolitan daily newspapers to announce that "the most new shows are on channel 11, the newest channel in town." The radio campaign comprised some 600 spots on KBIG Avalon, KIEV Glendale, KFOX Long Beach, KLAC and KPOP Los Angeles, KXLA Pasadena, KWIZ Santa Ana and XEAK Tijuana, Mexico.

KTTV's programming was also heavily promoted by the station itself. In addition to using all open spots, the station took the tv premiere of a feature movie, "Destination Moon," for use exclusively as an advertising vehicle for its new programs. George Putnam, KTTV newscaster, hosted the two-hour special premiere telecast Oct. 5.

Commuters Assist KYA Reports

Bartell Family Radio's KYA San Francisco is aiming for the commuting audience with a safe-driving service programmed during peak traffic hours in the Bay Area. Commuters are furnished traffic information through a system of short wave reports from an airplane patroling major routes, telephone reports from 38 Shell service station dealers, monitoring of police broadcasts and calls from "KYA-Shell honorary news reporters" (individual motorists who make daily traffic reports).

KYA awards weekly cash prizes to dealers and private motorists who furnish the most complete reports. Similar traffic-casts on other Bartell stations in San Diego, Boston, Atlanta, Birmingham and Milwaukee are being considered, according to Morton J. Wagner, executive vice president of Bartell Family Radio.

NBC-TV to Award Local Promotion

NBC-TV affiliates' promotion-publicity managers, and station managers have been invited by the network to compete for $25,500 in cash and 12 RCA color receivers in a contest for the 12 best local campaigns promoting NBC-TV's daytime program line-up. For the purpose of the contest, which is running currently through Nov. 17, affiliates will be grouped in two categories: basic network affiliates and optional network affiliates. Six identical prices will be awarded in each category.

Cash prizes of $5,000; $3,000; $2,000; $1,500; $750, and $500 will be awarded winning promotion-publicity managers. Color sets will go to station managers. Twelve programs are included in the contest: *Dough Re Mi, Treasure Hunt, The Price is Right, Concentration, Tic Tac Dough, It Could Be You, Truth or Consequences, Haggis Baggis, Today is Ours, From These Roots, Queen for a Day,* and *County Fair.*

KBCS Airs 'Music Every Minute'

An automatic injection of background music into program circuits whenever "primary" music is not being aired, is the basis

of the new programming concept introduced by KBCS Grand Prairie, Tex. Billed as "Music Every Minute," the innovation began Oct. 10, according to Ted Overbey, KBCS station manager. All spot announcements, news programs and features are provided with appropriate background music. The method of handling the signal injection and the level control equipment was the subject of intensive study, Mr. Overbey said. With "M-Day" set for Oct. 10, promotion was started Oct. 6 on the air, and with a newspaper campaign pointing up "something new."

Esty Co. Prepares Dealer Aids

Underwood portable typewriter dealers around the country are receiving recorded radio commercials in kits sent to the dealers by Underwood Corp. through William Esty Co., its agency. Kits, which are designed as aids to dealers, point up Underwood's current new $81,500 cash scholarship contest for U.S.'s 17-million student market.

KBIG Pushes Itself With Melons

KBIG Santa Catalina, Calif., reports that its new outdoor advertising campaign revolves about drawings of "cool, dripping" watermelons. The station feels that the melons, being used on over 60 twenty-four sheet posters throughout Los Angeles and Long Beach, symbolize "the refreshing sound of Radio Catalina."

READY WITH RADAR

Chicago got its first weather reports by radar Oct. 13 with use of Collins Radio Co. facilities by WBKB (TV) in that city.

The station is programming *Weather by Radar* with Warren Culbertson in three nightly five-minute segments, Monday through Friday, and has hung out the SRO sign for sponsorship. The series has been sold to Martin Oil Co., through Wright, Campbell & Suitt, and to Home Federal Savings & Loan Assn., through Advertising Division Inc. A complete set of meteorological instruments has been installed on the premises of WBKB's State Lake Bldg. A special camera was constructed at a radar site 560 feet atop the Kemper Bldg.

The Collins equipment also is in use at other am-tv stations throughout the country [STATIONS, Sept. 1].

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

Graham Tv Series Sets Record

The largest nationwide network to ever carry evangelist Billy Graham's services has been originated by WBTV (TV) Charlotte, N. C., with approximately 190 ABC-TV network stations telecasting the Saturday night series of Dr. Graham's *Greater Charlotte Crusade*.

Production and technical aspects of the remote telecasts from the Charlotte Coliseum have been conducted by WBTV engineers and production personnel. Frank F. Bateman, WBTV technical operations manager, has been in charge of operations for the network telecasts, with WBTV production manager Bob Rierson supervising production work and assistant production manager Norman Prevatte producing the telecasts. WBTV has been videotaping Saturday night services for local showing on Sundays in order to keep attendance high at the Coliseum.

'Channel Tv' Marks First Year

During the past year, more than 1,000 drug stores in the Northwest have been building public relations through the distribution of their own weekly publication, *Channel Tv*, which celebrated its first anniversary yesterday (Oct. 19).

Channel Tv, published by Channel Northwest Inc., Tacoma, Wash., is bought by individual drug stores for free distribution to customers. The two-color printed magazine contains 16 pages of local tv program listings, tv news, features and events. More than 170,000 copies are distributed weekly in three editions—Western Washington, Eastern Washington and Oregon. "*Channel's* San Francisco and Northern California edition soon will be in publication," reports Marshall Riconosciuto, publisher.

Parade Honors Ziv Tv Star

New York City's borough of Richmond, also called Staten Island, proclaimed Oct. 4 as "Mackenzie's Raiders Day" in honor of Col. Ranald Mackenzie, star of Ziv Television Programs' *Mackenzie's Raiders*. Col. Mackenzie was a one-time resident of Staten Island. The Staten Island ceremonies included a parade in which various local service organizations participated and speeches by borough and army officials.

New Cars Get WXYZ Salute

The 1959 automobiles are being saluted in daily news programs at WXYZ Detroit. Tom Waber, newscaster, reports directly from a dealer's showroom on 16 local newscasts each day. During the station's 6:15 p.m. news show, Mr. Waber conducts five-minute on-the-spot interviews with the auto company's district manager to discuss features of the cars handled by him.

KABC-TV Adds Two Day Shows

KABC-TV Los Angeles has extended its programming to include an early morning program, *Allison's Wonderland*, at 7:30-9, opening the station's weekday schedule 90 minutes earlier than heretofore, Selig Seligman, ABC-TV vice president and general manager of KABC-TV, told a breakfast

THE LADIES PREFER
NEWS & WEATHER
Women dominate viewers Monday through Friday during all News and Weather cast, comprising 58% of adult audience 7:00 PM and 54% adult audience 11:00 PM.
• NOW AVAILABLE FOR PARTICIPATIONS MONDAY THROUGH FRIDAY!
"MIDDAY EDITION"


1:00-1:15 PM DAILY
83% WOMEN VIEWERS
LOW C.P.M.
CLASS "C" PLAN
WRBL-TV Channel 4
COLUMBUS, GEORGIA
CALL HOLLINGBERY CO.

For Action at Lowest Cost
86%* of CBS Commercial Time is ordered on
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
CBS
*Basis: 1958 Fall Schedule
Bolling Co., New York • Chicago
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NOW

AVAILABLE!

Brochure Containing

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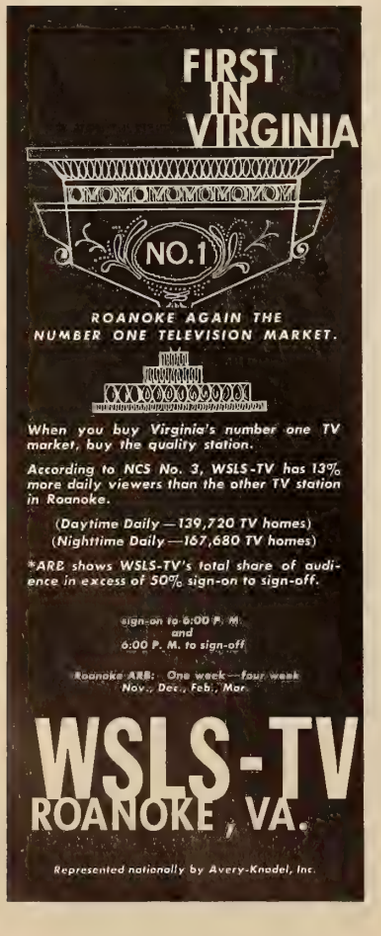
TOP VALUE STAMP

PROMOTION PROGRAM

For Information
Contact: BILL SCHUBERT

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RADIO

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That Gives TOP VALUE Stamps!
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ROCHESTER 4, N. Y.



meeting of about 100 Los Angeles advertising people Oct. 8. Tieing in with the network's "Operation Daybreak," KABC-TV is also strengthening its local daytime programming, Mr. Seligman said. He cited *Dr. I. Q.* video version of the long time radio series, as a major local endeavor, to be broadcast Monday-Friday, 2:30-3 p.m. Both *Dr. I. Q.* and *Allison's Wonderland* started Oct. 13, concurrent with the new ABC-TV daytime schedule.

A new, live late evening show starring Al Jarvis, veteran disc jockey, Monday-Friday 11 p.m.-midnight, also started Oct. 13, Mr. Seligman announced.

KMOX Schedules Touring Team

Seven of the proposed baseball games to be played by the St. Louis Cardinals on their Far Eastern tour this fall will be re-broadcast from shortwave by KMOX St. Louis, General Manager Robert Hyland has announced.

Starting with a game in Manila last Saturday (Oct. 18) and including games in Okinawa, Korea and Japan against U. S. Armed forces teams and Japanese All-Stars, the broadcasts will feature Joe Garagiola giving the play-by-play account with assistance from Japanese sportscasters. The broadcasts mark the first time that baseball games played outside the U. S. have been broadcast in their entirety over a U. S. radio station, KMOX reported.

Groups of Four Promote WTAE (TV)

A series of stunts in downtown Pittsburgh climaxed a month long advertising campaign by WTAE (TV) Pittsburgh to promote its on-the-air debut on ch. 4 Sept. 14. Using the theme "Big Television Comes to Pittsburgh," the station attracted the attention of shoppers with groups of four persons dressed in the costumes of knights, rabbit, clowns, crusaders and Arabs. WTAE also paraded a merry-go-round with four characters from *Shock Theatre* on the tiny horses. Other activities included four Corvettes traveling together in downtown traffic and four small donkeys led through the streets. Each of the persons, cars and animals was identified by a sign "Channel 4, Sunday."

INNOCENT GUNS

The use of guns in western television programs cannot be blamed for juvenile delinquency, Fred A. Roff Jr., vice president of Colt's Patent Firearms Mfg. Co., said Oct. 2 on the MBS *Capital Assignment* program.

Mr. Roff contended gunplay in westerns "has no basic effect—bad or good—on the development of our youth." Answering a query by Ken Scheibel, Gannett Newspapers, he said, "Western television shows, as western movies, should be judged not on the fact that guns are employed, but on whether or not the basic plot is one that brings the Golden Rule out convincingly to the youngsters who are watching it."



MORE than 450 Pittsburgh advertising executives, their wives and secretaries were guests of KDKA-TV Pittsburgh at parties on two consecutive evenings (Oct. 1-2) aboard a three-decker river boat decorated in classic Mississippi River style. In keeping with the 19th century atmosphere guests were given string bow ties and mustaches, and while sipping mink juleps, they strolled the decks with KDKA-TV's executive and sales force. Calliope music, card tricks, fortune telling ing and dancing entertained the passengers.

Jerome R. Reeves, general manager of the host station, is pictured above (c) greeting (l to r) Al Goldman, treasurer of Goldman & Shoop Inc., Mrs. Goldman, Mrs. Shoop and Norman Shoop, president of the Goldman & Shoop agency.

Arab Center Offers Radio Series

A series of eight 15-minute public service radio programs, *Assignment: Middle East,* has been announced by the radio-tv section of the Arab Information Center, 120 E. 56th St., New York 22. The programs focus on cultural, educational and technological progress in the Arab Middle East, featuring voices of Arabs in discussion of their activities.

Film on Architecture Available

Transfilm, N.Y., has announced that its 42-minute documentary, "The New Age of Architecture," is available on free loan to television stations through the American Institute of Architects, 1735 New York Ave., N.W., Washington 6, D.C. The film was originally produced by Transfilm for *Architectural Forum* magazine.

ABP

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated Business
Publications

WJZ-TV Spotlights Classics

WJZ-TV Baltimore, Md., is telecasting a series of special programs in cooperation with Loyola College, entitled *Great Books in Education.* Educators from various colleges and universities throughout Maryland are participating in the program which will cover works by St. Augustine, Francis Bacon, Horace Mann, John Dewey and others. Questions may be sent in ahead of each program by listeners with a request that they be presented to the panel of experts discussing that particular work. The discussions not only covers what the authors of the books had to say but also the panelists' opinions of these educational classics. The series is presented 12:30-1 p.m. every Sunday through Dec. 7.

WBC Offers Education Series

The Westinghouse Broadcasting Co. has begun its third year of *Spotlight on Schools,* a weekly series of broadcasts of news in education, on the radio stations of WBC. The 10-minute series is presented by WBC in cooperation with the National Citizen's Council, which gathers and writes news for the program. WBC makes *Spotlight on Schools* available without charge to other commercial and educational stations.

Girl Scouts Series Planned

NBC and Educational Television & Radio Center at Ann Arbor has announced a new series, *Adventuring in Hand Arts,* will be produced this fall in cooperation with the Girl Scouts of the U.S.A. The ten-week series, based on hand crafts of primitive cultural orbits existing in the midst of the nuclear age—including Mexican, Peruvian, Polynesian, Melanesian and Alaskan among them—will be presented on Wednesdays 6-6:30 p.m., starting Oct. 29 on NBC's interconnected educational tv stations.

D.J.'s Lose WBZ Golf Tournament

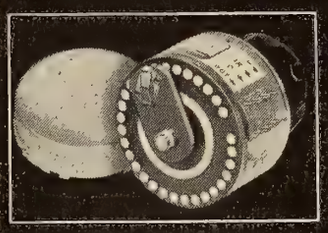
WBZ Boston reports that 642 listeners beat out the station's top five personalities in the WBZ Golf Tournament of 1958. Listeners participated by sending in their scores to play by proxy against their favorite disc jockey. More than 2,000 entries were received. Participating from WBZ were Carl deSuze, Alan Dary, Bill Marlowe, Norm Prescott and John Bassett. The top winners were presented golf balls, golfing shoes and a jacket, and free rounds on various New England courses. Women winners also received imported perfume.

KTIV (TV) Guests See Previews

KTIV (TV) Sioux City, Iowa, welcomed approximately 85 advertisers, agency men and civic leaders to its studios for the NBC-TV closed-circuit showing of the fall program line-up. Five door prizes at the event included a week's sponsorship of the KTIV 7:55 a.m. news in the *Today* show, two 60-second spots during the *Jack Paar Show* and a two-day sponsorship of the 12:30 p.m. KTIV news.

DAVEN

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Write for the most complete catalog on attenuators in the world.

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THE DAVEN CO.
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WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

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Sales Promotion — Audience Promotion — Merchandising — Publicity — Public Relations — Competitive Media Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 State Street, Chicago, for information on individual sessions.

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Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
Chicago 1, Illinois

BPA

Please reserve ..... places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

.....

I will make my own hotel reservation.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES


MR. GARRISON

ROBERT L. GARRISON, v.p. and director of consumer products division, MacManus, John & Adams, Bloomfield Hills, Mich., elected to board of directors.

EVERARD W. MEADE, former radio-tv v.p. at Young & Rubicam who few months ago joined Ogilvy, Benson & Mather as radio-tv commercials consultant, named v.p. in charge of tv-radio commercial development at agency. **HENDRIK BOORAEM** continues as v.p., radio-tv director.


MR. ALTMAN

BRUCE L. ALTMAN and **JOHN L. BALDWIN** elected v.p.s of Kenyon & Eckhardt. Mr. Altman joined K & E in Los Angeles after 4½ years as v.p. and account supervisor at Anderson-McConnell and before that for seven years president of his own agency in L. A. Mr. Baldwin has been account executive and then account supervisor at agency since associating with K & E in Chicago last February. Formerly he served for four years as account executive with Needham, Louis & Brorby, and three years with Young & Rubicam, also in Chicago.


MR. BALDWIN

A. ROY BARBIER, v.p. and Cadillac Motor Car account supervisor, MacManus, John & Adams, Inc., has retired after 42 years of automotive advertising. With Lincoln Motor Car Co.'s advertising department between 1920-22, Mr. Barbier became advertising director of Ford Motor Co. after Ford's purchase of Lincoln, quit Ford in 1941 to join non-automotive agency in Buffalo, but returned following year to Detroit and MJ&A.

DEAN AVERY, formerly v.p. and general manager of Young & Rubicam's Mexico City office, to Muray Assoc. Inc., N.Y., advertising photographer, as v.p.

ALFRED S. (BUD) TRUDE, previously media director with MacFarland, Aveyard & Co., to Clinton E. Frank Inc., both Chicago, in similar capacity.

LEON ELKIND, formerly assistant production manager at Carson-Roberts Inc., L.A., to The Dreyfus Co., L.A., as production manager.

JACK G. THOMAS, formerly with William & Meyer Co, Chicago, appointed public relations manager of Wilson & Co. (meat packers), Chicago.

HOWARD L. DAVIS, member of N. W. Ayer & Son, Philadelphia copy staff, named head of agency's information services program.

JACK L. MATTHEWS, Clinton E. Frank Inc., Chicago, media director since 1951, promoted to account executive.

MISS CANDIS RAY, formerly head of her own advertising and production agency in Atlanta, Ga., joins Alvin Epstein Adv., Washington, as account executive.

JOHN H. WILSON JR., director of merchandising and sales promotion, Grant Adv. Inc., Detroit, named director of regional account executives for Grant, replacing **ROBERT B. CONROY,** named account executive for Plymouth Div. (Chrysler Corp.) tv account.

IRVING LEE SITEMAN has resigned his partnership in Mottl and Siteman, Los Angeles, to join Kenyon and Eckhardt, L.A., as account executive. **CHARLES A. MOTTL** is now sole owner of Mottl and Siteman agency, which will retain that name.

CHARLES BORDEN, formerly with Young & Rubicam, N.Y., to Doherty, Clifford, Steers & Shenfield Inc., as art director.

MARTIN YAZMIR, formerly with Alfred Politz, market research firm, named project director of consumer surveys at Audits & Surveys Co., N.Y. Other Audits & Surveys appointments: **ALAN DENTON,** previously with Selling Research Inc., to market analyst for test audits and **ROBERT SIEGAL,** formerly with Dun & Bradstreet, to market analyst for national total-market audit project.

ROGER K. CARLSON, formerly copy head for French & Shields, St. Louis, and Hathaway & Assoc., Evansville, Ind., to Fletcher, Wessel & Enright, St. Joseph, Mo., as copy director.

HERMAN RAUCHER, senior copywriter, Reach, McClinton, N.Y., to copy supervisor heading group on three accounts: Prudential Insurance Co. of America, Parade Publications and Berlitz School of Languages. **ROBERT BRUNO,** previously with Dancer-Fitzgerald-Sample, and **JOHN CURRAN,** at one time with Slenderella and Kenyon & Eckhardt, join Reach, McClinton as timebuyers.

STANLEY BAUM, copywriter, Dancer-Fitzgerald-Sample, N. Y., appointed copy supervisor.

FRANK D. EWING, 56, board chairman of Fensholt Adv. Agency, Chicago, died Oct. 11 after suffering apparent heart attack and losing control of automobile, recovered in Sanitary District Canal in Evanston, Ill.

STUART V. DAWSON, 58, formerly radio-tv director of Young & Rubicam and Foote, Cone & Belding, and program director at WBBM Chicago, died Oct. 4 in St. Francis Hospital, Evanston, Ill., following heart attack.

ROBERT ALLAN SMALLEY, 69, retired, formerly copy director at J. M. Mathes Inc., N.Y., died Oct. 10 in Sherman, Conn. Mr Smalley had previously been copy chief at Kenyon & Eckhardt, N.Y.

MRS. DAVID KAPLAN, wife of v.p. and treasurer of Norman, Craig & Kummel, N.Y., was killed Oct. 11 in automobile accident. She was injured fatally when her car collided with bus at Pound Ridge, N.Y.

FILM

WILLIAM HEBERT, administrative consultant in formation of Larry Harmon Productions, appointed executive v.p. of Harmon organization. He will have executive supervision of firm's feature cartoon division, tv commercial and merchandising divisions, in addition to public relations. Harmon is currently producing 156 *Bozo, the Clown,* cartoons for tv.

BARNEY MacKALL, formerly with Ziv Television programs, appointed sales manager for 11 western states for Official Films Inc., N.Y.; **MISS SHERLEE BARISH** joins Official as special sales representative.

MISS KATHLEEN MITCHELL, formerly executive assistant to program manager, WGN-TV Chicago, appointed public relations director and administrative assistant at Fenton McHugh Productions (motion picture), Evanston, Ill.

CHARLES E. TRAINOR, formerly southern manager of Radio-Tv Representative, appointed sales representative for Telestar Films Inc., in Atlanta, and **W. MURRAY EDWARDS JR.,** previously with Equitable Life Assurance Society in Memphis, named Telestar's sales representative in that city.

JACK D. BEHR, formerly with California National Productions, and **BENJAMIN S. GREENBERG,** previously head of Anchor Features, named media directors of Spotlite News Div., Allend'or Productions, in Hollywood and New York offices, respectively.

ARTHUR HILLER signed to multiple tv film contract as director by Screen Gems. Assignments will include *Alcoa-Goodyear Theater* and *Behind Closed Doors.*

MAC HYMAN, author of best-selling novel, *No Time for Sergeants,* signed by Screen Gems, Hollywood, to prepare new tv series, *Promenade Home,* for early fall production. Series will have Ozark mountain family comedy background.

NETWORKS

S. WILLIAM ARONSON, previously with ABC cost control unit, promoted to administrative assistant to Edward J. DeGray, ABC v.p. in charge of radio network. Mr. Aronson was formerly director of sales service for ABC Radio. Before joining the network he was with Brown & Bigelow in sales capacity and was assistant production manager for *Harper's Bazaar.*

RICHARD LUKIN, formerly producer for NBC Public Affairs Dept. and prior to that in charge of live tv production for Grey Adv., N.Y., named director of *Camera Three,* CBS-TV public affairs program produced by network's WCBS-TV New York.

ETHEL WINANT, casting director for CBS-TV's *Playhouse 90* for past two seasons, signed to new long-term staff agreement under which Miss Winant's services can be utilized as associate producer, assistant director or producer. She will continue as *Playhouse 90* casting director for at least this season's duration.

STATIONS


MR. TAYLOR


MR. PHELAN

J. GLEN TAYLOR, formerly v.p. of RKO Teleradio Pictures Inc., elected president and principal executive officer of Tidewater Teleradio Inc. (WAVY-AM-TV Portsmouth, Va.), succeeding **HUNTER C. PHELAN,** who becomes chairman of board [CLOSED CIRCUIT, Oct. 6]. Mr. Taylor, serving corporation as executive consultant since Nov. 1, 1957, also elected to board of directors and executive committee. Other board appointments: **CARL J. BURKLAND** continues as executive v.p.; **GEORGE T. McLEAN,** v.p.; **HENRY CLAY HOFHEIMER III,** secretary-treasurer; **C. WILEY GRANDY IV,** assistant secretary, and **CLIFFORD A. FROHNHOEFER,** assistant treasurer.

GENE ACKERLEY appointed general manager of KCUB Tucson, Ariz., newest Gordon station. **DICK VENTURINO,** formerly assistant program director of KBUZ Mesa, Ariz., to KCUB program director. **BILL DIXON** promoted from account executive to KBUZ sales manager. **FRANK KALIL** named KBUZ program director succeeding **DON McCARTY,** to WASI Cincinnati in similar capacity.

FRED SORENSON, formerly with WCIA (TV) Champaign, Ill., appointed general manager of WKRS Waukegan, Ill., succeeding **JOSEPH B. KIRBY,** now v.p. and general manager, KFBI Wichita, Kan. **PAUL SALVO** promoted from continuity writer to operations manager of WKRS. Mr. Salvo formerly was program director of KCOK Tulare, Calif.

LARRY H. LAU has resigned as general manager of KVAN Vancouver, Wash., effective Oct. 24.

RICHARD C. BARRON, director of promotion department, WSJS-AM-FM-TV Winston-Salem, N.C., named assistant to general manager of all three stations. Mr. Barron will continue as promotion director for present.

WILLIAM G. CARRERAS, formerly with WEEQ-TV LaSalle, Ill., to WKAN Kanakee, Ill., as sales manager succeeding **DONALD R. HOOVER,** to WRRR Rockford, Ill. **TONY CRAIG,** previously with WLAV Grand Rapids, Mich., joins WKAN announcing staff.

MIKE SWEENEY, veteran radio-tv salesman in New York, to WFAS White Plains, N.Y., to handle most of station's national sales, working with Sales Manager John Hade. Mr. Sweeney started

in radio with Blue Network 18 years ago, subsequently was in film and station sales and most recently was with Headley-Reed, station representative, for five years.

WALLACE BRAZEAL, formerly business manager and account executive at KOBY San Francisco, to KPEN (FM) Atherton, Calif., as sales manager.

EDWIN PFEIFFER, formerly account executive with television division of Edward Petry & Co., to KOTV (TV) Tulsa, Okla., as commercial manager.

RICHARD OPPENHEIMER, formerly with WFEC Miami and member of WELM Elmira, N.Y., sales staff for past year, named commercial manager of WELM.

JOHN C. YANKOSKI, for eight years assistant chief accountant of WBAL-AM-TV Baltimore, promoted to chief accountant succeeding **FREEMAN W. CARDALL,** who will now devote full time to his position as business manager.

BOB KRIEGHOFF, program director for WTOL Toledo, Ohio, since 1951, adds duties as program director of WTOL-TV, ch. 11 outlet expected to begin operations in early December. **RUSS STONE,** WTOL sales manager, switches to WTOL-TV in similar capacity. **DOUG TABNER,** WTOL account executive, moves up to sales manager replacing Mr. Stone.

BARBARA CULLINGS, formerly in San Francisco office of John Blair & Co., station representative, to Hollywood office of KBIG Santa Catalina, Calif., as traffic manager, replacing **NANCY HEFLEY,** resigned.

DICK RICHMOND, previously news director for McLendon radio stations, appointed news director of Tidewater Teleradio Corp. (WAVY-AM-TV Portsmouth, Va.). **JIM WHIPKEY** joins WAVY-AM-TV news department.

DICK PAUL, staff member of WBRE-TV Wilkes-Barre, Pa., for past six years, promoted to promotion director of WBRE-AM-FM-TV.

CHARLES PARKER, WDRC Hartford, Conn., production manager, adds duties as promotion manager.

DAVID KIERNAN, with WNHC-AM-FM-TV New Haven, Conn., for past 11 years, appointed director of news, sports and special events for WNHC-TV.

CLIFFORD L. EUSTICE, owner-operator of Clifford L. Eustice Co., food brokerage business, appointed director of product services for Crosley Broadcasting Co. (WLW, WLWT [TV] Cincinnati, WLWC [TV] Columbus, Ohio, WLWD [TV] Dayton and WLWA [TV] Atlanta, Ga.).

KEN MACK resigns as commercial coordinator of WTVN (TV) Columbus, Ohio, to assume duties as WTVN Radio morning news editor and newscaster.

EDWARD L. PEARLE, formerly press representative of Cheryl Crawford Productions, N.Y., to WBZ-WBZA Boston-Springfield, Mass., as public relations director.

JOE MAYER, formerly with WGAR, WDOK and WHK all Cleveland, to WCUE Akron, Ohio, as program manager.

PERRY W. STECKBECK, for past year WOWO Ft. Wayne, Ind., roving mobile news unit reporter, promoted to director of special events.

HOWARD ABSOLON named news director for WMAZ-AM-FM-TV Macon, Ga. **DICK GEORGE,** formerly with WBML Macon, joins WMAZ-TV news staff. Other WMAZ-TV appointments: **GOSTIN FREENEY** transferred from WMAZ-AM-FM to tv announcing staff; **MRS .NORMA WOOD,** receptionist; **LARRY REYNOLDS,** audio man, and **HAROLD ODOM,** engineer.

DAVID L. LAMBERT, head media buyer on Philip Morris Inc.'s Parliament brand at Benton & Bowles Inc., to account executive, WPIX (TV) New York.

ROBERT S. JONES, previously Midwest manager for Mutual, to KTLA (TV) Los Angeles sales department as account executive.

NORRIS KALAR joins KBOX Dallas as account executive to direct Food Merchandising and Community Club Awards department. **CHARLES H. BOLAND,** previously national sales manager for KWTX-TV Waco, Tex., to KBOX as sales representative.

LOU ESSICKS, formerly of WCOS and WMSC Columbia, S.C., to WOIC Columbia as sales executive.

DAVE McCONNAUGHEY, formerly account executive for WOOD-TV Grand Rapids, Mich., to WBNS-TV Columbus, Ohio, in similar capacity.

CLARENCE O. (COG) GRAY, formerly sales director, WMBV-TV Marinette, Wis., to KTYM Inglewood, Calif., sales department.

JAMES MORGAN joins WOOD-TV Grand Rapids, Mich., sales staff.

DON GRANQUIST, previously salesman and announcer with WAVN Stillwater, Minn., to WCCO-TV Minneapolis sales staff.

JACK W. STAHLE, sales manager of KOFY San Mateo, Calif., has rejoined sales staff of KGO San Francisco, where he had been for two years before moving to KOFY. **DAVID LASLEY,** formerly with DuMont Tv and CBS-TV, has also become sales representative for KGO.

ROBERT E. BOWDEN, formerly in radio-tv department at BBDO, Chicago, to sales staff of WKID Urbana-Champaign, Ill.

ROBERT B. PARIS, formerly account executive with WWDC Washington, to WIBC Indianapolis in local sales.

KEN ROSEN, formerly with KNXT (TV) Los Angeles as associate producer and writer, to KABC-TV Los Angeles as writer on daily live show, *Day in Court.*

CLETE ROBERTS, veteran Los Angeles newscaster formerly with KNXT (TV), has joined news staff of KTLA (TV) Los Angeles.

DOUG MOORE, KFMB-TV San Diego assistant news editor, transfers to KFMB as staff announcer.

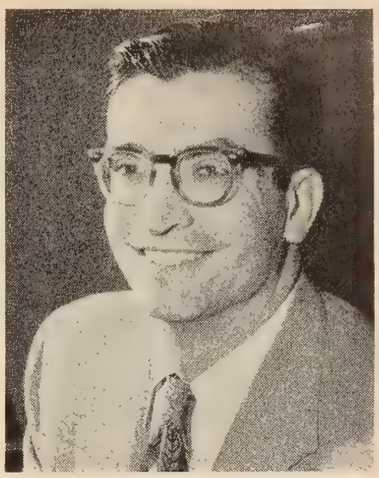
ROSS M. THOMAS assigned to report for WTOP Washington from Bonn, Germany, replacing **DICK KNOWLES.**

DALE M. SCHUSSLER resigns as program director of WKWK Wheeling, W. Va., to join WTRF-TV Wheeling news staff.

FRANK REYNOLDS, formerly director of San Diego Chamber of Commerce's trade department, to KFSD-AM-FM-TV San Diego, Calif.

ART CHENOWETH, Northwest Schools, Portland, Ore., graduate, to KPTV (TV) Portland, Ore., as account executive. Other Northwest graduates and appointments: **DON BRUBAKER** to WPBN-TV Traverse City, Mich.; **MARGARET WOELFLE** to WKBT (TV) La Crosse, Wis., as continuity writer; **REXFORD WATSON** to KHTV (TV) Portland, as program director, and **ANNA SINGS-**





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HEIM to KWWL-TV Waterloo, Iowa, in film department.

J. ROBERT COVINGTON, v.p. in charge of promotion and public relations for Jefferson Standard Broadcasting Co. (WBT and WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.), elected v.p. in charge of finance and fund-raising for Charlotte Symphony Orchestra.

HECHT S. LACKEY, owner-manager of WSON-AM-FM Henderson, Ky., presently serving second four-year term as mayor of that city, elected president of Kentucky Municipal League.

J. ELROY McCAW, owner of J. Elroy McCaw stations who was injured Sept. 26 in auto collision, is recovering at Swedish Hospital, Seattle. Both legs, broken in crash, are in casts. He also suffered multiple rib fractures and contusions.

DR. ELROY SCHROEDER, president and 20% owner of Community Radio & Tv Corp. (KNOX-AM-TV Grand Forks, N.D.), died following heart attack Oct. 10. Dr. Schroeder was also superintendent of schools of Grand Forks.

PROGRAM SERVICES

JACKSON LEIGHTER, v.p. in charge of western operations, Market Relations Network, Los Angeles, national public relations firm, to executive v.p.

LARRY W. DORN, formerly president of Larry Dorn Productions, N.Y., elected v.p. in charge of West Coast operations and sales of Walter E. Kline & Assoc., Hollywood.

RICHARD H. ZAHM JR., formerly on legal staff of Capitol Records Inc., Hollywood, to Capitol's Artist & Repertoire Div., as manager of business affairs.

ROY D. EDWARDS, 62, *News of the Day* cameraman, died when helicopter in which he was riding developed engine trouble and crashed into Hudson River. Plane was chartered for newsreel picture taking of New Grace liner *Santa Paula* as she sailed under Tappan Zee Bridge. Mr. Edwards, past president of Radio-Newsreel-Television Working Press Assn., and of IATSE (cameramen's) Local 644, was associated with Universal Newsreel from its inception 25 years ago to its present *News of the Day* and Telenews.

PROFESSIONAL SERVICES

GORDON WINKLER promoted from account supervisor to executive v.p. of Daniel J. Edelman & Assoc., national public relations firm, in Chicago.

FRANK D. EIDGE JR., Miami bureau manager of United Press International, named Florida state manager for UPI. **RICHARD W. HATCH,** UPI Charlotte, N.C., bureau manager, named Miami Bureau manager succeeding Mr. Eidge. **ALVIN B. WEBB JR.,** Greensboro, N.C., bureau manager, replaces Mr. Hatch as Charlotte chief. **LOYD V. JEFFERS,** member of staff of Columbia, S.C., bureau, appointed Greensboro manager succeeding Mr. Webb.



AL JOHNSON (2nd from r), KENS-AM-TV San Antonio, was elected president of Texas Assn. of Broadcasters at the group's Oct. 6 meeting [TRADE ASSNS., Oct. 13]. M. E. Danbom, KTBB Tyler, retiring president, congratulates his successor, who is flanked by Joe Leonard Jr. (l), KGAF Gainesville, TAB vice president, and George Tarter (r), KCBD-AM-TV Lubbock, secretary-treasurer.

LOUISE SANDERS, formerly with Southern California Broadcasters Assn., KDAY Santa Monica and *Queen for a Day,* appointed assistant public relations director of Los County Angeles County Heart Assn.

MANUFACTURING



MR. ADLER

HAROLD J. ADLER, formerly v.p. of Edwin I. Guthman Co., named v.p. in charge of operations, Shure Bros. Inc., Evanston, Ill., manufacturers of microphones and electrical components. Mr. Adler was chief electrical engineer of Sentinel Radio Co. for 17 years and for five years director of engineering of Hallicrafters Co.

WILLIAM H. MYERS, business development planning, Harrison plant of RCA, appointed manager, market planning-special projects, entertainment tube products dept., RCA Electron Tube Div. there.

STEWART NELLIS, previously with Materials Lab of New York Naval Shipyard, Brooklyn, named sales manager of Technical Wire Products Inc., Springfield, N.J.

ADDLEY GRAY, formerly program director, WMBV-TV Marinette, Wis., to Space Technology Labs, L.A., as editorial assistant of advertising and professional recruiting department.

ARNOLD SADOW, previously assistant head of Science & Technology Div. of Queens Borough Public Library, appointed chief technical librarian at Adler Electronics Inc., New Rochelle, N.Y.

EWEN C. ANDERSON, RCA executive v.p. for public relations, reported recuperating in Nantucket (Mass.) hospital, following heart attack in late September.

TRADE ASSNS.

CLAYTON J. COSSE, president of Dora-Clayton Adv., Atlanta, elected governor of seventh district (deep South) of Advertising Federation of America, which encompasses Alabama, Georgia, Mississippi, Tennessee, and southern Louisiana.

HARRY L. BRYANT, v.p. and chief engineer, Radio Recorders, Hollywood, elected executive v.p. of Audio Engineering Society.

KEITH CULVERHOUSE, director of sales development for Television Bureau of Advertising, promoted to director of sales promotion, succeeding **GORDON HELLMAN,** who resigned last August. **MURRAY GROSS,** assistant director of sales promotion for TvB was named to Mr. Culverhouse's former post.

MIG FIGI, station manager, WAUX Waukesha, elected president of Wisconsin Broadcasters Assn., succeeding **HUGH BOICE,** general manager of WEMP Milwaukee and KWK St. Louis, Mo.

HAL STEBBINS, Hal Stebbins Inc., elected chairman of Southern California Council of American Assn. of Adv. Agencies. **THOMAS DILLEN,** BBDO, named vice chairman and **EDWARD NEALE SR.,** Neale Adv. Assoc., secretary-treasurer. On 4-A board of governors are **ALFRED ATHERTON,** Atherton Mogge Privett Inc.; **MARTIN R. KLITTEN,** Martin R. Klitten Inc.; **VERN EASTMAN,** D'Arcy Adv. Co.; and **TED FACTOR,** Doyle Dane Bernbach Inc.

JOHN METZGER, radio-tv production manager of Byer & Bowman Adv. Agency, elected president of Columbus (Ohio) Radio-Tv Executives Club. Other officers: **DR. RICHARD MALL,** program consultant of Peoples Broadcasting Corp., first v.p.; **ANN DUFFY,** radio-tv department of Byer & Bowman, agency representative; **HARRY MOHR,** promotion director of WTVN (TV), second v.p.; **JERRY KAY KRETCHMAR,** promotion coordinator of Don M. Casto Shopping Center Promotion Agency, treasurer; **SHIRLEY DUNHAM,** WVKO promotion director, publicity chairman, and **BETTY DIXON,** WBNS-TV film director, secretary and third v.p.

EDUCATION

DAVE BERKMAN, formerly producer-director at WHIZ-TV Zanesville, Ohio, named staff producer-director at Wayne State U.'s WTVS (TV) Detroit. **TOM OLSON,** former producer-director at WHTN Huntington, W. Va., appointed instructor in radio and television at Wayne State U.

GOVERNMENT



SPRIGGS

COMMODORE A. J. SPRIGGS, USN (ret), v.p. in charge of Packard-Bell Electronics Corp.'s eastern operations, has been granted leave of absence to accept appointment by Business & Defense Services Administration of U. S. Dept. of Commerce. Commodore Spriggs will act as advisor to director, electronics division.

INTERNATIONAL

NORM BOTTERILL, manager of CJOC Lethbridge, Alta., to executive v.p. of Lethbridge Broadcasting Ltd., Lethbridge.

CEC McKNIGHT, CKSO Sudbury, Ont., to station manager, CJNR Blind River, Ont.

CAM PERRY, national sales manager of CJCA Edmonton, Alta., to manager of CFGP Grande Prairie, Alta., succeeding **ART BALFOUR,** appointed manager of CJOC Lethbridge, Alta.

MRS. JEAN BERG, formerly director of Television Programs of America, N. Y., appointed director of press and promotion of CFCF Montreal, Que.

FRANK ROBINSON to manager radio-tv department of Ronalds Adv. Agency, Toronto, Ont.

Murray Carpenter

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 9 through Oct. 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Pocatello, Idaho—KBLI Inc.—Granted ch. 6 (82-88 mc); ERP 12.8 kw vis., 6.4 kw aur.; ant. height above average terrain 5897.25 ft., above ground 133 ft. Estimated construction cost $150,000, first year operating cost $227,000, revenue $240,000. P. O. address Box 1476, Salt Lake City. Studio location 1235 N. Main St., Pocatello. Trans. location mountain peak 3.5 miles w. of Pocatello. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Trans. RCA, ant. RCA. Legal counsel Robert W. Hughes, 2121 South State St., Salt Lake City. Consulting engineer Edward D. Johnson, Salt Lake City. Owners are **Granite District Radio Bcstg. Co.** (70%) and others. Granite District is licensee of **KNAK Salt Lake City** and **KBLI Blackfoot, Idaho.** Announced Oct. 15.

APPLICATION

Jonesboro, Ark.—Patteson Brothers Radio Station KBTM ch. 8 (180-186 mc); ERP 54.5 kw vis., 30.6 kw aur.; antenna height above average terrain 464 ft., above ground 387 ft. Estimated construction cost $208,000, first year operating cost $75,000, revenue $100,000. P. O. address % KBTM, Jonesboro. Studio-Trans. location, 5 miles south of Jonesboro on State Highway 1. Geographic coordinates 35° 48′ 46″ N. Lat., 90° 41′ 58″ W. Long. Trans.-ant., RCA. Legal counsel Harry J. Daly, Washington Consulting engineer Ralph J. Bitzer, St. Louis. Applicants, **Alan G. Patteson Jr.** and **Carter Patteson**, also own **KBTM.** Announced Oct. 13.

Existing Tv Stations

ACTIONS BY FCC

KWWL-TV Waterloo, Iowa—Granted waiver of Sect. 3.652 to permit KWWL-TV to indentify itself as **Cedar Rapids** as well as **Waterloo.** Comr. Lee dissented. Announced Oct. 15.

WMT-TV Cedar Rapids, Iowa—Granted waiver of Sect. 3.652 to permit WMT-TV to identify itself as **Waterloo** as well as **Cedar Rapids.** Comr. Lee dissented. Announced Oct. 15.

CALL LETTERS ASSIGNED

WFTV Onondaga, Mich.—Tv Corp. of Mich., ch. 10.

WMSB Onondaga, Mich.—State Board of Agriculture, ch. *10.

WENH Durham, N. H.—U. of New Hampshire, ch. *11.

Translators

APPLICATIONS

Charleston, Ore.—Ocean View Tv Translator Inc. ch. 75 281.9 w. P. O. address Box 546, Empire, Ore. To translate programs of KOIN (TV) Portland, Ore. Applicant is non-profit. Announced Oct. 9.

Quitaqua and Turkey, Tex.—Valley Translator System chs. 70 and 76, 217 w. P. O. address % **Odell E. Setliff,** Turkey. To translate programs of KGNC-TV and KFDA-TV, respectively, both Amarillo, Tex. Mr. Setliff, sole proprietor, is in rado-tv repair. Announced Oct. 9.

New Am Stations

ACTIONS BY FCC

Miami-South Miami, Fla.—Louis G. Jacobs—Granted 990 kc, 5 kw unl. P. O. address 540 Altara Ave., Coral Gables, Fla. Estimated construction cost $67,958, first year operating cost $100,000, revenue $150,000, Mr. Jacobs, advertising-public relations interests, will be sole owner. Announced Oct. 15.

Pompano Beach, Fla.—Pompano Beach Bcstg. Corp. Granted 980 kc, 1 kw DA, D. Announced Oct. 15.

Wilson, N. C.—Harry A. Epperson Jr.—Granted 1350 kc, 1 kw D. P. O. address Box 87, Petersburg, Va. Estimated construction cost $14,195, first year operating cost $42,000, revenue $48,000. **Harry Epperson Jr.,** sole owner, also owns **WPVA Colonial Heights-Petersburg, Va.** Announced Oct. 15.

Tomah, Wis.—The Tomah-Mauston Bcstg. Co.,—Granted 1390 kc, 1 kw D. P. O. address 1823 Superior Ave., Tomah, Wis. Estimated construction cost $21,890, first year operating cost $25,000, revenue $30,000. Owners are **Hugh W. Dickie, Thomas M. Price** and **Roger L. Belke** (each one-third). Mr. Dickie is sales manager of **WCOW Sparta, Wis.** Mr. Price is manager, Tomah Studio, WCOW. Mr. Belke is chief engineer, WCOW. Announced Oct. 15.

APPLICATIONS

Colorado Springs, Colo.—Mercury Bcstg. 790 kc, 500 w D. P. O. address % Rex O. Stevenson, 18 10th St., San Francisco. Estimated construction cost $43,939, first year operating cost $37,500, revenue $46,000. San Francisco businessmen **Rex O. Stevenson, Robert S. Pommer, Harry Saxe Jr.** and **Jack E. Falvey** are equal partners. Announced Oct. 10.

Jackson, Miss.—Star Group Bcstg. Co. 1550 kc, 10 kw D. P. O. address Box 352, Booneville, Miss. Estimated construction cost $45,500, first year operating cost $100,000, revenue $100,000. Owners are **E. O. Roden** (30%), **W. I. Dove** (20%) and five others with 10% each. Mr. Roden's broadcast interests: 100% of **WBIP Booneville,** 30% of **WTUP Tupelo** and 40% of **WGCM Gulfport,** all **Mississippi;** 40% of **KREL Baytown, Tex.;** 40% of **WBOP Pensacola, Fla.,** and 40% of **WRBS Tuscaloosa, Ala.** Mr. Dove owns 40% of WTUP and 23% of KREL, WGCM, WBOP and WRBS. Announced Oct. 10.

Arecibo, P. R.—Jose Donate Casanovas 1460 kc, 500 w, 1 kw LS, unl. P. O. address Ave. Juan Rosado #261, Arecibo. Estimated construction cost $18,653, first year operating cost $18,000, revenue $24,000. Mr. Casanovas, sole owner, owns

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

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Ray V. Hamilton

Today and tomorrow (20-21) Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Somerset Hotel, Boston.

Next Monday and Tuesday (27-28) meet with them at the Statler-Hilton in Washington, D. C.



Jackson B. Maurer

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radio and tv center. Announced Friday, Oct. 10.

Fountain City, Tenn.—Radio Fountain City Inc. 1430 kc, 1 kw D. P. O. address % **Francke Fox,** WHLN Radio, Harlan, Ky. Estimated construction cost $16,100, first year operating cost $60,000, revenue $75,000. Mr. Fox, 86.9% owner of **WHLM,** owns 45%. **Mr. and Mrs. James M. Welch** (he has been in coal mining) own 50%. Announced Oct. 13.

Existing Am Stations

APPLICATIONS

KYCA Prescott, Ariz.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBGR Jesup, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans.

WBML Macon, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WITH Baltimore, Md.—Cp to increase power from 250 w to 1 kw and install new trans.

WLOX Biloxi, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KRTN Raton, N. M.—Cp to change hours of operation from unlimited to specified hours (6:00 am to 7 :00 p.m.).

WBVP Beaver Falls, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDAD Indiana, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMAJ State College, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPRA Mayaguez, P. R.—Cp to decrease nighttime power from 10 kw to 1 kw; change from employing directional antenna night and day to non-directional, change ant.-trans and studio locations, operate trans, by remote control and change station location from Mayaguez, Puerto Rico to San Juan, Puerto Rico.

WGCD Chester, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KUEN Wenatchee, Wash.—Cp to increase power from 500 w to 1 kw and install new trans.

WBIZ Eau Claire, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KBJT Fordyce, Ark.—Kermit F. Tracy, 1570 kc. Changed from KRFA.

KTPA Prescott, Ark.—Southern Bcstg. Co., 1370 kc.

KBAB San Diego, Calif.—Balboa Bcstg. Corp. Changed from KDEO.

WMMM Westport, Conn.—Westport Bcstg. Co., 1260 kc.

KANV Jonesville, La.—Old South Bcstg. Co., 1480 kc. Changed from KLEC.

WOWE Allegan, Mich.—Allegan County Bcstrs., 1580 kc.

KYRO Potosi, Mo.—Franklin County Bcstg. Co., 1280 kc.

KGVW Belgrade, Mont.—Kings Garden Inc., 630 kc.

KOLL Libby, Mont.—Robert R. Rigler, 1230 kc.

KQEO Albuquerque, N. M.—KQUE Corp., 920 kc.

WNCO Ashland, Ohio—Radio Ashland Inc., 1340 kc.

KABY Albany, Ore.—Albany Bcstg. Corp., 990 kc.

KASE Austin, Tex.—Austin Radio Co., 970 kc.

WMEK Chase City, Vt.—Mecklenburg Bcstg. Co., 980 kc.

WTUG Tuscaloosa, Ala.—Tri-Cities Bcstg. Co., 790 kc.

New Fm Stations

ACTIONS BY FCC

El Cajon, Calif.—Kenneth C. Forror—Granted 93.3 mc, 3.44 kw P. O. address 1207 Merritt Dr., El Cajon. Estimated construction cost $15,890, first year operating cost $37,200, revenue $54,000. Applicant is osteopath. Announced Oct. 15.

New Haven, Conn. Yale Bcstg. Co.—Granted 96.1 mc, .305 kw. P. O. address % J. Paul Horne, 514 S. Fairfax St., Alexandria, Va. Estimated construction cost $3,886, first year operating cost $13,250, revenue $14,150. Applicant is non-profit organization. Announced Oct. 15.

Indianapolis, Ind.—WIBC Inc.—Granted 93.1 mc. 2.81 kw. P. O. address 2835 N. Illinois St., Indianapolis. Estimated construction cost $24,-728, first year operating cost $15,000, revenue $20,-000. Applicant, licensee of **WIBC Indianapolis,** is owned 51% by **Richard M. Fairbanks** who owns **WRMF Titusville, Fla.** Announced Oct. 15.

Buffalo, N. Y.—WEBR Inc.—Granted 96.1 mc 16 kw. P. O. address % Frank B. Ridgeway, 23 North St., Buffalo. Announced Oct. 15.

Memphis, Tenn.—WMPS Inc.—Granted 97.1 mc, 21.5 kw. P. O. address 112 Union Ave., Memphis. Estimated construction cost $26,850. Applicant plans 100% program duplication of its am station, **WMPS Memphis.** Announced Oct. 15.

APPLICATIONS

Grand Junction, Colo.—Western Slope Bcstg. Co. 92.3 mc 2.79 kw P. O. address Box 30, Grand Junction. Estimated construction cost $10,595, first year operating cost $2,500, revenue $1,500. Applicant is licensee of **KREX-AM-TV Grand Junction, Colo.** Its president, **Rex G. Howell,** owns 50% of **KGLN Glenwood Springs, Colo.** Announced, Oct. 15.

Tampa, Fla.—Charles P. B. Pinson Inc. 97.9 mc 6.97 kw. P. O. address 1221 Arlington Ave., North St., Petersburg, Fla. Estimated construction cost $17,036, first year operating cost $3,600, revenue $5,000. Mr. Pinson, sole owner, is in domestic public land mobile radio. Announced Oct. 14.

Chicago, Ill.—Skywave Inc. 106.7 mc, 35.5 kw. P. O. address 308 W. Randolph St., Chicago. Estimated construction cost $27,700, first year operating cost $18,000, revenue $30,000. Owners are **Willian Irvin** of *Chicago American* (40%), **Edward Krupkowski** (each 20%), in gas station work, and others. Announced Oct. 9.

Louisville, Ky.—Jefferson Bcstg. Co. 95.1 mc, 8.5 kw. P. O. address % Station WTMT, 1300 S. 4th St., Louisville. Estimated construction cost $18,030, first year operating cost $2,500, revenue $3,000. Applicant is licensee of **WTMT Louisville. Earl F. Hash,** president and 27.3% stockholder, also owns **KPID Payette, Idaho.** Announced Oct. 15.

East Liverpool, Ohio—East Liverpool Bcstg. Co. 104.3 mc, 27.1 kw. P. O. address Box 760, East Liverpool. Estimated construction cost $24,796, first year operating cost $4,000, revenue $4,000. Applicant is licensee of **WOHI East Liverpool.** Announced Oct. 13.

San Juan, Puerto Rico—Segismundo Quinones Jr. 98.5 mc, 17.6 kw. P. O. address Box 490 San Juan. Estimated construction cost $26,337, first year operating cost $37,200, revenue $38,500. Applicant is with WAPA San Juan. Announced Oct. 13.

Norfolk, Va.—Electronic Research Inc. 99.7 mc, 11.5 kw. P. O. address 700 Sparrow Rd. Norfolk. Estimated construction cost $1,795, first year operating cost $9,500, revenue $11,000. Owners **Eric B. Zoro** (48.1%) and **Dexter E. Phibbs** (44.5%) are with WAVY-TV Portsmouth, Va. Announced Oct. 14.

Existing Fm Stations

CALL LETTERS ASSIGNED

KFMH Colorado Springs, Colo.—Fm Colo. Co., 96.5 mc.

WAYL Silver Spring, Md.—Tri-Suburban Bcstg. Corp. Changed from WILY-FM.

WFMX Statesville, N. C.—Statesville Bcstg. Co., 105.7 mc. Changed from WSIC-FM.

KBIM-FM Roswell, N. M.—Taylor Bcstg. Co., 97.1 mc.

WNCO-FM Ashland, Ohio—Radio Ashland, Inc., 101.3 mc. Changed from WATG-FM.

KGNC-FM Amarillo, Tex.—Plains Radio Bcstg. Co., 93.1 mc.

Ownership Changes

ACTIONS BY FCC

KBON Omaha, Neb.—Granted assignment of license to **Goldenrod Bcstrs. Inc. (Joe Gratz** and **Maurice M. Fleischl**); consideration $170,000.

KOSF Nacogdoches, Texas—Granted assignment of license from **Kelly Bell** and **J. C. Stallings** to latter; consideration $15,000. Announced Oct. 15.

WHBG Harrisonburg, Va.—Granted assignment of license to **Radio Harrisonburg Inc. (Jeffrey A. Abel** [of Henry J. Kaufman & Assoc.], president; **Charles E. Dillon,** vice president, has interest in WDOV Dover, Del., and with wife, in WOL-AM-FM Washington, D. C.); consideration $80,000. Announced Oct. 15.

WWOR-TV Worcester, Mass.—Granted assignment of license to **Springfield Tv Bcstg. Corp.,** (WWLP [TV], ch. 22, Springfield, and WRLP [TV], ch. 32, Greenfield, Mass.); conditioned that assignment be consummated and Commission so advised within 20 days and that assignee resume operation of WWOR-TV within 90 days of such consummation; stock transaction. Announced Oct. 15.

WKKO Cocoa, Fla.—Granted assignment of licenses to **John B. Cook Jr.**; consideration $160,000 Announced Oct. 15.

WMDF Mount Dora, Fla.—Granted assignment of license to **Triangle Bcstg. Corp. (E. O. Roden,** WBIP Booneville, Miss., who, with other stockholders, has interests in WTUP Tupelo, Miss., KREL Baytown, Texas, WGCM Gulfport, Miss., WBOP Pensacola, Fla., and WRBS Tuscaloosa, Ala.); consideration $30,250. Announced Oct. 15.

WHLT Huntington, Ind.—Granted relinquishment of positive control by **William J. Warren** through the gift of undivided 50% interest to his wife, **Vivian Warren.** Announced Oct. 15.

WMRI-AM-FM Marion, Ind.—Granted transfer of control from **Gardner J. Thomas,** et al., to **Federated Publications Inc.**; no further consideration in view of fact that transferee previously acquired stock of licensee (Chronicle Publ. Co.) for $1,924,740, which assignment was approved June 17. Announced Oct. 15.

KLUE Shreveport, La.—Granted assignment of license to **Kenwil Inc. (David Kent,** president); consideration $65,000. Announced Oct. 15.

APPLICATIONS

KWCB Searcy, Ark.—Seeks transfer of control (87%) from **C. N., Mary** and **Carlene Dodd** to **C. R. Horne** for $72,000. Mr. Horne has 80% interest in **KXRJ Russellville, Ark.** Announced 13.

WMT Cedar Rapids and **KWMT Fort Dodge,** both **Iowa**—Seek transfer of control of licensee **(American Bcstg. Stations Inc.)** from **William B. Dolph** and **William B. Quarton,** trustees, to **Helen Shaffer Mark, Helena Mark Hermann** and **Herbert M. Bingham,** trustees, and from **F. E. McMillen** trustee, to Mr. McMillen and **Robert L.**

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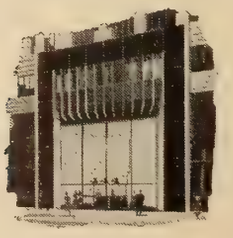
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FOR THE RECORD CONTINUED

Hood, co-trustees (two separate trusts). Announced Oct. 13.

WCMI-AM-FM Ashland, Ky.—Seeks transfer of 100% of licensee (**Edwina Bcstg Co.**) from **George H. Clinton** to **WCMI Radio Inc.** for $69,285. Purchaser **Frederic Gregg Jr.** is gen. mgr. of WLAP-AM-FM Lexington, Ky. Announced Oct. 9.

WKYW Louisville, Ky.—Seeks acquisition of positive control (100%) of licensee (**Radio Kentucky Inc.**) by **F. Eugene Sanford** through purchase of 50% by **Radio Ky.** from **Edwin E. S. Weldon** for $125,000. Announced Oct. 15.

WFUR Grand Rapids, Mich.—Seeks acquisition of positive control of licensee **Furniture City Bcstg. Corp.** by William Kuiper Sr. through purchase of 50 shares from William E. Kuiper for $1,125. Mr. Kuiper increases ownership from 49.1 to 50.3%. Announced Oct. 10.

WISK St. Paul, Minn.—Seeks assignment of license from **Victor J. Tedesco** and **Nicholas Tedesco** d/b as **BVM Bcstg. Co.** to **B.V.M. Bcstg. Co.** Corporate change. No control change. Announced Oct. 13.

WRNB New Bern, N. C.—Seeks assignment of license from **WBOF-TV Inc.** to **William W. Jefferay** for $80,000. Mr. Jefferay is former vp-gen. mgr. **KXLW Clayton, Mo.** Announced Oct. 9.

WADA Shelby, N. C.—Seeks assignment of license from **Eugene Slatkin** and **Boyce J. Hanna**, d/b as **Cleveland County Bcstg. Co.** to **Cleveland County Bcstg. Co.**, Mr. Hanna (two-thirds) and **Harold J. Noles** (one-third), Mr. Slatkin selling his interest to Mr. Hanna for $5,000. Announced Oct. 10.

KSJB Jamestown and **KCJB Minot**, both **North Dakota**—Seek assignment from **James M. Pryor** to **KSJB Inc.** and **KCJB Inc.**, respectively. Corporate change. No control change. Announced Oct. 9.

KLOS Albuquerque, N. M.—Seeks transfer of 65.28% of licensee (**B & M Bcstrs. Inc.**) from **Western Bcstg. Co.** to **E. Boyd Whitney** and **George Oliver** for $45,000. Mr. Whitney currently owns 34.72% of **KLOS** and 50% of **KLYN Amarillo, Tex.** Announced Oct. 15.

KEAN Brownweed, Tex.—Seeks acquisition of negative control (50% each) by **C. E. Farren** and **Pat F. Davidson** (formerly each one-third) through purchase of remaining one-third from **C. J. Farren** for $7,000 and retirement thereof. Announced Oct. 13.

Hearing Cases

FINAL DECISION

By memorandum opinion and order, Commission adopted Aug. 13 initial decision ,as amended by Commission, and granted applications of **Pompano Beach Bcstg. Corp.** for new am station to operate on 980 kc, 1 kw, DA, D, in **Pompano Beach, Fla.**, without condition, and **Louis G. Jacobs** for new am station on 990 kc, 5 kw, DA, U, in **Miami-South Miami, Fla.**, with new conditions imposed by Commission. Announced Oct. 15.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Robert A. Corley** for new am station to operate on 1570 kc, 1 kw, D, in **College Park, Ga.** Announced Oct. 15.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **New Bcstg. Co.**, for new Class B fm station to operate on 107.5 mc in **New York, N. Y.**, and denying competing applications of Herbert Muschel and Independent Bcstg. Co. Announced Oct. 13.

OTHER ACTIONS

By order, Commission granted request by M & M Bcstg. Co. (WMAM and WMBV-TV), Marinette, Wis., to withdraw its petition to revise hearing issues in proceeding on application to transfer control of company from William Walker, et al., to Evening Telegram Co., Norman M. Postles, and Walter C. Bridges. Announced Oct. 15.

By order, Commission granted request by WOV Bcstg. Corp. (WOV), New York, N. Y., to withdraw its petition for rehearing of May 7 decision which granted application of WGLI Inc., for new am station (WGLI) to operate on 1290 kc, 1 kw, DA-1, U, in Babylon (village), N. Y. Announced Oct. 15.

By memorandum opinion and order, Commission granted joint petition by The Firmin Co., Vincennes, Ind., and Forrest City Bcstg. Co., (KXJK), Forrest City, Ark., to extent of enlarging issues in am proceeding on Firmin application and that of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., to add new issues to determine whether proposed operation of Hirsch would cause objectionable interference to KXJK, WABG, Greenwood, Miss., or any other existing am stations and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary service to such areas and populations. Announced Oct. 15.

By letter, Commission waived Sect. 3.651(c) and granted Chicago Educational Television Association (WTTW, Channel *11), Chicago, Ill., six-month temporary authorization to utilize aur. trans. of its station to transmit stereophonic sound broadcasts in conjunction with station WFMT-TV, Chicago. Comr. Ford dissented. Announced Oct. 15.

By memorandum opinion and order, Commission denied petition by Georgia State Department of Education for rule making to reserve ch. 8 for educational use in Waycross, Ga. Announced Oct. 15.

By letter, Commission denied request by United Bcstg. Co. (KVOG), Ogden, Utah, that KOPP Inc., be required to select new call letters for its station KKOG in Ogden. Commission sees no confusion.

By letter, Commission requested further information in connection with application for transfer of control of Independent Television Inc. (WITI-TV, Channel 6), Whitefish Bay, Wis., from Jack Kahn, et al., to Storer Bcstg. Co. Comrs. Lee and Cross dissented to letter and voted to grant application. Announced Oct. 15.

Jeannette Bcstg. Co., Jeannette, Pa.; Carnegie Bcstg. Co., Carnegie, Pa.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc D—Jeannette with 500 w, and Carnegie with 1 kw and DA; made WAKU Latrobe, Pa., party to proceeding.

WHAW Weston, W. Va.; WPDX Clarksburg, W. Va.—Designated for consolidated hearing applications for change of facilities of WHAW from 1450 kc, 250 w, U, to 980 kc, 1 kw, D, and WPDX from 750 kc, 1 kw, D, to 980 kc, 5 kw, D.

Cherokee Bcstg. Co., Centre, Ala.—Designated for hearing application for new am station to operate on 990 kc, 250 w, D.

WEZY Cocoa, Fla.—Designated for hearing application for mod. of cp to change facilities from 1480 kc, 1 kw, D, to 1350 kc, 1 kw, 500 w-LS, DA-N; made WROD Daytona Beach, Fla., party to proceeding.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

Hawaiian Broadcasting System Ltd., Honolulu, Hawaii—Requests that ch. 7 be deleted from Honolulu and Hilo and substituted for ch. 8 in Wailuku, and that ch. 11 be reserved for noncommercial educational use in Honolulu.

Hoyt B. Wooten, d/b as WREC Broadcasting Service, Memphis, Tenn.—Requests changes in offset carrier requirements wherein ch. 3 at Memphis would be changed from minus to zero (even) offset; ch. 3 at Louisville, Ky. would be changed from minus to zero (even) offset; and ch. 3 at Harrisburg, Ill. would be changed from zero (even) to minus offset.

ACTIONS ON MOTIONS

By Comr. Frederick W. Ford on Oct. 10

Granted petition by Northside Bcstg. Co. for extension of time to Oct. 27 to file replies to exceptions to initial decision in proceeding on its am application and that of Southeastern Indiana Bcstrs. Inc., both Jeffersonville, Ind.

Granted petition by Jefferson Radio Co., Irondale, Ala., for extension of time to Oct. 20 to file reply to exceptions in proceedings on its am application and that of The Bessemer Bcstg. Co. (WBCO), Bessemer, Ala.

Granted petition by Musical Heights Inc., Braddock Heights, Md. for extension of time to Oct. 20 to file reply to petition by WAYZ to enlarge issues in proceeding on its am application.

Granted petition by Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. for extension of time to Nov. 25 to file an opposition to petition by American-Paramount Theatres Inc. (ABC), for rehearing in proceeding on KOB's applications.

By Chief Hearing Examiner James D. Cunningham on Oct. 10

Scheduled hearing for Dec. 8 on am applications of Graves County Bcstg. Co., Providence, Ky., and Muhlenburg Bcstg. Co. (WNES), Central City, Ky.

By Hearing Examiner Isadore A. Honig on Oct. 13

On own motion, scheduled prehearing conference for Oct. 29 on am application of Russell G. Salter, Aurora, Ill.

Scheduled further prehearing conference for Oct. 24 on am applications of Standard Bcstg. Corp., and Clifford C. Harris, both Oswego, N. Y.

By Hearing Examiner Millard F. French on dates shown

Continued from Oct. 14 to Oct. 16 hearing on fm applications of The Riverside Church in the City of New York, N. Y., and Huntington-Montauk Bcstg. Co., Huntington, N. Y. Action October 10.

Continued from Oct. 28 to Jan. 5, 1959 hearing in Tampa-St. Petersburg, Fla., tv ch. 10 proceeding (Florida Gulfcoast Bcstrs. Inc., et al.); and scheduled further prehearing conference for Dec. 10. Action October 13.

By Hearing Examiner Annie Neal Huntting on Oct. 14

Scheduled prehearing conference for Nov. 3 on application of Wicomico Bcstg. Co. (WICO), Salisbury, Md., for am facilities.

By Hearing Examiner Basil P. Cooper on Oct. 13

Granted petition by Pasadena Presbyterian Church, Pasadena, Calif. for extension of time from Oct. 14 to Oct. 30 for exchange of exhibits in proceeding on its fm application and that of Armin H. Whittenberg Jr., Los Angeles, Calif.

By Hearing Examiner H. Gifford Irion on Oct. 13

Granted petition by Clarence Wilson, Hobbs, N. M., for leave to amend his am application to specify 1390 kc in lieu of 1430 kc; application as amended removed from hearing docket.

Continued on page 114

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Salesman—Young man who desires to grow with established regional radio station, Washington-Baltimore area. Sincere, dependable, hard worker, with some experience. Opportunity unlimited to right man. Box 350G, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton. WNJR, Newark, N. J.

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Staff announcer for North Carolina independent. Experience necessary. Not interested in personality deejay. Box 241G, BROADCASTING.

Announcer-first phone with several years commercial experience for expanding Illinois kilowatt. No top 40 types. Good pay for competent air salesman. Many fringe benefits. Personal interview necessary. State age, education, experience. Box 274G, BROADCASTING.

Desirable staff position with kilowatt independent near Chicago. Capable announcer must be experienced all phases, including production spots. News gathering and writing ability helpful. Personal interview required. List age, education, experience in detail. Box 275G, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Pop dj—must be fast mover. Good starting salary. Semi-tropical, progressive Rio Grande Valley. Send tape and resume. Box 343G, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 343G, BROADCASTING.

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history to Box 354G, BROADCASTING.

Needed immediately top flight announcer-chief engineer. Salary dependent on ability. Permanent job, good future. Send tape, references and full particulars. Box 357G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employees know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-deejay for midwest station in two million market. Must be sharp on production and board operation. Must know music. Send resume, picture and tape to Box 380G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer combo man with first ticket. Will use straight announce. Write Box 400G, BROADCASTING.

Wanted. Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Sigma Delta Chi winning news department has immediate openings for two news men with good snappy dramatic delivery and definite nose for news. Send tapes and resume with all possible haste to Dave Muhlstein, News Director, KLIF, Dallas, Texas.

Good announcer who can help with copy, sales, if desired. Extra pay for 1st phone. Job will pay from $75 to $100 per week. E. H. Whitehead, KTLU, Rusk, Texas.

Announcer-newsman with experience. $80. WCOJ, Coatesville, Penna.

New Jersey daytimer needs announcer with some sales experience. Tape, experience, and references. WNNJ, Newton, New Jersey.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Radio operator. First class license. AM-fm transmitter experience. Eastern New York area. Send resume and salary requirements. Excellent opportunity. Box 398G, BROADCASTING.

Minnesota radio needs experienced engineer with some announcing ability. State full particulars first letter. KMHL, Marshall, Minn.

Florida regional daytimer needs first class engineer-announcer as chief. Eighteen hours board and little maintenance. WAVP, Avon Park.

Wanted: Engineer with first class license. WSYB, Rutland, Vermont.

Production-Programming, Others

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Growing chain needs top flight newsmen. Must have experience and top references. Opportunity to become program director. Apply: WLSV, Hotel Fassett, North Main Street, Wellsville, New York.

Copywriter for tv-radio operation Time-Life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD and WOOD-TV, Grand Rapids, Michigan.

Situations Wanted

Jock Laurence and the voices in the news. Now featured by 49 radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls am and pm daily bring your listeners from your Washington newsroom. Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701-16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Manager, presently employed. 17 years experience as manager, commercial manager, program director in top markets. Also agency, and network. Best references past employers. Box 288G, BROADCASTING.

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignments. Box 391G, BROADCASTING.

"Born to the Business!" . . . weaned on copy, announcing, programming . . . grew up in sales . . . matured in management. Have doubled business in two stations, ready to do it for you. Imaginative programming, intelligent promotion, inspired sales training, thorough knowledge of human element in handling staff. Accomplished speaker, civic leader, public relations expert. Top-notch executive worth increased sales and profit to you . . . $18,000 a year plus to me. Solid references. Prefer east of Mississippi or south. Write Box 402G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Averaged $15,000.00 yearly last 10 years. Wants solid operation radio or television. East of Mississippi. Box 360G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Experienced announcer-dj personality. Strong on commercials. Sales ability. Employed. Third phone. Married. Age 31. Tape, photo, references upon request. Box 322G, BROADCASTING.

God given gab: Inimitable young announcer. Yours for asking. Please try. Box 344G, BROADCASTING.

Two years experienced first phone announcer. No maintenance. Want Virginia, West Virginia, Maryland, Pennsylvania. College, single. Available immediately. Box 346G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-employed at McLendon-Storz type station. Seek permanent relocation northeast only. Box 347G, BROADCASTING.

Outstanding morning radio-tv personality (voice, characterizations, gimmicks, sports) desires to re-locate with metropolitan operation that uses personalities. Juke boxes need not reply. Currently employed at top rated station in one of nation's five major markets. Superior references. Box 352G, BROADCASTING.

Announcer 1½ years experience, married, earning $75.00, will travel. Box 356G, BROADCASTING.

Announcer, employed, desires relocation. Prefer Georgia, Alabama, Tennessee or Mississippi. Friendly, dependable—no cutie. Box 359G, BROADCASTING.

On the level! Versatile announcer, deejay, staff. Schooled by pro's. Can write! Box 365G, BROADCASTING.

Northwest announcer, some experience, ticket, no maintenance, prefer small independents. Box 366G, BROADCASTING.

Outstanding basketball broadcaster available. Ten years experience pro, college, high school. Reliable, reasonable. Box 367G, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Five years commercial experience, radio, tv B.A. Excellent dj, strong news and commercials. Good references, married, presently employed. Write Box 371G, BROADCASTING.

DJ, news, production, special events, college, 21, 3rd ticket, 3 years all phases, $90 minimum, growing indies, you need me. Box 374G, BROADCASTING.

Mature announcer; experienced; good voice; excellent newscasts; conservative disc shows; knows good music; college graduate. Box 386G, BROADCASTING.

Announcer-dj; also sales, copywriting, news, commercials, music. Operate board. Box 388G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer combo man with first ticket. Will use straight announce. Write Box 400G, BROADCASTING.

Experienced, versatile dj. Midwest. Box 401G, BROADCASTING.

Versatile young announcer dj desires permanent position—married vet—good potenial. Box 405G, BROADCASTING.

Young man wishes to return to "first love", experienced at radio control board operation and all phases of radio-tv performing, for tapes and further information, write Box 406G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Sportscaster, morning man and staff announcer with present 1 kw station five years. Musical background, trumpeter and vocalist with Lawrence Welk and others. Married, one child. Location unimportant. Desire change to do more play-by-play. References. Box 409G, BROADCASTING.

Announcer-engineer. Thirteen months experience. Prefer Texas or New Mexico. Family man. 21. Call Jimmy Hogg, PAtrica 6209, or 61-6209, Lamesa, Texas.

Announcer-dj. Run own board. Working. Ready to move up north. Guy Moody, 906 N. Broad, Edenton, N. C. Phone 2178.

1st phone announcer-dj. Married, veteran, sober, dependable. Available immediately for permanent position. Steve Muzzio, 612 N. Bristol, Santa Ana, Calif., KImberly 2-1004.

Announcer-writer. Strong on news, classical, semi-classical music. Single, 35. Mature approach to job. Will travel. Sample material on request. C. M. Overed, Box 178, Port Alice, B. C., Canada.

Announcer, run own board, 3 years experience, staff work, willing to sell. Have suitcase, will travel. Allan Smith, 709 Division Street, Sparta, Wisconsin.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced engineer wishes announcing opportunity. First phone. Announcing school graduate. Married. 2 years college. Desires permanent position. Box 307G, BROADCASTING.

First phone, 19½ years old; 5 month's experience NYC station, including remote broadcast. Reliable-prefer east coast. Box 345G, BROADCASTING.

Reliable family man 11 years experience, 10 years as chief in all phases of radio including multiplex, am directional, and fm operations. Strong on construction and design, no announcing. Box 362G, BROADCASTING.

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Have first class ticket. Will travel. Experience operating tv and radio. Fifteen years maintenance. Tech school graduate. Herbert F. Halbig, 101 Cedar Avenue, Willow Grove, Pa.

Combo man, 1st phone. Don Martin grad. James Jones, 1201 West Verdugo Avenue, Burbank, California.

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

Traffic-operations vacancy problem? Fully experienced woman, tv-radio, wants position with hard work and responsibility. Excellent references. Write Box 351G, BROADCASTING.

Newsman-announcer-program director—12 years experience. Good announcer, first phone. $100.00 minimum. Box 379G, BROADCASTING.

News director employed at 1 kw #1 station in 4-station market seeks chance to utilize news staff instead of present solo operation. Experience: sportswriter Phila. Inquirer, local news ahead of daily papers, major news scoops, play-by-play. College, married, car. Box 381G, BROADCASTING.

Promotion, publicity position desired. College journalism degree, newspaper experience. Presently employed as promotion-publicity manager midwest. Desire new location. Box 385G, BROADCASTING.

Newsman, gather, write and read news. Two years experience. Can handle small city newsroom. Box 403G, BROADCASTING.

Top-rated dj-program director desires return to large metropolitan eastern market. Ten years experience. All sports play-by-play. My product professional. Write or wire Ted Work, 9 4th St., S. E., Washington, D. C. Phone LIncoln 7-0056.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. **Expanding organization.** Good base pay plus commission. Experienced. Midwest market. Box 200G, BROADCASTING.

Sales

Wanted, a local and regional salesmanager, must have had experience in directing and leading a local sales department. This is an exceptional opportunity. VHF network station west coast. Replies treated strictly confidential. Box 336G, BROADCASTING.

Technical

Chief engineer for am-fm and uhf-tv. Must be good technician and not meter watcher. Good salary. Insurance and benefits for right man. WAIM-TV, Anderson, S. C.

Need first class enigneer. Experience preferred. Gene Kowalewski, WBPZ-TV, Lock Haven, Penna.

Production-Programming, Others

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

Prominent tv station in major midwest market accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples, complete resume with picture and salary requirements to Box 328G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network agency. Best references all employers. Box 287G, BROADCASTING.

Well over $200,000 local tv billing in 400,000 market. Desire advancement to commercial manager after top experience and billing! Young, settled, and know how to work. Prefer southern location. Available to suit your needs. Best references. Box 355G, BROADCASTING.

Commercial manager. Strong 10 years television sales record. National experience plus ability to lead local staff in creative sales. Best references. Box 404G, BROADCASTING.

Sales

Executive type salesman, looking for greener pastures. Heavy experience all levels. Striking appearance. Man of substance. Reliable. Self starter. Correspondence confidential. Box 340G, BROADCASTING.

Experienced in both metropolitan and small markets, mature salesman with 15 years in the business, 10 years radio, 5 years tv, desires permanent connection with good vhf-tv or top radio station. Married, sober, dependable and capable. Best references. Box 392G, BROADCASTING.

Executive type. Heavy sales experience all levels. Regular. Effective. Write in confidence. Box 410G, BROADCASTING.

Announcers

Professional radio-tv newscaster with dramatic voice and delivery that commands attention. Writes good copy consistently accurate. Metropolitan areas only. Box 361G, BROADCASTING.

Announcer, writer. TV, film, radio experience. News, sports, commercials. Versatile. Box 389G, BROADCASTING.

11 years radio and tv newscasting experience. I would like to direct or be a part of your news staff if you want an authoritative, competent, on camera newscaster familiar with all phases of tv news reporting. Presently employed; must move to a larger market. Box 399G, BROADCASTING.

Technical

Chief engineer—9 years experience, all phases television broadcasting. Past 4 years assistant chief. Box 243G, BROADCASTING.

Maintenance and control room operation. 1st phone, good training and experience background. Single. Available November 1st. Box 265G, BROADCASTING.

TV tech available after November 15, Network O & O uhf station going dark. Five years experience in operation and maintenance vhf, uhf xmtrs, plus all phases of studio operations. Three years am experience, one as combo-announcer engineer. Have 1st class radio-telephone license, married, age 32, will travel, domestic or foreign. Box 387G, BROADCASTING.

Production-Programming, Others

TV-radio sports director. Experienced in sportscasting, commentary and play-by-play. Presently associated with network sports department in New York. Interested in local operation. Box 332G, BROADCASTING.

News director, large midwest tv, wants relocation. Fully experienced, all phases. Willing to build news organization. Excellent attitude. Hard worker. $200.00 start. Box 372G, BROADCASTING.

Have 8 years experience; will travel. Alert young production minded family man is looking for a station that would put to use his experience. Presently employed. Box 375G, BROADCASTING.

Writer-producer-coordinator, New York tv experience. Dependable, cooperative, versatile. Box 390G, BROADCASTING.

Production director, also engineer experience, currently with major ABC affiliate, 10 years experience WFIL-TV, Philadelphia, Penna. Family man. Top references. Box 407G, BROADCASTING.

FOR SALE

Stations

Minnesota station presently grossing $70,000, asking $110,000 full price with $25,000 down. Box 248G, BROADCASTING.

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $20,000.00. Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

Southern clear channel daytimer. Good performer. Will sacrifice for $30,000.00 cash. Box 341G, BROADCASTING.

Up and going in Florida, 1 kw daytimer. Good billing at present-potential for more. One owner-new station. Reason for selling, other interest. Buy direct from owner for $53,000. $26,000 down. Box 376G, BROADCASTING.

Gulf states small market station $16,667, $5,000 down payment; medium market stations (2), $45,000, $125,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Nevada fulltimer-kilowatt, $39,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Southwest single market full time. Making money. Ideal for owner-manager. $47,500 with $18,000 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida medium market stations (3), prices ranging $40,000 to $236,250, all with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Great Plains State medium market station, $208,000, $60,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta; or 1270 Avenue of Americas, New York.

Have buyer for single market operation billing $75,000 or more annually. Replies confidential. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Upper south small metropolitan market television station, $895,000 down payment $185,000. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Southern California kilowatt — $43,500.00 down. Attractive terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Regional daytimer Oklahoma single market. $47,500 with $17,500 down. Easy payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

West Texas secondary market fulltime. Nice property with excellent potential. $47,500 with $17,500 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8070.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington, during NAB Conference October 27-28 and will welcome opportunity to meet persons interested in buying or selling stations.

Equipment

RCA 311AB frequency monitor recently removed from service. Needs worked on, but basically sound. Box 349G, BROADCASTING.

Schafer remote unit, new, $995.00; Standard Library, good condition, $375.00. Might trade recording equipment part payment. Box 370G, BROADCASTING.

One kilowatt uhf television transmitter, Channel 22 with monitors, demodulator, filterplexer, transmission line, etc. Also Blaw Knox 250 ft self-supporting tower. Prices and details on request. Box 411G, BROADCASTING.

M-90A Magnecorder rack mount excellent condition, a real buy $785.00. KPOK, Scottsdale, Arizona.

Have a 250 watt RCA transmitter, model 250-L, with complete compliment of tubes, just taken out of service. Make offer. Contact KWSD, Mt. Shasta, California.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

FOR SALE—(Cont'd)

Equipment

3-kw Federal fm transmitter with two bay Andrews antenna and transmission line (A-1 condition) $3,500.00. WPHB, Philipsburg, Penna.

33" wide carriage Royal typewriter for typing logs. Like new. Gene O'Fallon & Sons, 639 Grant Street, Denver. AMherst 6-2397.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

RCA. BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

WANTED TO BUY

Stations

Moneymaking manager has modest down payment on part or all good potential station or cp. Box 115G, BROADCASTING.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Two experienced radio men would like to buy small station in upper midwest. Replies held confidential. Box 245G, BROADCASTING.

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Radio station wanted in market of 75,000 or larger; ready to make cash down payment. Seller may retain interest if desired. Confidential. Write Box 348G, BROADCASTING.

AM stations wanted in Jackson, Birmingham and Little Rock. Top price $150,000 each. Box 382G, BROADCASTING.

AM station wanted on Mexican border. Prefer part interest. Wanted as investment only. Box 383G, BROADCASTING.

Cash loan available for station planning promotion campaign. 5% plus reasonable stock bonus. Box 412G, BROADCASTING.

Responsible manager will buy part, all sick station, good market. Phone, wire Detroit, Townsend 9-9142.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington during NAB Conference October 27-28 and will welcome opportunity to meet with persons interested in buying or selling stations.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

Small console or consolette. Cash. Bill Bigley, KVMA, Manolia, Arkansas, CE 4-5862.

RF amplifier, in good condition, Gates M5144A or similar. WBCU, Union, S. C.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

RADIO

Help Wanted

Sales

LEADING EASTERN INDEPENDENT HAS OPENING

For two better than average salesmen. Young, aggressive, capable man can earn salary in five figures after reasonable time. Draw against 15% commission. Send complete resume and photo to

General Manager
WNOR
Norfolk, Virginia

Announcers

Combination newsman, dj needed by fast-paced top-rated central Pennsylvania news and music station. Salary and hops can earn you $5,500 per year. Reply with tape-records and news-letter and references.

Box 396G, BROADCASTING.

RADIO

Situations Wanted

BROADCAST EXECUTIVE

Extremely able and capable broadcasting figure with 29 years background in this field is curently available for discussions regarding future plans.

Experience includes 17 years at the local station level including management, programming, sales and sales management, writing, promotion, publicity, merchandising and microphone work. Balance of experience has been in the national representative field at both the sales and executive level. Interested parties should contact Box 394G, BROADCASTING.

Sales

I WANT OUT!

The agency rat-race has got me! Over 5 years in agency as AE on accounts heavy in radio and TV. 4 years in radio, over 2 as Sales Manager. Would like good opportunity in radio or TV sales with station or Rep. Age 35, married, will relocate anywhere. All replies acknowledged. Present location midwest.

Box 377G, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Announcers

TOP CALIBER DEEJAY

12 YEARS EXPERIENCE. Past two years with McLENDON Chain . . . DEE-JAY & PROGRAM DIRECTOR of key station. Contract expires Dec. 16th. Excellent references, proven results . . . and plenty of RATING "know-how." Looking for TOP financial future with progressive organization in metropolitan market.

Contact
Bob Stevens KILT, Houston . . . Texas

Production-Programming, Others

TOP-NOTCH FARM MAN AVAILABLE

We have an employee who has been with this station for a period of almost 4 years, and are trying to place him with a top-notch radio station. He is our Farm Service Director. We must discontinue this part of our programming because of a "policy change" of the owners who do not reside in our locality. This man is a graduate of Purdue University School of Agriculture. He taught Agriculture in the Samoa Islands for the United States Government. We believe him to be one of the finest farm men in radio today. He is a hard worker—has a wonderful family—habits excellent and his loyalty is unquestioned. If you are interested in a man with his qualifications, contact this box number immediately. He is earning at present $5200 per year plus talent and will be available after November 1, 1958.

Box 384G, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

EXPERIENCED FILM DIRECTOR

5 years New York City, indie TV. Purchased both for individual and group stations. Experienced with all phases of film operation. Acquainted with distributors, syndicators, etc. top references. Available immediately for any station or group who can use experienced film buyer—programming operator. Please reply to Box 218G, BROADCASTING.

FOR SALE

Stations

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
BOSTON—OCT. 20-21
WASHINGTON—OCT. 27-28

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

Professional Radio Group interested in purchase of small market AM outlet. All replies in strictest confidence.

BOX 397G, BROADCASTING

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS

STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,

with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

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Washington 7, D. C.

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Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
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- Salesmen for Radio & TV
- Announcers • Combo men
- TV Production • Film Editors

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458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

FOR THE RECORD *continued from page 110*

By Hearing Examiner Charles J. Frederick on Oct. 14

Prehearing conference scheduled for 10 a.m. Oct 17, is rescheduled for 9 a.m., Oct. 21, in proceeding on am applications of Columbia River Bcstrs. and L. Berenice Brownlow, both St. Helens, Ore.

By Hearing Examiner Thomas H. Donahue on Oct. 10

Continued from Oct. 13 to Oct. 20 hearing on am applications of Nick J. Chaconas, Gaithersburg, Md., et al.

By Chief Hearing Examiner James D. Cunningham on Oct. 14

Ordered that application of University of Judaism—West Coast Branch of the Jewish Theological Seminary, Los Angeles, Calif. is dismissed; retained in hearing status Pacifica Foundation, Pasadena, Calif., application; and dismissed petition of RKO Teleradio Pictures Inc. for leave to intervene in proceeding on educational fm applications of Pacifica and University of Judaism.

By Chief Hearing Examiner James D. Cunningham on October 10

Granted petition by Pacific Bcstrs (KUDE), Oceanside, Calif., for dismissal without prejudice of its am application, and retained in hearing status am application of L & B Bcstg. Co., Hemet, Calif.

Granted motion by Twin City Bcstg. Co., for dismissal with prejudice of application of Toombs County Bcstg. Co. both for am facilities in Lyons, Ga., and retained in hearing status application of Twin City.

By Hearing Examiner Annie Neal Huntting on October 9

Granted motion by WJMJ Bcstg. Corp., Philadelphia, Pa., to quash notice of taking depositions in proceeding involving its am application and that of The Young People's Church of the Air Inc., Philadelphia, without prejudice to the filing of new or amended notice of taking of depositions which contains more detailed information as was indicated to be necessary in ruling of examiner which was stated on record at prehearing conference.

By Hearing Examiner Herbert Sharfman on October 9

Cancelled prehearing conference scheduled for Oct. 16 re applications of Wabash Valley Bcstg. Corp. (WTHI-TV, Channel 10), for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10, both Terre Haute, Ind.

Prehearing conference scheduled for 10 a.m., Oct. 15, will be held instead at 2 p.m. on same day re application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, for station license.

By Hearing Examiner Millard F. French on October 9

Scheduled prehearing conference for Oct. 23 on application of South County Bcstg. Co., for am facilities in Wickford, R. I.

By Hearing Examiner H. Gifford Irion on October 10

Continued oral argument from October 13 to October 14 on application of WILA Inc. (WILA), Danville, Va., for Mod. of cp.

Commission on Oct. 8 granted petition by **Capitol Radio Enterprises** (KGMS-TV), Sacramento, Calif., for extension of time from Oct. 6 to Oct. 20 to file replies to several oppositions filed to its July 11 request for further modification of petition for rule making to assign ch. 12 to Sacramento.

By Comr. Frederick W. Ford on October 9

Granted petition by Broadcast Bureau for extension of time to Oct. 10 to file exceptions to initial decision in Bowling Green, Ky., tv ch. 13 proceeding (Sarkes Tarzian Inc., and George A. Brown Jr.).

By Hearing Examiner Jay A. Kyle on October 7

Scheduled further hearing for Oct. 20 on applications of Walter G. Allen and Marshall County Bcstg. Co., for am facilities in Huntsville and Arab, Ala.

By Hearing Examiner J. D. Bond on October 8

Continued further hearing to Oct. 16 in Hampton-Norfolk, Va., tv ch. 13 proceeding (Peninsula Bcstg. Corp. [WVEC-TV], et al).

By Hearing Examiner H. Gifford Irion on October 8

Scheduled oral argument on petition by WILA Inc. (WILA), Danville, Va., for leave to amend its application.

By Hearing Examiner Elizabeth C. Smith on October 8

Granted request by Twin City Bcstg. Co. for prehearing conference in proceeding involving its am application and that of Toombs County Bcstg Co., both Lyons, Ga.; prehearing conference is scheduled for Oct. 16 at 2 p.m.

By Hearing Examiner Isadore A. Honig on October 8

Ordered that Gateway Bcstg. Corp. (WOTW), Nashua, N. H., having failed to file with Commission a written appearance within 20 days of mailing of notice of its designated as party in proceeding on am application of Westminster Bcstg. Co. (WCME), Brunswick, Maine, be held in default.

Continued from Nov. 10 to Nov. 14 hearing on am application of KWEW Inc. (KWEW), Hobbs, N. M.

By Hearing Examiner Basil P. Cooper on October 7

Continued evidentiary hearing from Oct. 22 to Dec. 15 re application of Santa Monica Bcstg. Co., for fm facilities in Santa Monica, Calif.

By Hearing Examiner Thomas H. Donahue October 8

Advanced time for hearing from Oct. 9 at 10 a.m., to 9 a.m., on the same date, in proceeding on am application of Robert A. Corley, College Park, Ga.

By Hearing Examiner Annie Neal Huntting on dates shown

Rescheduled for Oct. 16 hearing which was continued without date in proceeding on am application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Oct. 7.

Scheduled further prehearing session for Oct. 14 at 9 a.m., in proceeding on am applications of James W. Miller, Milford, Conn., et al. Action Oct. 8.

Granted request by Broadcast Bureau for continuance of hearing from Oct. 17 to Oct. 28 on am application of County Bcstg. Co., Clarion, Pa. Action Oct. 8.

By Hearing Examiner Millard F. French on October 8

Scheduled hearing for Nov. 12 at 4 p.m. in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp. for its am station at San Mateo, Calif.

By Hearing Examiner Charles J. Frederick on October 7

Issued order following prehearing conference in Moline, Ill., ch. 8 proceeding (Community Telecasting Corp., et al.) formalizing certain agreements made on record of prehearing conference held on September 11.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 10

KAFE Oakland, Calif.—Granted license for fm station.

KRNO San Bernardino, Calif.—Granted license covering installation of new trans.

WEZL Richmond, Va.—Granted license covering installation of new ant. and trans. for aux. purposes.

WCSC-FM Charleston, S. C.—Granted cp to increase ERP to 68 kw, ant. height to 700 ft., installation new type ant., change studio location, and ant.-trans. location using combined fm and tv tower.

WTOV-TV Norfolk, Va.—Granted extension of completion date to April 16, 1959.

Actions of October 9

WBTH Williamson, W. Va.—Granted acquisition of positive control by **Phil Beinhorn** through purchase of stock from **Alice Shein** by **Williamson Bcstg. Corp.**, and the retirement thereof.

WJAR Providence, R. I.—Granted cp to install new main trans.; remote control permitted.

WJAR Providence, R. I.—Granted cp to install presently licensed main trans. as an alternate main trans. from present main trans. site; remote control permitted (BP-12363).

KBUN Bemidji, Minn.—Granted cp to change ant.-trans. location and make changes in ant. (increase height) and ground system.

KFBC Cheyenne, Wyo.—Granted cp to install new type trans. as alternate main trans. at present main trans. site. (BP-12369).

KFOX Long Beach, Calif.—Granted mod. of license to change name to **KFOX Inc.**; and mod. of cp to change name to **KFOX Inc.**

WHEE Martinsville, Va.—Granted mod. of license to change name to **Patrick Henry Bcstg. Corp.**

KDOM Windom, Minn.—Granted mod. of cp to change type trans.; conditions.

KCRN Crane, Tex.—Granted mod. of cp to change type trans.

WGOK Mobile, Ala.—Granted mod. of cp to change type trans. and specify studio location.

WJVA South Bend, Ind.—Granted mod. of cp to change type trans.

KAPI Pueblo, Colo.—Granted mod. of cp to change type trans.

Actions of October 8

***WHRM Wausau, Wis.**—Granted license covering changes in non-commercial educational fm station; and changes in ant. system.

WNOX Knoxville, Tenn.—Granted license covering installation of new main trans.; and license to use old main trans. as aux. trans. at present location of main trans.

National Bcstg. Co. New York, N. Y.—Granted cp and license for 17 low power (13 with 0.5 w and 4 with 0.2 w) aux. on 26.10-26.48 mc to be used with WRCA-AM-FM-TV New York, N. Y.

WRNL Richmond, Va.—Granted cp to change ant.-trans. location; make changes in DA system (increase height and sidemount fm ant. on center tower); changes in ground system; and install new trans.; remote control permitted.

WRNL-FM Richmond, Va.—Granted cp to install new type ant.; increase ant. height to 320 ft., and change ant. trans. location (same as trans. location of am); remote control permitted.

WDIX Orangeburg, S. C.—Granted cp to install new type trans.

KNEV Reno, Nev.—Granted cp to replace expired permit for increase in power, etc.

KGLC Miami, Okla.—Granted cp to install new trans.

KHOG Fayetteville, Ark.—Granted cp to install new type trans.

KTOC Jonesboro, La.—Granted mod. of cp to change type trans.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 15

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	35	105	560
FM	681	28	102	70
TV (Commercial)	428[1]	80[2]	110	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 15

	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N. J. to 11-30; KIKK Bakersfield, Calif. to 11-30, and KSBW Salinas, Calif. to 1-25-59.

Action of October 7

WAGR Lumberton, N. C.—Granted authority for 90-day extension to Jan. 4, 1959, to operate daytime hours only.

Actions of October 6

WJPF Herrin, Ill.—Granted transfer of control from **Maybelle J. Lyerla**, executrix of estate of **O. W. Lyerla**, deceased, to **Maybelle J. Lyerla.**

WPRY Perry, Fla.—Granted assignment of license to **E. P.** and **Alpha B. Martin** and **John A. Branch** d/b under same name.

WFID Rio Piedras, P. R.—Granted acquisition of positive control by **Rafael Jose Acosta** through purchase of stock from **Enrique Sampayo.**

WCBT Roanoke Rapids, N. C.—Granted acquisition of positive control by **J. W. Crew Jr.**, through transfer of stock from **S. Ellis Crew.**

KDOM Windom, Minn.—Granted assignment of cp to **Paul C. Lund**, et al., d/b under same name.

WBAI New York, N. Y.—Granted assignment of license to **WBAI-FM Inc.**; and assignment of Sub. Com. Auth. to **WBAI-FM Inc.** ... .

WWJ-TV Detroit, Mich.—Granted license covering installation of aux. ant. at main trans. site.

WFDS-FM Baltimore, Md.—Granted mod. of cp to make changes in ant. system (decrease height of ant. supporting structure).

KGLA Los Angeles, Calif.—Remote control permitted.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of broadcast stations modifying appendix containing assignments of broadcast stations attached to recommendations of North American Regional Broadcasting agreement engineering meeting.

CANADIAN

560 Kc.

Corner Brook, Nfld.—1 kw, DA-N U. Class III. Delete assignment. New.

610 Kc.

Elliot Lake, Ont.—1 kw, ND D. Class III. Delete assignment. New.

710 Kc.

CJSP Leamington, Ont.—1 kw, DA-D D. Class II. Delete assignment for increase in power (CJSP remaining 250 watts 710 kc DA-D).

800 Kc.

Fort William, Ont.—1 kw, DA-1 U. Class II. Delete assignment. New.

930 Kc.

North Bay, Ont.—1 kw, ND U. Class III. Delete assignment. New.

1090 Kc.

CHRS St. Jean, P. Q.—5 kw, ND D. Class II. Delete assignment for increase in power (CHRS remaining 1 kw. 1090 kc. ND D).

1240 Kc.

CJCS Stratford, Ont.—1 kw, D/0.25 kw n. DA-D U. Class IV E.I.O. 9-1-59 (P.O. 1240 kc 0.25 kw ND).

Melfort, Sask.—0.25 kw, ND U. Class IV. Delete assignment. New.

1270 Kc.

CHWK Chilliwack, B. C.—10 kw, DA-1 U. Class III E.I.O. 9-1-59 (P.O. 1270 Kc. 1 kw DA-1).

1320 Kc.

CKEC New Glasgow, N. S.—1 kw, D/0.25 kw N ND U., Class IV. E.I.O. 9-1-59 (P.O. 1230 kc. 0.25 kw ND).

1330 Kc.

Calgary, Alta.—5 kw, DA-1 U. Class III. Delete assignment. New.

1350 Kc.

CKLB Oshawa, Ont.—10 kw, D/5 kw N DA-2 U. Class III. Delete assignment for increase in daytime power (CKLB remaining 5 kw 1350 kc DA-2 U).

1410 Kc.

CFUN Vancouver, B. C.—10 kw, D/1 kw N ND U. Class III. E.I.O. 9-1-59 (P.O. 1410 kc 1 kw ND).

1440 Kc.

Kitimat, B. C.—1 kw, ND U. Class III. Delete assignment. New.

Courtenay-Comox, B. C.—1 kw, DA-N U. Class III. E.I.O. 9-1-59. New.

1570 Kc.

CHUB Nanaimo, B. C.—10 kw, DA-2 U. Class II. Delete assignment for increase in power (CHUB remaining 1 kw 1570 kc DA-1).

Dorval-Pointe Claire, P. Q.—5 kw, DA-1 U. Class II. Delete assignment. New.

AMERICAN

790 Kc.

KCEE Tucson, Ariz.—1 kw, DA-D (now in operation with new station) D. Class III.

980 Kc.

WTOT Marianna, Fla.—1 kw, ND (now in operation with new station), D. Class III.

1350 Kc.

WRWH Cleveland, Ga.,—0.5 kw, (now in operation with new station) ND D. Class III.

1410 Kc.

WDOE Dunkirk, N. Y.—0.5 kw, DA-N (P.O. 1410 kc 0.5 kw DA-2—no change in night operation), U. Class III-B 10-1-58 10-1-59.

1470 Kc.

WVOL Barry Hill, Tenn.—1 N/5D kw, DA-2 (P.O. 1470 kc Nashville, Tenn. 1 kw ND D), U. Class III-B 10-1-58 10-1-59.

1580 Kc.

Anderson, Calif.—1 kw, ND D. Class II. 10-1-58 10-1-59. New.



every minute is a selling minute on WFBM

• **First all day***. . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . . world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



from **ROBERT P. GEARY,** *assistant radio-tv director, Mathisson & Assoc., Milwaukee*

Have radio-tv air salesmen gone the way of the dinosaur?

What's happened to the local "air salesmen" for the radio and tv stations who do the sponsors' commercials live without benefit of filmslides, cards or electrical transcriptions?

In this day and age when everything moves with the speed of lightning and everybody is in orbit along with the Sputniks and Explorers, the man who sells the products for the local radio and tv station has gone so far into orbit he's disappeared! That's what it looks like from this side of the fence, where there is a constant search for good talent to sell a sponsor's product. Naturally, the "old school" remains — Del Sharbut, Jim Ameche, Rex Marshall, Ken Nordine, and some more.

But the average school of thought these days seems to be "The record's the thing!" That may be true. The record is the thing in three out of four radio stations, and the customer's live sales message comes last! Times were when an announcer was selected for his ability to read a commercial and not just his ability to read the words, but to *sell* the commercial. His diction was also taken into consideration as an ability that might put him on the road to success in the broadcast field. Today, as records have taken over the bulk of the program log of the average radio station, the straight announcer—the man who sells products for the advertiser on a station, whether large or small, big city or tank town—has taken a back seat to the young, aggressive "up-start" who knows the beat, composer, arranger and artists of the latest rock and roll hit tune.

And what have the advertisers been doing about all this? They've been going to the Ken Nordines, the Rex Marshalls and the Del Sharbuts and paying the freight for transcribed commercials over which they have absolute control.

Listen to the howls of the independent station operators hollering, "Foul. It's been rigged! We hire our announcers primarily to sell. . . ." That may be, but what are they selling—records or products?

True, there are stations still on the air who do hire announcers as salesmen. These "old-type" announcers are beginning to see the twilight of their careers, though, and they are beginning to muscle in on the management side of the stations. When that happens, they, too, lose sight of the fact that a station should have someone on the air who can do the selling for the clients, someone who can act as a disc jockey or an m.c. and still do a creditable selling job for used cars or peanuts or gasoline or soap chips or a bank.

The surveys have all indicated the popularity of the stations and the believability of the network outlet over the independent, but somebody has yet to gauge the value of a real salesman over the disc jockey—the happy-go-lucky, always smiling, crew-cut, bouncy housewives' "friend", who feeds the woman-of-the-house music and nonsense all day while the network announcers sell her all the products. Sure, the independent station operator or the semi-network station operator claims his personalities do sell. They have success stories which they have mimeographed by the thousands for the timebuyers to slop up and throw in the wastebasket.

The problem is that the local advertiser does not have the necessary funds in his advertising budget to include a jingle—a good one, that is—or a good announcer to sell his product the transcribed way.

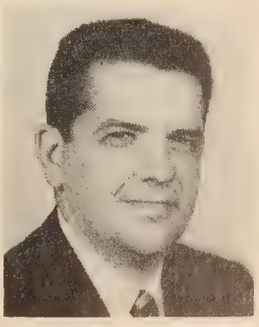
What do we do then? Not everybody can hire network calibre announcers. Not every station is going to hire bell-voiced announcers with pear-shaped tones. Usually, the stations end up with personalities who are great as record m.c.'s but who feel that it is beneath their dignity to rehearse a commercial for even one minute before it is read on the air. Perish the thought! Rehearse a commercial? Never!

This may sound like it is directed at the radio stations only! Not true. So many tv stations have forgotten the basic principles of salesmanship that the video waves are flooded today with talent who can neither act nor read properly, much less do a realistic and interpretive job of discussing the world and local news on a 5- or 15-minute tv newscast.

Who's at fault for all this? Is it the stations themselves? Is it the announcers who have glorified their positions until they have become the highest priced non-selling salesmen in the broadcast field? Or is it the advertisers who have shied away from buying the hometown talent and gone to the big city in search of network salesmen? Who knows? Maybe it's the schools who turn out the announcers, or the schools of thought. If it's the latter, then everybody is to blame. If it's the schools, then there aren't many who can really pinpoint the blame, for the schools are turning out what the stations, advertisers and agencies want.

Whoever is to blame, a word of advice to them, one which can be absorbed by everyone in the broadcast field. Better teach the announcers how to sell a commercial. Better teach them that there is such a thing as *rehearsal*. Better teach them that regardless of the program rating, the advertiser is not going to stick if his product doesn't sell. And, he would like to have a local announcer do the commercial for his product if the announcer will see fit to spend some moments reading the commercial before it goes on the air, trying to put some life into it! After all, it's a two-way street. The advertiser wants to sell his product and the announcer wants to sell himself. They can both make money when the local announcer decides that he *can* spend some time on commercials and commercial presentation.

Trying hard not to use the following phrase as a disclaimer, because it isn't, I'd like to say that all announcers aren't lousy salesmen. All d.j.'s aren't interested only in the music and gimmicks of the airwaves. All announcers aren't interested only in whether the color of their shirt is okay for the color cameras. There are quite a few who still work at the trade they have chosen and quite a few local announcers who are doing a tremendous job.



Robert P. Geary, b. Dec. 4, 1927, Des Moines. Served in Army Infantry, 1945-1949; captain in Army Reserve. B.S. (speech), Marquette U., Milwaukee, 1953. Announcer and salesman, WRAC Racine, Wis., 1951-53. Joined William H. Weintraub Agency, June 1953. Was traveling radio-tv producer on Blatz, El Producto and La Palina accounts, operating in Wisconsin, Illinois and Minnesota; special copywriter on Blatz beer (radio-tv). Moved to Mathisson & Assoc., September 1954. Timebuyer and radio-tv producer-director for all accounts; copywriter for Miller High Life beer broadcast copy and local accounts. Married; two children.

Section 315's Last Lap

EVERYONE who believes that broadcasting does or should amount to anything as a journalistic force will cheer the U. S. Supreme Court's decision to review the political broadcasting law.

This law does everything that a law governing journalism should not do. It has reduced radio and television, during election campaigns, to the status of communications carriers with no authority over the traffic they bear.

As long as it remains in effect, the law makes the broadcaster the equal of the Western Union messenger or the switchboard operator. It prevents him from becoming the equal of the publisher of the smallest, least influential newspaper in the land.

The broadcasting law, which is Sec. 315 of the Communications Act, requires the broadcaster to give equal opportunities to all political candidates for a given office, providing he has given opportunity to any, and prohibits him from censoring—which is to say editing—any candidate's speech.

The case now before the U. S. Supreme Court is the classic illustration of Section 315 in action.

WDAY-TV Fargo, N. D., in compliance with the law, sold time to an independent candidate for a U. S. Senate seat after it had sold like time to the Republican and Democratic candidates.

The independent was a political nonentity. By stretching journalistic fairness to its limits, North Dakota newspapers were giving him an occasional inch. Events proved the superiority of editorial judgment over government fiat in decisions affecting the dissemination of information. The independent polled 937 votes to his Republican opponent's 155,305 and the Democrat's 87,919.

On his television appearance the independent made a speech which contained questionable references. Again in compliance with the law, WDAY-TV officials did not censor the speech despite their awareness of its dangers. Their reward for observing the law was to be sued, jointly with the candidate, for $150,000 libel damages.

The North Dakota Supreme Court, whose decision the U. S. Supreme Court has now agreed to review, held that because Section 315 prohibited the station from censoring the speech, it implied immunity for the station from libel action.

There are some broadcasters (and some lawyers) who approved that decision.

But, at best, it is a half-measure. If broadcasters are to achieve journalistic maturity, the North Dakota court's interpretation should not be allowed to stand. The larger question of constitutionality of Section 315 must be decided.

If broadcasting is immunized from libel in the political speeches it broadcasts, it will have ceded yet another responsibility to government. To cede responsibilities willingly to others is the surest indication of unwillingness to grow up.

What all broadcasters should be seeking vigorously is the opportunity to present political candidates and political news with the freedom enjoyed by other media. They should be clamoring to be given that authority and the responsibilities that go with it. They should be volunteering their full support in the preparation of the Section 315 case before the Supreme Court.

Uhf's Struggle for Survival

WHEN CBS threw in the sponge for one of its two uhf stations, it did the expected, if not the inevitable. Irrespective of what the engineering and propogation curves may show, it is a proven economic fact that a uhf station in a market having two or more vhf stations—even if the uhf is network-owned—cannot make a go of it under prevailing conditions.

But this is not to say that uhf is doomed everywhere. In those markets where uhf competes with uhf and where there is no vhf penetration from more than *one* station, uhf is accepted and welcomed. Where there is no vhf penetration, the uhfs fare very well.

CBS is going dark with ch. 18 WHCT-TV Hartford to affiliate with ch. 3 WTIC-TV. It is continuing operation of ch. 18 WXIX-TV in Milwaukee where there is an available vhf operating independently in a market that has two other network affiliated vhfs. Thus the CBS action evened the count with NBC which on Oct. 1 closed down ch. 17 WBUF-TV in Buffalo to reaffiliate with ch. 2 WGR-TV. NBC continues with its ch. 30 WNBC (TV) Hartford-New Britain. Both of the abandoned uhf stations had suffered heavy losses. And those the networks are continuing to operate are not financial successes.



Drawn for BROADCASTING by Sid Hix

"Good news, Boss. This article says quiz shows are on their way out."

The FCC staff is now drawing up recommendations on tv allocations, involving a number of pending deintermixture proposals. The administration is still considering appointment of a high level commission to appraise the whole area of spectrum allocations, including military as well as civil broadcasting and industrial usage. Congress at the next session is pledged to consider legislation that would activate a study looking toward single control of the spectrum as against the divided authority of the Executive and the FCC.

The demand for spectrum space far exceeds the supply of usable bands. Next to the minimal requirements of national defense and safety of life services, broadcasting services should have priority. They are indispensable to the public service.

It has been evident for some time that the 1952 "final" allocations for television were not "optimum." Mixing of uhf and vhf markets has not proved feasible. We do not profess to know what the answer should be. We do know that it is not to be found in putting patches on patches on the existing base structure.

A long-range, scientific realignment is indicated—one that will do least violence to established service to the public and will permit orderly amortization of investments. Broadcasters, as the FCC's engineering Commissioner T. A. M. Craven recently reminded, have an important stake in this overall project and cannot help themselves by what he called "blind resistance in the face of technological progress."

Uhf may be of utmost importance in television's future. Until realistic answers are produced by proper analysis of spectrum use and availability, not a single one of the 70 uhf channels should be forfeited or abandoned.

Joseph Katz

JOE KATZ, who died last week at 70, came close to being the advertising man's advertising man. He was one of a diminishing clan who helped build advertising to professional status against the rugged opposition of bureaucrats and do-gooders who contended it belonged to the era of medicine shows and pitchmen.

Mr. Katz won acclaim as a creative copy writer. He had established his agency in Baltimore and Baltimore remained his home and his headquarters. The course of economic events dictated the establishment of New York quarters but he never personally made the transition to Madison Avenue.

To Joe Katz "people were more important than things." This philosophy animated his business and personal life. He hated stuffed shirts and loved the little guy. His philanthropies were many.

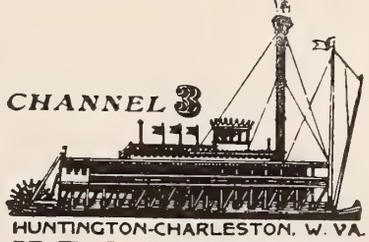
Mr. Katz recognized the potency of radio and used it liberally for his accounts. He became the principal owner of WWDC Washington 10 years ago and recently bought WMBR Jacksonville.

The Katz billings probably never hit the top 20. They probably could have if he had chosen to follow the parade to Madison Avenue. Being essentially a creative artist, he preferred the home town and the common touch. It achieved for him more than worldly goods—the respect and the admiration of his fellow men.

WSAZ-TV

. . . the winner in every race!

- ✓ CHARLESTON ARB Share of Audience
- ✓ HUNTINGTON ARB Share of Audience
- ✓ AREA ARB Share of Audience
- ✓ NCS # 3 total counties
- ✓ NCS # 3 daily circulation
- ✓ NCS # 3 weekly circulation
- ✓ ARB—TOP 10—In HUNTINGTON
- ✓ ARB—TOP 10—In CHARLESTON
- ✓ ARB METRO. PORTSMOUTH, OHIO
- ✓ ARB METRO. PARKERSBURG, W. VA.
- ✓ ARB Coincidental Nighttime NEWS



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, V.P. & Commercial Manager

The details are more exciting than the America's Cup Race . . . Call your "KATZ" Man!



. . . number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- *over 200,000 more TV homes covered than its nearest competitor*
- *lowest cost-per-thousand, by far*
- *highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening*

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.

CBS abc THE FRIENDLY GROUP

WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

"Best Buy by Any Known Source."

OCTOBER 27, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Did Supreme Court fluff its lines in remanding deintermixtures? — Page 55

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Cameras, mikes entirely welcome at coming Teel murder trial — Page 82

DICK CLARK  MAVERICK  PAT BOONE

PATTI PAGE  WALT DISNEY  RIFLEMAN

 LAWRENCE WELK ■ DINAH SHORE 

 GEORGE BURNS  DONNA REED ■

PERRY COMO  RKO ■ WARNER BROS.

MGM ■ UNITED ARTISTS ■ SCREEN GUILD

EVERY WEEK IS RATING WEEK

WITH WSPD-TV'S NEW STAR-STUDDED

■ PROGRAMMING!

IN TELEVISION — WSPD-TV IS TOLEDO ■

Storer Broadcasting Company

Storer Television

WSPD-TV Toledo WJW-TV Cleveland WJBK-TV Detroit WAGA-TV Atlanta

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Represented nationally by THE KATZ AGENCY

"Casey" Clark and the WNAX Lazy Ranch Boys, Bob Gibson, the Everly Brothers and Evelyn Harlene make with the music.





Thousands came from all over Big Aggie Land

Hundreds of others had to be turned away

The return of the WNAX Missouri Valley Barn Dance was a rip-roaring success!

The old-fashioned Saturday night entertainment habit in Big Aggie Land just had to come back. Too many people remembered the good times they had at the WNAX Missouri Valley Barn Dance. Live country music returned to these happy people last September 13. And what a success!

Nearly 5,000 people from all over Big Aggie Land got seats for the Barn Dance. Hundreds more had to be turned away. They came to see and hear their favorite daytime radio entertainers in person—"Casey" Clark and the WNAX Lazy Ranch Boys with Evelyn Harlene, plus the nationally famous Everly Brothers, "Smiley" Burnett and Bob Gibson.

Hundreds of thousands of people in Big Aggie Land hear "Casey" and the gang every day over WNAX-570. And now these popular entertainers are going to meet their fans in person. They'll travel the length and breadth of Big Aggie Land to bring the Missouri Valley Barn Dance to a different town every Saturday night.

This is one of the ways WNAX-570 earns and holds one of the most loyal audiences in the country. The kind of listening loyalty that pays off for advertisers. See your Katz man.



WNAX-570 CBS RADIO

PROGRAMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Yankton, South Dakota—Sioux City, Iowa




Coverage
that
Counts!
WJIM-TV
Strategically located to exclusively serve
LANSING.... FLINT.... JACKSON
Basic
CBS
NBC... ...ABC
COVERING
THE
NATION'S
38TH
MARKET
Represented by the P.G.W. Colonel



LONG on selling

WGAL-TV makes your advertising dollar reach farther at less cost. Its lower cost is due to the fact that WGAL-TV's *multi*-city coverage costs less than *single*-city coverage. Reach more for your advertising dollar —on pioneer station WGAL-TV. Reach Lancaster, Harrisburg, York, as well as numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc., on **CHANNEL 8!**

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

closed circuit.

RCA SETTLEMENT • Consent decree in government's patent antitrust suit against RCA is in offing; may be made public this week. Justice Dept. brought civil complaint against RCA in November 1954, charged RCA's patent practices were monopolistic and in restraint of trade. RCA denied allegations in March 1955 and case has been pending in New York federal district court since. Earlier consent decree in 1932 broke up so-called "radio trust," required dissolution of RCA-GE-Westinghouse-AT&T combine, and in effect, set up RCA as licensing and manufacturing entity. Philco has patent suit pending against RCA.

•

Ray L. Stone, media buyer at Maxon's New York office, has been exploring fm situation on national level. He's been in discussions with NBC, Westinghouse, Triangle and other networks and station group owners sampling opinion on acceptance of fm on national basis for advertisers. Mr. Stone believes in possibility of national fm networking (particularly seeks overall research-program-promotion data on top 10 markets) and has put together some data on fm in form of "presentation."

•

KBET-TV DEAL • Successful bidder for ch. 10 KBET-TV Sacramento (at approximately $4.5 million) likely will be Corinthian Broadcasting Co. which thereby will acquire its fourth vhf, and with uhf ch. 15 WANE-TV Fort Wayne, its fifth tv outlet. Agreement reportedly was reached last week, with transaction now in contract drafting stage. Station, established in 1955, is licensed to Sacramento Telecasters Inc., of which William Wright and sons own 20½%, John H. Schacht, 15½%, with balance held by dozen minority stockholders. Corinthian, headed by C. Wrede Petersmeyer, is subsidiary of J. H. Whitney & Co. and operates KOTV (TV) Tulsa, KGUL-TV Houston, WISH-AM-TV Indianapolis and WANE-TV.

•

Negotiations are underway whereby controlling interest in ch. 7 WTRF-TV Wheeling will be acquired by present 30% owner Bloch-Harris interests from News Publishing Co. of West Virginia, and Dix family which holds newspaper interests largely in Ohio. Price around $1.8 million. Robert W. Ferguson, executive vice president-general manager and owner of nearly 8%, will retain his holdings and continue as operating head.

•

FUTURES • With NBC riding high under management team of Bob Sarnoff and Bob Kintner, consideration is being given to promotion of two younger members of tv echelon who have played formidable roles in achievement of new business, new programming and top ratings. Slated for recognition, probably several months hence, are Robert F. Lewine, vice president tv network programs, and Walter D. Scott, vice president tv network sales. New slots logically would be executive vice presidencies.

•

NBC chimes, trademark since aborning days of network in 1926, will give way soon to new insigne more representative of full range of NBC's activities in radio, television, film and other "family" operations. After months of internal consideration, new trademark soon will make appearance. For color programming, NBC's famed peacock will be retained.

•

SOME OTHER DAY • Revised FCC renewal forms, including changes in required program and commercial announcements listings, won't be out this month as expected; Commission had proposal before it last Wednesday, passed it over for two weeks. Among other reasons: Comr. John S. Cross asked for time to study document. Incidentally, FCC action, when it comes, will be in form of Notice of Proposed Rule-Making—requiring comments, reply comments and possibly oral argument. That's law. This may mean revised form won't become effective until sometime in 1959.

•

Don't be surprised if Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, is given other cases to hear for the FCC. Jurist, who presided over Miami ch. 10 rehearing (record on which was closed last Friday), was appointed regular FCC hearing examiner last August. His appointment was cleared with Civil Service Commission and his position is the same as any of other 14 FCC examiners. He is Grade 15 ($12,770 per year).

•

MORE FOR THE MONEY • While figures haven't been disclosed, fabulous success of British commercial television since its introduction three years ago is expected inevitably to lead to new competitive commercial service. According to informed London sources, profit figures, when revealed, will be so startling that Parliamentary demand is bound to rise for one and probably two competitive services. Staid British Broadcasting Corp., noncommercial state monopoly in radio but which in tv has been given terrific lacing by ITA commercial operations, may be confronted with alternative of going commercial itself or facing new commercial tv competition. Heretofore, BBC has eschewed commercialization although its various publications reap rich harvest from advertising.

•

Dancer-Fitzgerald-Sample had good news for its employes participating in D-F-S' profit-sharing plan (degree of eligibility dependent on years of service). Special agency luncheon held at Roosevelt in New York Wednesday gave out news that D-F-S had good year, reportedly that share of profits to be placed in employe profit-sharing would be at maximum percentage. Each year, D-F-S holds extended luncheon meeting, keeps offices manned by skeleton crew, announces what employes can expect in way of company contribution to profit-sharing.

•

OUT OF UNIFORM • Chesterfield cigarette advertising in *Steve Canyon* to series (NBC, Sat., 9-9:30 p.m.) showing Air Force pilots happily puffing away at sponsor's product has had Air Force public relations in swivet. Fear was that uniformed actors might give impression Air Force was endorsing cigarette brand. Some quick liaison ensued between Air Force Secretary's office and McCann-Erickson and matter was worked out amicably. Solution: actors will puff their smokes in mufti. Change will take place in few weeks, after current batch of commercials are run off.

•

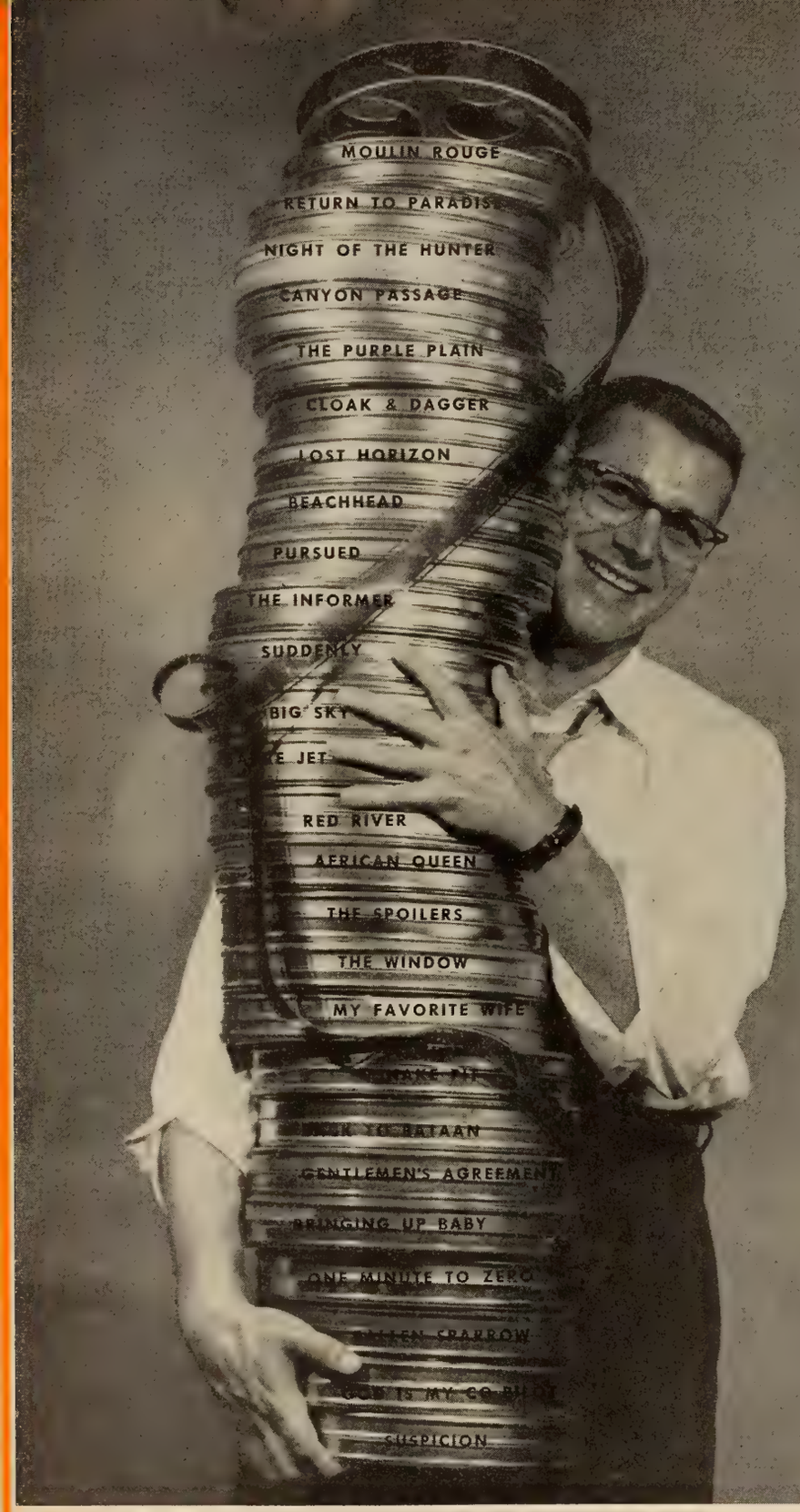
After pulling out of CBS-TV as sponsor of planned Mary Martin spectacular and tossing $400,000 into spot tv [ADVERTISERS & AGENCIES, *Oct. 6*], *GM's Pontiac Motors Div. apparently has changed its mind. It will also sponsor spectacular this Yuletide, though not on CBS-TV. With specials already set for other months, Pontiac is about to sign for Dec. 21 NBC-TV telecast of Menotti's "Amahl and the Night Visitors," network's annual Christmas pageant. MacManus, John & Adams Inc., Pontiac agency, says it will stick with CBS-TV for Phil Silvers' one shot special in January.*

•

WINDY CITY • Chicago chapter of American Federation of Tv & Radio Artists is trying to reap maximum political mileage out of complaint to FCC and Congress over cancellation of local live shows. Handling its public relations is Frank McNaughton, former *Time-Life* Washington correspondent and formerly on staff of Sen. Paul Douglas (D-Ill.), who has opened Chicago office, in association with Florence Abrahamson (former AFTRA employee, now Mrs. McNaughton).

•

While AFTRA complaint over NBC Chicago programming practices may not be politically inspired, it's not surprising Democratic politicos have hopped on union bandwagon with gusto. One such politician with known influence on Chicago Mayor Richard J. Daley's office is state Sen. William J. (Botsy) Connors (whose daughter Dorsey's local show was dropped by NBC's WNBQ [TV]).



MORE TOP MOVIES

make **WAGA-TV**
ATLANTA's
"live channel 5" with
MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties **WAGA-TV** is boosting sales and ratings with powerful new programming that includes multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the Early Show at 5:30 PM and late evening Starlight Movies.

Also, there's **more** news coverage—**more** modern equipment—**more** merchandising—and **more** market coverage on Atlanta's **live Channel 5!** See your **KATZ** man today.



STORER BROADCASTING COMPANY

Storer Television

WAGA-TV Atlanta **WJW-TV** Cleveland **WJBK-TV** Detroit **WSPD-TV** Toledo

THE WEEK IN BRIEF

Sequel on Liquor Advertising—The count of stations willing to accept hard liquor accounts is up to four, and one has a brand on the air. Others, unnamed, indicate they're all for it, but the advertisers haven't yet rushed to the fore. The pros, and cons, are crystallizing their positions. Page **35.**

Spend and Gain, "Save" and Lose.—That's the story among beers and cigarettes and their use of spot television, according to new study prepared by Petry's television division. Analysis shows spot tv increases are generally followed by sales rises; cutbacks by sales declines. Page **37.**

The Auto Tv Story—TvB launches new weapon for members to use in seeking tv allocations from auto dealers. Page **38.**

Gribbin Heads Y&R—Succeeds as president Sig Larmon who continues as board chairman and becomes chief executive officer. Three new executive vice presidents appointed. Page **39.**

Network Tv Coin in Smokes & Auto—Ten of top 15 brands during August were made up of cigarettes and automobiles. Monthly compilation by LNA-BAR shows Anacin top brand, Procter & Gamble top network tv advertiser and toiletries leading product category. Page **40.**

Outstanding Public Service—Edward W. Ebel, General Foods v.p. and chairman of Advertising Council radio-tv committee, tells council luncheon in Hollywood that anti-recession campaign was stand-out effort. In Chicago, Theodore S. Repplier, president of Ad Council, reports that 14 billion radio-tv impressions were made over past 13 years on behalf of safety. Page **46.**

UA on the Move—Acquires AAP control, announces new (its fifth) tv series and blueprints its moves for national sale as well as syndication. Page **54.**

Supreme Court Brings Woe to Springfield and Peoria—Sends deintermixture cases back to appeals court on allegations of improper contacts with FCC commissioners. Move seen as potential bellwether in possible requirement that FCC reconsider all rule-making proceedings where charges of wire-pulling are involved. Page **55.**

Daytimers Ask Reconsideration—DBA asks FCC change of heart on denial of extended hours or modified version of original proposal. Page **61.**

NBC-TV Affiliates Convention.—Network officials sound confident, affiliates look contented as NBC leaders recount progress and plans in drive for No. 1 place among networks. Page **62.** Board chairman Robert W. Sarnoff calls for unity between affiliates and networks. Page **66.** A hassle develops over ABC-TV's new-season program ratings ads. Page **68.**

NBC Radio Affiliates Convention.—Plans for new programming, reports of increased sales among highlights of annual meeting. New "Audio Documentary" programs may run 30 to 40 hours, spread out over month of evening broadcasting. Page **64.**

Northwest's Affiliate Passage—In wake of NBC switch to KING-TV in Seattle, ABC-TV announces affiliation with KOMO-TV. Page **68.**

What Broadcasters Should Know—Jerome Feniger of Cunningham & Walsh tells NAB Boston conference that many stations are not doing a good job of selling their brand names on Madison Avenue. Among his suggestions—promote through the broadcasting trade press. Page **70.**

Editorializing Know-How—Illinois broadcasters call for common-sense understanding of the editorializing problem by FCC, Congress and other government officials. Ask easing of rule requiring stations to "seek" opposing viewpoints. Page **71.**

It's Official—Paul White award for Canon 35 fight. RTNDA protests Soviet expulsion of CBS newsman Niven, deplores "rip and read" stations and lauds American Bar Assn. for re-evaluating equal access to courtrooms. New Orleans gets '59 convention. Page **72.**

Am Stereo Unveiled—RCA laboratories discloses "experimental" new system of stereophonic transmission in regular am broadcast band using one transmitter, single receiver with dual speakers. It's hailed as biggest thing in broadcasting in 30 years. Other radio-tv developments shown NBC affiliates, newsmen. Page **77.**

Strong Champion for Court Access—Trial of Mrs. Connie Nicholas in Teel murder case will be open to radio-tv, says Criminal Court Judge Saul I. Rabb, who will preside over much-publicized proceedings in Indiana. Page **82.**

Aladdin's Lamp—Chinese Communists flood neutral Asia with kerosene-burning lamps that generate sufficient power to operate low-wattage medium and shortwave radios. Exclusive tv report will be made this Sunday (Nov. 2) by CBS News. Page **94.**



Tv Dollar's Worth—Prudential Insurance Co. of America gets solid worth from its television budget by exploiting such prestige shows as *Twentieth Century* in the school and community, says H. L. McClinton, president of Prudential's agency, Reach, McClinton & Co. The air-media veteran maps the Prudential approach in MONDAY MEMO. Page **115.**

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AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

Large audiences reduce per unit cost when the rate card is right.*

Top talent is harder come by, but it brings more salesmanship to that audience.**

Maximum buyership is produced by keeping a family audience listening.***

These are the costly extras that make the difference in product exposure — in product sales.****

*It *is* right on Bartell Family Radio.

**No finer talent in America than on Bartell Family Radio.

***Bartell audiences are kept alert, responsive by the wonderful games for family fun — a built-in result producer.

****Products which depend upon volume sales depend upon Bartell Family Radio.

REACH MORE PEOPLE AT LOWER COST ON BARTELL FAMILY RADIO



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

IT'S ALL IN HOW YOU LOOK AT IT, TRENDEX SAYS OF RATINGS HASSLE

Trendex moved late Friday to clarify and if possible settle hassle that had developed between ABC-TV and NBC-TV over ads taken to promote new fall season ratings (story on page 68).

Trendex statement said that while its own findings for one period are comparable with those for another period, published claims differ because networks use different parts of Trendex report—that ABC used all commercial programs between 7:30 and 10:30 p.m. except religious programs; NBC used all Trendex data for that period including sustainers and where no network program was scheduled, 20-city time period ratings reflecting local programming; CBS included all commercial programs between 6 and 11 p.m. Thus, Trendex said, data shown in these ads are not comparable.

"We feel that confusion can result from these apparent conflicting claims and suggest that careful attention be given to portions of the Trendex findings upon which each is based," statement concluded.

Trendex move came at end of day in which ABC-NBC hassle over program rating ads generated new heat: (1) NBC-TV took full-page newspaper ad claiming daytime leadership in latest multi-city Trendex and also reprinted portions of earlier Trendex letter saying ABC-TV had used "inexcusable" tactic in one ad (see early story), and (2) ABC-TV issued statement challenging position taken earlier by Trendex and also charging NBC ad included local programming of ABC affiliates and also network sustainers in ABC-TV's ratings.

NBC-TV ad said for week ended Oct. 17, in daytime periods where all three networks compete directly, NBC led second network by 11% and third network by 61%. Without referring by name to ABC-TV's new "Operation Daybreak" daytime project, ad also said Trendex figures show that "in those seven periods where the third network has introduced new daytime programs for the first time, NBC has increased to 40% its share of total audience, leading the second network by 17% and the third by over 200%. (The third network's new programs lost 49% of the audience share previously built up by their affiliates locally.)"

ABC-TV statement by Donald W. Coyle, vice president for research and sales development, challenged Trendex and NBC-TV contention that Trendex regular Oct. 1-7 nighttime measurement and special Oct. 8-14 nighttime study for NBC-TV are "comparable." By getting Oct. 14 into period, he said, NBC got benefit of one special program that made entire Oct. 8-14 week results show "reversal of standings from the period of Oct. 7-13." Mr. Coyle continued:

"NBC, unlike ABC, included in its ad Trendex information reflecting sustaining programs and local programs of local ABC affiliates. ABC's ad was confined to commercial network shows."

To ABC contention that NBC choice of rating week enabled it to get benefit of one high-rated special, NBC-TV spokesman countered that ABC-TV had Bing Crosby debut in rating week it used and that CBS-TV had advantage of Desi-Lucy special.

Both NBC ad and Mr. Coyle's statement ended on somewhat more amiable note, both pointing out that important thing is that tv audiences are increasing. NBC had one more barb for ABC, saying that "with NBC and CBS in a neck-and-neck race for audience supremacy," public is "in for the most rewarding, most satisfying season of viewing in television's history." Mr. Coyle said ratings are "guides, not gods," and that long view shows not only that audiences are bigger but that "television networks are closer together than ever before."

Another ABC spokesman meanwhile told BROADCASTING that "we have not cancelled Trendex," as reports speculated might happen. Spokesman declined comment on what action, if any, might be taken in future.

QUIZ QUIZ

On New York's tv ad row, quiz game was being played Friday by two advertisers and network. Question: What's going to replace *The $64,000 Question* Sunday night on CBS-TV? There was a "flood" of answers, ranging from flicker of hope for *Keep Talking* to faint glimmer for *Richard Diamond, Private Eye*. Revlon and P. Lorillard Tobacco, co-sponsors of *Question*, figured in talks with CBS-TV, but as of Friday there was no decisive word on when *Question* would go off. Revlon, meantime, sought to co-sponsor *Arthur Murray Party* Mondays on NBC-TV with Lorillard, but Pharmaceuticals claimed it was already set as co-sponsor (Lorillard apparently had been reluctant to share its sponsorship with drug product firm but latter says it will be sponsor on the show).

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 37.

HEAVY-SPENDING SCOT • Minnesota Mining & Mfg. Co. will spend more than half million dollars to promote line of "Scotch" brand Christmas ribbons and tapes via MacManus, John & Adams Inc. in addition to Nov. 30 ABC-TV spectacular based on "Peter and the Wolf." 3M is planning 100-market tv spot campaign plus participations in six NTA Film Network shows in 115 markets.

BACK AGAIN TO MBS • In its first use of Mutual in six years, Christmas Club A Corp., N. Y., originator of Christmas Club Savings Plan, is launching saturation campaign for four weeks, starting in mid-November. Advertiser, on behalf of more than 7,000 financial institutions in plan, has bought 10 five-minute MBS newscasts per week, urging listeners to renew with Christmas Club. In recent years company has used spot radio-tv. Agency: Brooke, Smith, French & Dorrance, N. Y.

IKE ON ABC-TV • Republican National Committee and National Citizen's Committee for Eisenhower-Nixon buying 8-8:30 p.m. tonight (Monday) on ABC-TV to present President Eisenhower in political address. Agency: BBDO, N. Y.

Editorials Good for Stations, Bad for Networks—NBC

Trend toward more editorializing by stations is good, but on network level situation is "different," Robert W. Sarnoff, NBC board chairman, told news conference Friday. Asked whether trend would develop enough for NBC to take political stand in 1960, he said political position would be ultimate in editorializing but that he could think of nothing worse for a network to do.

He pointed out that only way for any network to express its views is through its affiliates, that many affiliates might disagree with network stand, which would make for "peculiar" situation at best and which probably would mean those affiliates wouldn't carry network editorial anyway. He also raised question of what would result if all three tv networks endorsed same political candidate.

Mr. Sarnoff fielded questions over broad range of subjects in more than hour's session with some 50-75 leading newspaper radio-tv editors who were NBC's guests in New York last week.

at deadline

NBC-TV Affiliates Name Harris; Harvey Re-elected for Radio

Jack Harris, KPRC-TV Houston, elected chairman of NBC-TV Affiliates Board of Delegates Friday morning at windup session of affiliates' annual convention in New York (story page 62).

George Harvey, WFLA Tampa, was re-elected chairman of NBC Radio Affiliates Executive Committee in separate session.

Mr. Harris succeeds Walter Damm, former operating head of WTMJ-TV Milwaukee, now retired. Mr. Damm, who has headed tv affiliates group since its inception, was honored by fellow affiliates with announcement at dinner Thursday night that they were presenting him with 22-foot "Century Raven" boat for his leadership and contributions in affiliate affairs. Harold Hough, WBAP-TV Fort Worth, made presentation.

Edwin K. Wheeler, WWJ-TV Detroit, was named to succeed Mr. Harris as board of delegates vice chairman representing basic affiliates, and three new members were named: Harold See, KRON-TV San Francisco; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., and Harold Grams, KSD-TV St. Louis. Other officers and members: Harold Essex, WSJS-TV Winston-Salem, vice chairman (optionals); Harold Stuart, KVOO-TV Tulsa, secretary-treasurer, and Richard O. Dunning, KHQ-TV Spokane, Joseph Bryant, WCBD-TV Lubbock and Robert Ferguson, WTRF-TV Wheeling, W. Va.

On radio affiliates executive committee, in addition to Chairman Harvey, Douglas Manship of WJBO Baton Rouge, La., was re-elected secretary-treasurer. Other members: David M. Baltimore, WBRE Wilkes-Barre; William Grant, KOA Denver; Harold Hough, WABP Fort Worth; Willard Schroeder, WOOD Grand Rapids; Frank Gaither, WSB Atlanta; Ralph Evans, WOC Davenport, Iowa, and Willium E. Goetz, KFSD San Diego. Messrs. Gaither, Evans and Goetz are new members.

Garroway Resting After Collapse

NBC-TV personality Dave Garroway Friday was reported "resting comfortably" in New York's Mt. Sinai Hospital after he collapsed on set of *Today* Thursday at 6:45 a.m.—prior to going on air. Mr. Garroway, NBC said, "was completely exhausted" and would remain in hospital through end of this week. Show will continue without substitute star, will be handled by regular cast—Jack Lescoulie, Frank Blair, Betsy Palmer and Charles Van Doren.

Radio, Tv Set Shipments Down

Shipments of radio and tv sets from factories to dealers for first eight months of 1958 are under last year's figures, according to Electronic Industries Assn. Radio shipments totaled 4,229,576 for eight months of current year compared to 4,788,006 in same 1957 period. Radio shipments do not include auto sets. Tv shipments for eight-month period totaled 2,835,045 sets compared to 3,460,100 in same period last year.

DOUBLE TAKE

"Nobody asked us, so we didn't volunteer an explanation," said officials at Gardner Adv., St. Louis-New York, late last week. They were talking about charges by several tv critics that Gardner (for Ralston Purina) had slotted what was supposed to be summer re-run as premiere show in new *Rifleman* series on ABC-TV. Gardner admitted that first Chuck Connors film had received earlier exposure on *Zane Grey Theatre*, but said this was "test" of viewer reaction; apparently there were enough viewers second time to provide satisfactory rating. Gardner also said that use of this episode was necessary to set mood, theme and characterization of subsequent *Rifleman* plots.

Fellows Defends Liquor Stand

NAB's opposition to liquor advertising on broadcast facilities "is in the best interest of the public and broadcasters and the wisdom of this policy has stood the test of time," NAB President Harold E. Fellows said Friday (Oct. 24) in letter to Francis M. Kadow, WOMT Manitowoc, Wis. Mr. Kadow resigned from NAB after criticism of his announced policy of accepting liquor accounts (see page 35).

NAB's policy "has been reiterated again and again by the board of directors," Mr. Fellows wrote. He said Distilled Spirits Institute agrees with NAB's opposition to liquor advertising.

RCA: Gross Up, Net Down

Sales of products and services of RCA and its subsidiaries for third quarter of 1958 rose to $292,199,000 from $288,677,000 in corresponding period of 1957, it is being announced today (Oct. 27) by David Sarnoff, RCA board chairman, and John L. Burns, president. RCA earnings after provision for federal income taxes were listed at $6,254,000 for 1958 third quarter and $8,009,000 for 1957 period. Sales and earnings for first nine months of 1958 were reported at $834,753,000 and $19,787,000, as against $853,667,000 and $28,320,000 for corresponding period last year.

PEOPLE

JOHN L. BEERS, formerly sales promotion manager of Chrysler Corp., Detroit, appointed central division manager of Theatre Network Television Inc., N. Y., closed-circuit company, headquartering in Detroit.

HARRY REESE JR., previously assistant manager, nuclear power department, Curtiss-Wright, Wood-Ridge, N. J., named manager, atomic energy services of RCA Service Co., Camden, N. J.

ROBERT L. FRIEDMAN, formerly with sales staff of Universal Pictures, N. Y., to NTA Pictures Inc., N. Y., as manager of mid-Atlantic division in Washington.

STUART H. GOLDSBOROUGH, formerly district sales manager of ITV Inc., N. Y., closed-circuit tv company, named account executive in Washington, D. C., office of Telestar Films Inc., N. Y., tv film distributor, and **THOMAS E. MATTHEWS JR.,** account supervisor of D'Arcy Adv., St. Louis, appointed account executive in Telestar's St. Louis office.

Five Made VP's at NL&B

Election of five new vice presidents at Needham, Louis & Brorby, Chicago, announced Friday (Oct. 24) by Maurice Needham, president. John F. Whalley, previously controller, business manager and operations director at NBC Central Div., named financial vice president, joining agency Nov. 3. Others named: Charles D. Ewart, account executive; Richard H. Needham, account executive and personnel director; George W. Oliver and Robert F. Steinhoff, account executives and supervisors. Mr. Whalley, with NBC 28 years, succeeds Max D. Anwyl, resigned to enter private business.

Three Accounts on Move

New round of advertiser shifts underway Friday (Oct. 24) included Brown & Williamson Tobacco's du Maurier cigarettes to Ted Bates; Chun-Wong Inc. (frozen Chinese foods) to Compton (Los Angeles office), and Equitable Life Assurance Society of U. S. to Foote, Cone & Belding. Bates already has Viceroy and Kool, both B&W products. Du Maurier, which has used spot radio, formerly was serviced by Erwin Wasey, Ruthrauff & Ryan. Equitable, billing $2-3 million but not broadcast user, was with Kenyon & Eckhardt, moves to new agency Feb. 1, 1959. Chun-Wong had been handled by Mottl & Siteman, Los Angeles.

KFMU (FM) Sold for $100,000

KFMU (FM) Los Angeles sold by Brazy Broadcasting Co. to Sherrill Corwin for $100,000. Background music service not included. Mr. Corwin's other interests: KBAY-AM-FM-TV San Francisco, KFMX (FM) and KEZY (TV) San Diego, KPAX (FM) San Bernardino, fm station in Santa Barbara and 11% of KPRO Riverside. KREO Indio, KROP Brawley and KYOR Blythe, all California. KFMU operates on 97.1 mc with 58 kw.



"MAN, I JUST DON'T DIG THAT KBIG"

Not everyone listens to KBIG. And frankly, we rather enjoy this distinction. KBIG is interested in reaching only a stable, *mature* audience... and we do! 91% *adult* listeners (Pulse, Inc.) in 234 Southern California communities.

KBIG appeals to a *convincible* audience with the ability to *buy* your product.

This is an irresistible value in *profitable* radio coverage at 71% *less* cost than competitive stations!



The *Refreshing* Sound of Radio... 740 kc, 10,000 watts

KBIG

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Boulevard, Los Angeles 28, California · HOllywood 3-3205

National Representatives: WEED & COMPANY

©1958 John Poole Broadcasting Co., Inc., Los Angeles, Calif

For LOCAL Sponsorship—Never Before Such GUEST

The Rosemary

with the  Hi-Lo's Ne

Tennessee Ernie  Janet

 Dorothy Malone Jose

Vincent Price  Carol 

 Gene Nelson Charles Co

Mel Torme  Zsa Zsa 

 Guy Mitchell Hildegarde

many more guest star "greats"!

PREDICTION: A Rosie Future for All Sponsors of These 39 Star-Bright Half Hours on Film . . . All Made Expressly for Local Advertisers.

STARS GALORE in One Wonderful Film Series!

Clooney Show



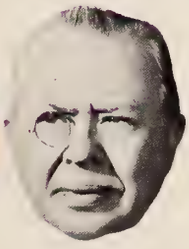
son Riddle  and his orchestra



Leigh Tony Curtis 

Ferrer  Julie London 

Channing  Cesar Romero



burn Dorothy Kirsten 

Gabor  Boris Karloff



Buster Keaton  and

Write, Wire, Phone

mca tv

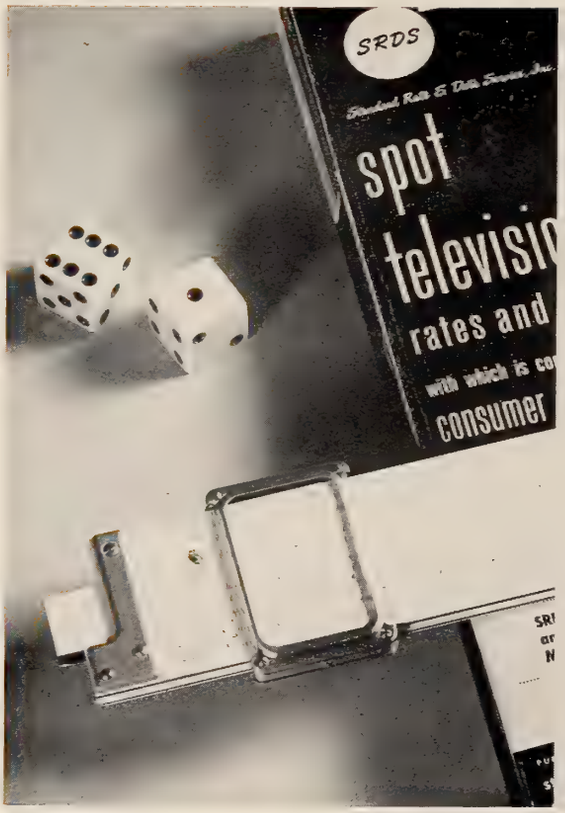
FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs

598 Madison Avenue • New York 22, N. Y. • Plaza 9-7500

and principal cities everywhere

EENIE MEENIE MINIE MOE



We'd be the last ones to quarrel with timebuying techniques . . . for whether a station is selected by slide rule or rule of thumb . . . whether the facts come out of an electronic computer, S.R.D.S., or someone's hip pocket . . . they add up to the same thing. In Shreveport, KSLA-TV is the station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the No. 1 Network
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries TWICE as much national spot.

No wonder the method that suits the time buyers best, suits us just fine, too. We come up with many "naturals."

KSLA TV

basic CBS *channel* **12** ***shreveport, la.***

Represented by PAUL H. RAYMER CO., INC.

AN EVENING WITH FRED ASTAIRE

Effortlessly and brilliantly, Fred Astaire demonstrated on his Oct. 17 special the difference between amateur and professional, artisan and artist, apprentice and master craftsman in the field of dance.

From the opening number, in which Mr. Astaire molded his company into varying rhythms like a sculptor, to the climax of "St. James Infirmary," for which trumpeter Jonah Jones sang and played the background for *le maitre* and his lovely shadow, Miss Barrie Chase, each number reflected the taste and precision characteristic of an Astaire production. Only the finale, "It's A Lovely Day," was a disappointment as the star attempted to prove that he could sing and dance simultaneously and failed.

In a medium where deliberate blandness is an inflexible rule, the variety and imagination of *An Evening With Fred Astaire* were intoxicating. The music of David Rose played no little part in the excellence of the show, particularly in his original "Man With the Blues," the number's haunting melancholy blending beautifully with the demi-ballet of Astaire and his company.

Somewhere in the middle of this delightful show, a question materialized: Where has the dance been? Since the days of Sid Caesar and his *Show of Shows,* dancers have been limited to brief spots on Ed Sullivan's vaudeville grab-bag and opening whirls on the *Jackie Gleason Show*. Mr. Astaire, Miss Chase, the entire troupe pointed up vividly what the viewer has been deprived of for too many years.

Production costs: Approximately $215,000.

Sponsored by Chrysler Corp. through Leo Burnett Co., Chicago, on NBC-TV in color and black-and-white, Oct. 17, 9-10 p.m. EST.

Produced by Ava Productions Inc.; producer-director: Alan Yorkin; choreographer: Hermes Pan; music director: David Rose; special material: Herbert Baker.

GINGER ROGERS SHOW

The Ginger Rogers Show on CBS-TV Oct. 15 glided smoothly along in an aura of sentimentalism created by the skillful blending of talents of stars Ginger Rogers and Ray Bolger, singing and dancing to nearly a dozen all-time favorite songs, with guest stars The Ritz Brothers providing their completely daffy brand of comedy.

After her opening dance number, Miss Rogers announced that this is a "fixed variety show" . . . fixed in the sense of serving "just entertainment." What followed was outstanding entertainment.

No talent was wasted in this imaginative hour-long variety show, telecast live from Hollywood's Television City. With Nelson Riddle's sparkling orchestrations, effective settings, excellent writing and sophisticated Pontiac commercials, Miss Rogers' show reflected her glamor throughout.

Production costs: Approximately $200,000.

Sponsored by Pontiac Div. of General Motors through MacManus, Johns & Adams on CBS-TV Wednesday Oct. 15, 10-11 p.m. EST.

Producer: Bob Banner for Bob Banner Productions Inc.; directors: Mr. Banner, Julio Di Benedetto; musical director: Nelson Riddle; dance director: Nick Castle; writer: Joe Stein; art director: Robert Tyler Lee; set decorator: Buck Henshaw; associate director: Joe Hamilton; costume designer: George Whitaker; lighting director: Leard Davis; technical director: Bob Colvin.

BAT MASTERSON

The West's fastest gun must have belonged to Bat Masterson. How else could he have sported those fancy duds—derby hat, gold-headed cane, etc.—and lived. That was more of an invitation to disaster than ordering sarsaparilla at the saloon.

In the series opener, Mr. Masterson, dressed to kill, comes to Tombstone to help a shy, retiring friend run a gambling joint on which the proprietor of the town's competing gambling house is putting the screws.

In what may be a tv first, alternate endings were presented. Both involved a winner-take-all card game between Mr. Masterson and the villain; one was described as the actual historical sequence.

Bat Masterson is an interesting character, ably played by Gene Barry. He is on the side of right but his non-conformist personality and rather heavy-handed methods sometimes alienate men on both sides of the fence. (Not so with women.) Plenty of opportunity for psychological overtones here.

Production costs: Approximately $42,000.

Sponsored by Kraft Foods Div. and Sealtest Div. of National Dairy Products Corp., through J. Walter Thompson and N. W. Ayer & Son, respectively, on NBC-TV Wednesday 9:30-10 p.m. EST. Started Oct. 8.

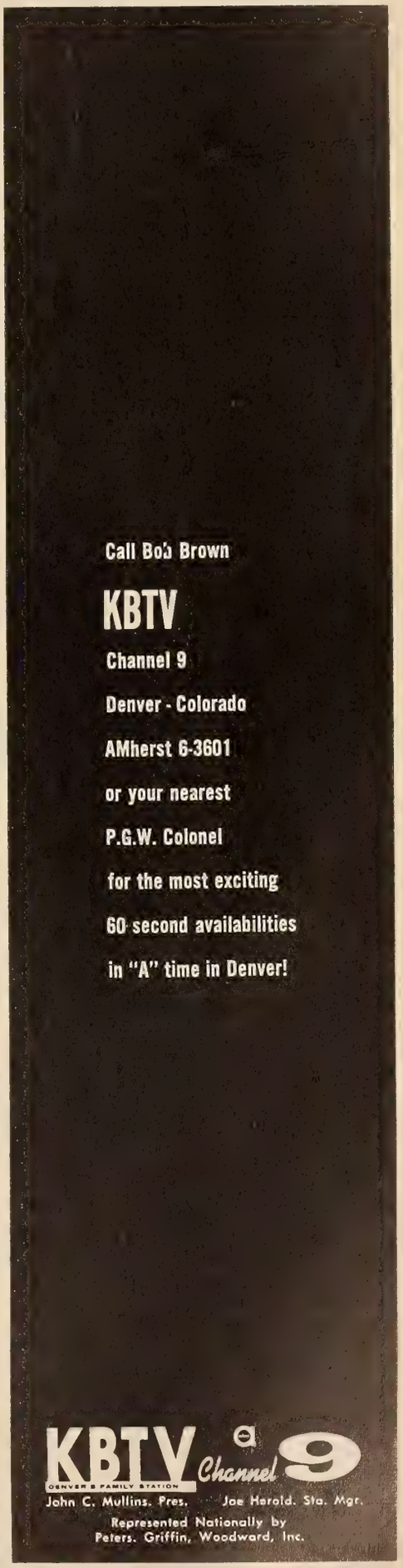
Producers: Frank Pittman, Andy White; director of premiere: Walter Doniger; assistant director: Bert Glazer; director of photography: Glen MacWilliams; set designer: Robert Kinoshita; editorial supervisor: Donald Tait; film editor: James E. Smith. Filmed by Ziv Television Programs Inc.

SMALL WORLD

The first two Sunday installments of this CBS-TV series proved that patience is a virtue. The initial *Small World* program was merely a good try; the second was a joy to behold.

The ingredients in *Small World* are at once both simple and sophisticated. There is the wonderfully imaginative program concept: a four-way, short-wave and telephone conversation crossing continents and spanning thousands of miles while separate camera crews record the faces of the conversationalists at four locations.

On the first *Small World* edition, guests were Prime Minister Jawaharlal Nehru in New Delhi, novelist Aldous Huxley in Italy, and politician Thomas E. Dewey in Maine. The topics discussed were timely and important, but the show just didn't get off the ground. Little was said during the entire half hour which hadn't been said more





From Very Latest Nielsen

WCCO Radio listeners than Minneapolis stations...

THAT'S NOT ALL!

Nielsen Station Index for July-August 1958 Also Shows:

* **During the Day...**
WCCO Radio has more listeners than all other Twin Cities stations combined! A 50.4% share of audience with 51,900 families for the average daytime quarter-hour.
(Station total, 6 AM — 6 PM, Mon.-Fri.)

* **Among Adults...**
WCCO Radio is the solid leader with a 56.9% share of the adult audience. Nearly one-third more than all other stations combined!
(Station total, 6 AM — Midnight, Mon.-Fri.)

* **In the Metro Area...**
WCCO Radio shows its overwhelming dominance with 391 quarter-hour wins. Four times more than all other stations combined!
(Metro area, 6 AM — Midnight, 7-day week)

has more
the next five
• St. Paul
combined!†

**Nothing sells like acceptance . . .*

WCCO Radio

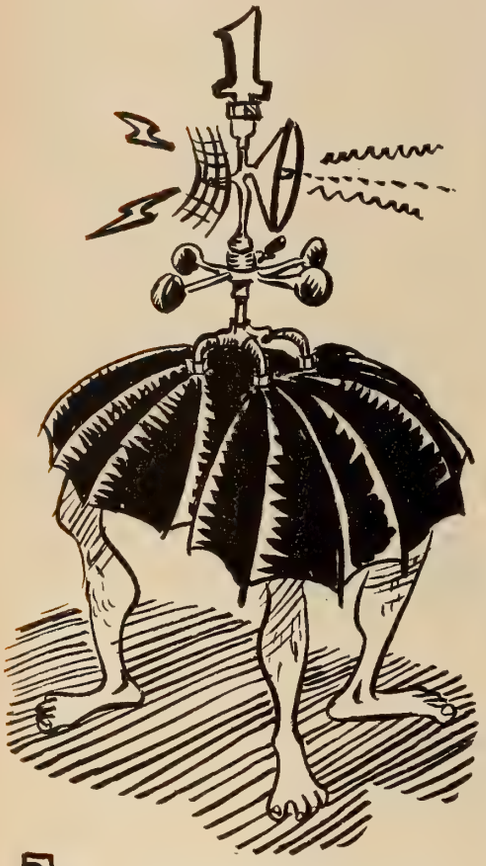
MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week.

AUTOMATIC COVERAGE DISPENSER (SPECIES: UNI-GRAPHIC TRIPOD)



IT'S THE EASY, ECONOMICAL WAY TO COVER THE UPPER, LEFT-HAND HUNK OF RICH RICH TEXAS. WITH ONE COMBINATION BUY, WEST TEXAS TELEVISION NETWORK WILL SIMUL-CAST YOUR MESSAGE TO MORE THAN 372,715 TV SETS. OR YOU CAN USE ANY PAIR OR ANY INDIVIDUAL STATION!



K/DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

W. D. "Dub" Rogers, President & Gen. Mgr.
John Henry, National Sales Manager
R. S. "Bud" Nielsen, General Sales Manager

NATIONAL REPRESENTATIVES. THE BRANHAM COMPANY

tellingly three dozen times before. The talk between Messrs. Nehru, Dewey and Huxley was sober, civilized and totally undistinguished.

Fortunately, the second offering developed the *Small World* possibilities more effectively. Nobel Prize philosopher Bertrand Russell in London, scientist Willard Libby of the Atomic Energy Commission in Washington and Indian atomic chief Homi J. Bhabha in Paris chatted with Edward R. Murrow on hopes and fears of the atomic age. Here, there was less restraint than on the first show and some sparks really flew. Something of a controversial subject was even broached: the world's population problem.

In sum, *Small World* has a future bounded only by the limits of modern broadcast technology and the verve of its participants.

Production costs: Approximately $27,000. Sponsored by Olin Mathieson Chemical Corp. through D'Arcy Adv. and Renault Inc. through Needham, Louis & Brorby Inc. (alternate basis first 12 weeks after which exclusively by Olin Mathieson) on CBS-TV, Sunday, 6-6:30 p.m. EST. Started Oct. 12.

Produced by Edward R. Murrow and Fred W. Friendly; moderator: Mr. Murrow; associate producer: Palmer Williams; film editors: William P. Thompson, F. Howard O'Neil, Miller Lerner.

LITTLE WOMEN

An old story and some new tunes combined Oct. 16 to provide an hour of pleasant televiewing, at least for those to whom *Little Women* is a fond recollection of a long-departed childhood. In adapting Louisa May Alcott's classic text for tv, Wilson Lehr selected exactly the right incidents: papa's letter from his Civil War post to his "little women" at home in New England, Marmee's dramatic departure to his hospital bedside in far-off Virginia, the ball, Meg's romance and Beth's illness (which on tv ended in recovery, not death). In his songs, Richard Adler emphasized the mood of each dramatic action without ever intruding. The opening "How Do You Write a Book?" was particularly adroit in providing an easy introduction to the various members of the March family and establishing Jo as the family historian.

The dynamic Jo, as interpreted by Jeanne Carson, dominated the telecast as she did the book. Her spirited rendition of "I'm the Man of the Family" was easily the high spot of the hour. Florence Henderson's Meg was softly romantic, especially in her solo "Does It Show?" Zina Bethune, as Amy, had her moment in the gay "Why Not?" Margaret O'Brien was sweetly serious as the over-generous Beth. Opera diva Rise Stevens proved her acting ability in the role of Marmee and displayed her vocal technique in "The Letter."

Production costs: Approximately $200,000. Sponsored by W. A. Sheaffer Pen Co. through BBDO on CBS-TV, Oct. 16, 8:30-9:30 p.m. EST.

Produced by Talent Assoc.; executive producer: David Susskind; producer: Albert Selden; director: William Corrigan; musical director: Hal Hastings; choreographer: John Butler; set designer: Bob Wade.

ANN SOTHERN SHOW

Miss Sothern has done a craftsmanlike job these past years on tv and it's good to see her move ahead from *Susie*, the secretary, to Katy O'Connor, assistant manager of a city hotel. It's good, too, to see her old colleague, the timorous Ann Tyrrell who plays Olive on the hotel's clerical staff.

In addition to the old 9-to-5 team of Sothern and Tyrrell, the new series introduces solid comic talent in the persons of Ernest Truex as a hen-pecked innkeeper and Jack Mullaney as a bell hop-psychology student. Jacques Scott as a European desk clerk and Reta Shaw as the formidable wife of Mr. Truex also collect their laughs.

The new series probably won't offer any starting innovations but it promises to be another serviceable property.

Production costs: Approximately $37,500. Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV Monday, 9:30-10 p.m. EST. Started Oct. 6.

Filmed by Desilu Studios, Hollywood; executive producer: Desi Arnaz; producer: Arthur Hoffe; associate producer: Jack Aldworth; director: Oscar Rudolph; writers: Robert Weiskopf, Robert Schiller.

MAN WITH A CAMERA

A weak punch in Friday night tv has been thrown by ABC-TV in *Man With a Camera*. The talk is tough and smacks of the streets; its sentimentality, drivel-ish. Distinguishing this series from others suffering from Mickey Spillane-itis is the hero packing camera rather than pistol.

In Charles Bronson we have a John Garfield-type hero whose features are chisled out of rock. This one brushes against evil men in all sorts of wicked enterprises. In the first film, "Second Avenue Assassin" or maybe it should have been "Man With a Mouse" (the kind that boxers wear)—free-lance photographer Mike Kovac attempts to pull from the fire a contending middleweight who is being pressured into fight fixing. Cameraman Kovac tries to help by shooting a conference attended by a sunglassed racketeer and almost gets his head blown off in a chase that follows.

Other than look the part of a fellow who ought to be a standout in a rough and tumble, city street brawl, Mr. Bronson is not asked to show talent. Neither writers nor the producer-directors were able to come up with anything imaginative or different; the plot was outrageously limp and the production passing. *Camera* has a long way to go if the first program is indicative or representative of the series.

Production costs: Approximately $34,000. Sponsored by General Electric (photo lamp department) through Grey Adv. Agency on ABC-TV Friday, 9-9:30 p.m. EST. Started Oct. 10.

Executive producer: Warren Lewis; producer: A. E. Houghton Jr.; director: Gerald Mayer; writer: William Fay; Warren Lewis-Don W. Sharpe production.

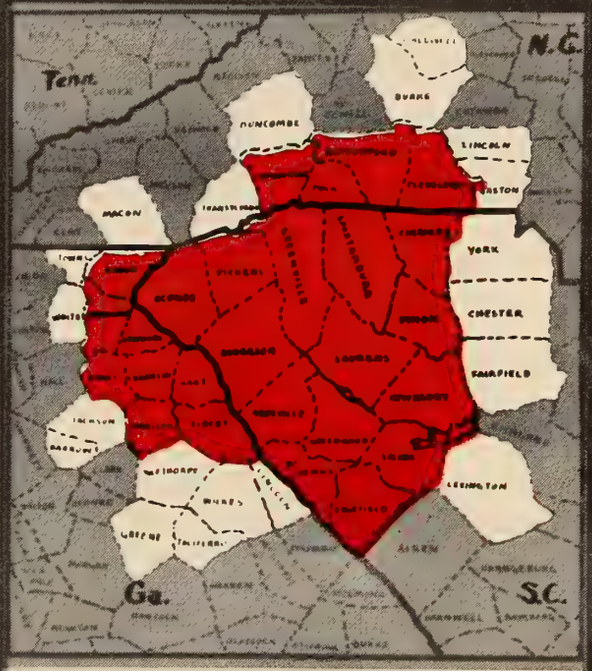
NIELSEN No. 3 Reports :-

WSPA-TV COVERAGE IN 46 COUNTIES

Total Homes
In Area
445,800

Total TV Homes
323,490

Retail Sales
In Area
$1,354,753 000



26 Red Counties
Exceed 40 Percent

WSPA-TV Weekly Circulation **205,070** Homes

CBS FOR THE SPARTANBURG - GREENVILLE SUPERMARKET

CBS

WSPA-TV 7

SPARTANBURG, S. C.

GEO. P. HOLLINGBERY National Representatives

"...And it must follow as the night the day..."

Hamlet, Act I, Scene 3

NIGHT: As Trendex reported recently, the latest complete and non-fractionalized nighttime returns (full week of October 8-14, 7:30-10:30 pm) show NBC the leading network with an audience 6% greater than the second network and 35% greater than the third.

DAY: And now Trendex returns are in for the first week of three-network daytime competition, ending October 17. They show that in *all* those periods where the three networks directly compete, NBC leads the second network by 11% and the third network by 61%. They also show: in those seven periods where the third network has introduced new daytime programs for the first time, NBC has increased to 40% its share of total audience, leading the second network by 17% and the third by over 200%. (The third network's new programs lost 49% of the audience share previously built up by their affiliates locally.)

More significant than any network's competitive standing is the fact that both day and night are producing ever-increasing audiences for television. Over the last year total daytime viewing has increased 13%, surpassing even the pace of nighttime audience growth. Again, we offer our congratulations to those who have contributed to this dynamic record of growth.

With competition intensifying daily, with NBC and CBS in a neck and neck race for audience supremacy*, "it must follow as the night the day" that the American people are in for the most rewarding, most satisfying season of viewing in television's history.

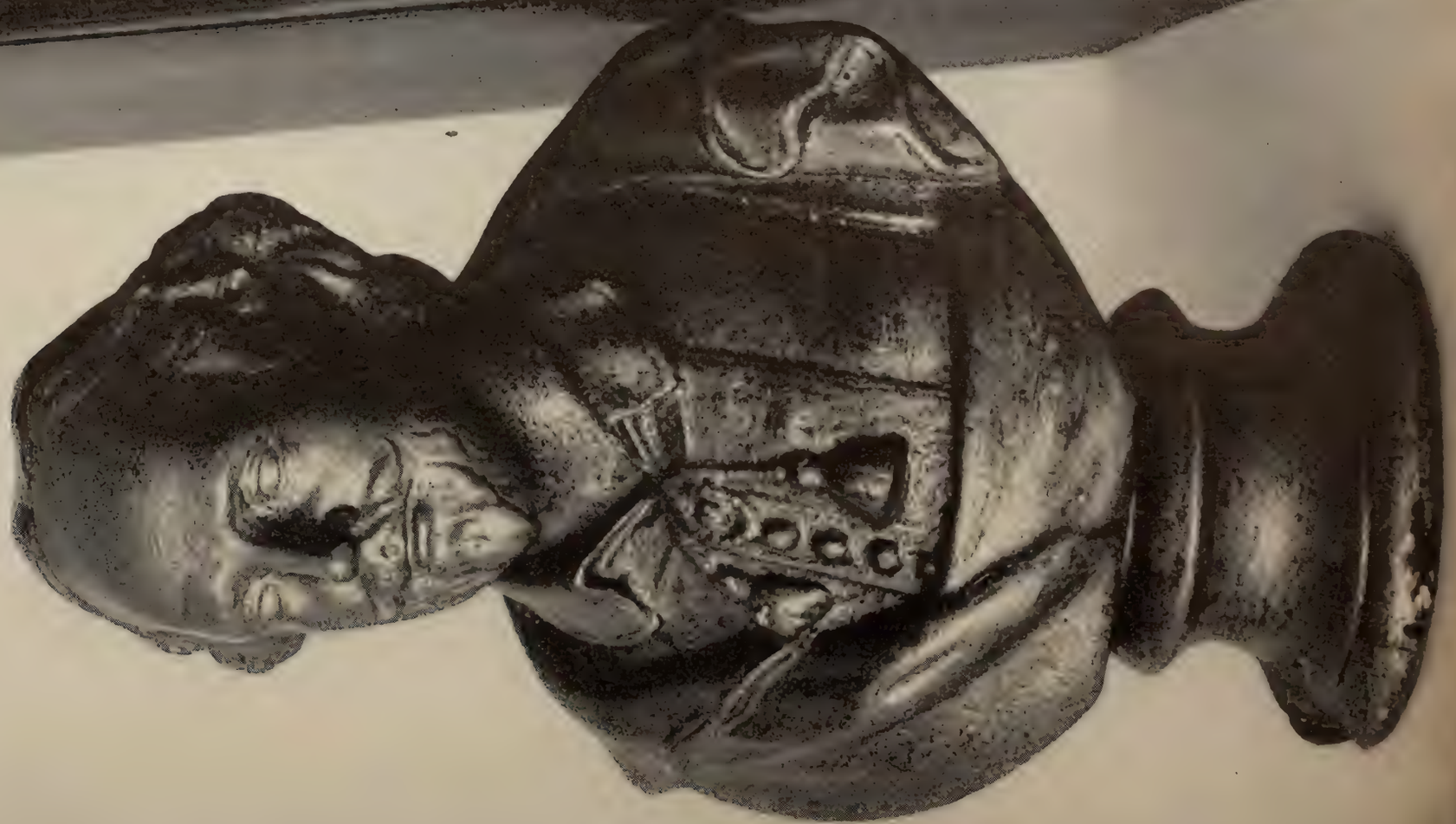
NBC TELEVISION NETWORK

*In the interests of the integrity of industry research and the fair use of Trendex rating data, we feel obligated to quote from a letter dated October 22, 1958 and signed by Robert B. Rogers, Executive Vice-President, Trendex, Inc.:

"In regard to the ABC-TV advertisement which appeared in 'Variety' on Wednesday, October 22nd...the inference that the figures produced during the week of October 8-14 for NBC-TV are not comparable to those produced during October 1-7 for the industry is inexcusable, and we certainly intend to bring this to the attention of ABC-TV officials."

TRENDEX DAYTIME

TRENDEX NIGHTTIME



6 to 60

Sell 'em All with RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

Dean's List

EDITOR:

It is good to know that your powerful influence is on the side of editorializing.

H. V. Kaltenborn
New York

The 1958 Yearbook

EDITOR:

Today we received our copy of the 1958 BROADCASTING YEARBOOK. I want to compliment your organization on the tremendous improvement in the handling of this vast amount of information. There is no doubt but that this is one of the most fascinating, informative and practical YEARBOOKS that we could ever hope to receive.

It is so clearly designed for easy readership that I virtually read it from cover to cover in a couple of hours. We are very certain it will find much use over the coming year.

Stanley G. House, President
House & Gerstin Inc.
Washington, D. C.

EDITOR:

Congratulations on the 1958 BROADCASTING YEARBOOK. Not only does it have a smart new typographic look and format, but the additional wealth of information you've added to the normal updating of historical facts makes it even more valuable.

Gene Seehafer, Account Executive
Needham, Louis & Brorby
Chicago

Speak for Yourself

EDITOR:

First, I would like to congratulate the editors of BROADCASTING for their fine editorial [Oct. 20] on the future of uhf. Not many people these days are looking beyond the scare headlines emblazoned in the average press. I am thankful that the responsible editors of your magazine have recognized the eventual need for the uhf channels in the future.

Second, I would like to take strong exception to comments concerning uhf in the Springfield-Holyoke market made [in that same issue] by William Dwight of WHYN-TV. His statement to the effect that a uhf station in that area "cannot long continue" if vhf is permitted in the Hartford area is pure hogwash. To set the record straight as a uhf operator in the Springfield-Holyoke area, I would like to say that despite the many setbacks uhf has suffered, it still is far from being dead. And I can assure you that if I felt that WWLP could not survive vhf competition from Hartford, I would not have added another station, WRLP, nor the two translator stations we operate in northwestern New England, nor would I have revived WWOR in Worcester.

That fact that Springfield Television Broadcasting Corp. will gross more than $1 million in sales for the second year in a row should be ample evidence that we have provided and can continue to provide successful competition to vhf stations in our market. When Mr. Dwight spoke about uhf, he could only have been speaking from WHYN-TV's standpoint and not from the standpoint of either the uhf industry or stations WWLP and WRLP.

William L. Putnam, President
Springfield (Mass.)
Tv Broadcasting Corp.

Anniversary Salute

EDITOR:

Congratulations and best wishes on your 28th year of publication [Oct. 15]. Of all the trade journals I have followed over more than 20 years interest in the broadcasting field, I must say that for real news, comment, pictorial presentation and direction, I have felt you to be No. 1 in the field.

A. A. McDermott
Radio & Tv Sales Inc.
Toronto-Montreal

Anthology Entry

EDITOR:

I am editing an anthology on mass communication and would like very much to reprint your report, "Educational Television: 5 Years and $60 Million Later" [BROADCASTING, Nov. 11, 1957]. The Free Press of Chicago will publish the textbook this coming winter.

Patrick D. Hazard
U. of Pennsylvania
Philadelphia

[EDITOR'S NOTE: Permission granted.]

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

* Occupation Required

It was Boot Hill for Paladin and Marshal Matt Dillon the night of September 27



It takes pretty rugged programming to drop those two fellahs in their tracks, but that's exactly what WOOD-TV did on the night of September 27, 1958. WOOD-TV scheduled MGM's "Boom Town". Gable, with able support of Tracy and Colbert, upstaged the gunslingers but good.

WOOD-TV has glommed onto the Paramount, Warner Bros. and the Lion's share of the MGM package. And to celebrate, we ran a humdinger of a film festival on September 27 — "Boom Town", "Road To Morocco" and "To Have And Have Not" from 9 P.M. until everyone just plumb dropped in their tracks.

Coincidental checking* from 9:00 to 10:30 P.M. awarded "Boom Town" 48% of the audience — a higher share than any other station in the area — including the one carrying the usually top-audience oaters.

Features from Warner Bros., MGM and Paramount are scheduled on a daily basis for WOOD-TV's Channel 8 Theatre (10:45 P.M. Monday thru Friday; 11:15 P.M. Saturday and Sunday) and on Channel 8 Matinee (1:00 P.M. Monday thru Friday).

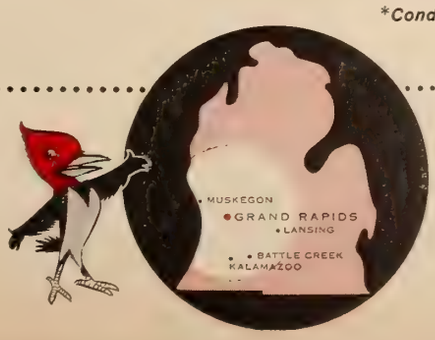
Put your spot minutes in Western Michigan on the only station that has the top features — the only station that delivers top audience on its movies 52 weeks of the year.

Katz will sell you a schedule right now that will satisfy you — call them.

WOOD-TV is first — morning, noon, night, Monday through Sunday — May '58 ARB Grand Rapids

WOOD-AM is first — morning, noon, night, Monday through Sunday — April '58 Pulse Grand Rapids

**Conducted by Western Union in Grand Rapids, Kalamazoo, Battle Creek and Lansing, 9:00 to 10:30 P.M. Result — WOOD-TV, 48% share, WKZO-TV, 41% share, WJIM-TV, 11% share.*



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's
WILS
music news sports

OUR RESPECTS

to James Henry Quello



In the view of Jim Quello, it's no mere coincidence that commercial stations known for outstanding public service invariably do well at the cash register, too. He believes simply—and avidly—that "good public service is good business," a credo identified with WJR Detroit, The Goodwill Station.

Mindful of his record for active participation in industry and civic affairs, the 69-station Michigan Assn. of Broadcasters last September elected Mr. Quello president for 1959. It was another milestone in the busy career of WJR's program and public affairs manager.

The MAB presidency seems vested not only in capable but dedicated hands, judging by his track record. For the past five years, Mr. Quello has served as the association's legislative chairman, helping coordinate efforts designed to avert state government restrictions on beer and cigarette advertising in radio-tv. Mr. Quello also initiated MAB's first good will dinner for state legislators three years ago, the better to acquaint them with industry problems.

Mr. Quello's credo is well suited to WJR's operational philosophy. Colleagues and other friends credit him with a keen sense of program values, an extensive background in publicity-promotion, and a practical common sense approach to the daily problems of program management. At WJR he heads up a 52-man program and public affairs department.

His credo might be summed up this way: "Public service in its broadest terms is a many aspect thing . . . service to listeners (and consumers) by scrupulously policing your advertising, service to your clients through conscientious and skilled counsel on the use of media, establishing a personality as a good neighbor with a highly-developed civic consciousness—supporting civic and welfare and educational campaigns, performing many vital information services every day, impartially educating the public on current social and economic problems, promoting better human relations. All this is not only worthwhile, but essential. There is no doubt that public service pays in increased community and audience acceptance, in increased listener believability, in prestige and stature. . . ."

Likable Jim Quello practices what he preaches. He is president of the Detroit Housing Commission for the second time, member of the board of trustees of the $50 million Michigan Veterans' Trust Fund, radio-tv chairman of the United Foundation Torch Drive in Detroit; and a member of the Detroit Committee on Aging, Michigan Veterans of Foreign Wars, American Legion, Detroit Round Table, advisory council for the Mayor's Committee on Human Relations, the Detroit Tomorrow Committee, Detroit Adcraft Club, and the advisory committee for Michigan Economic Development Bureau. It's apparent, as he points out, that civic leaders active on public service projects are "invariably your business and industrial leaders, too."

These varied activities, plus a general affection for people, have won both James Henry Quello and WJR a host of business, advertising and civic friends. And the WJR concept of programming comes naturally to the man who was born in Laurium in the Upper Michigan Peninsula some 43 years ago (April 21, 1915). Jim attended Calumet High School in Calumet and got his ground experience as a newscaster at WKAR East Lansing, in the early thirties. He was graduated from MSU in 1935, majoring in journalism and education.

Entering the service in September 1940, Mr. Quello put in 32 months overseas and was decorated with the Bronze star (with cluster), Croix de Guerre, seven campaign stars and combat infantry badge and discharged with rank of lieutenant colonel in November 1945.

Mr. Quello joined WXYZ Detroit that year as publicity manager for the station and two radio series, *The Green Hornet* and *The Lone Ranger*. In July 1947 he moved to WJR as publicity and sales promotion manager and later became advertising and public relations director. He was appointed in August 1957 to his present post at WJR, headed by John F. Patt, president, and Worth H. Kramer, executive vice president and general manager.

"Good public service is definitely not only good business but, even more important, it brings the inward satisfaction of fulfilling a worthwhile purpose in life . . . and the gratifying experience of being proud of your industry . . . of your company and the part you play in it," says Mr. Quello with a twinkle in his eye.

He married an MSU co-ed, the former Mary Elizabeth Butler; they have two children, James M., 20, and Richard, 15, and live in Gross Pointe Park. Mr. Quello's favorite sports are golf and tennis. He still competes in local tournaments. He also has become a tropical fish hobbyist ("a more effective tranquilizer than pills")—in what he laughingly calls "my spare time."

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.*
(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

McClatchy Broadcasting Company

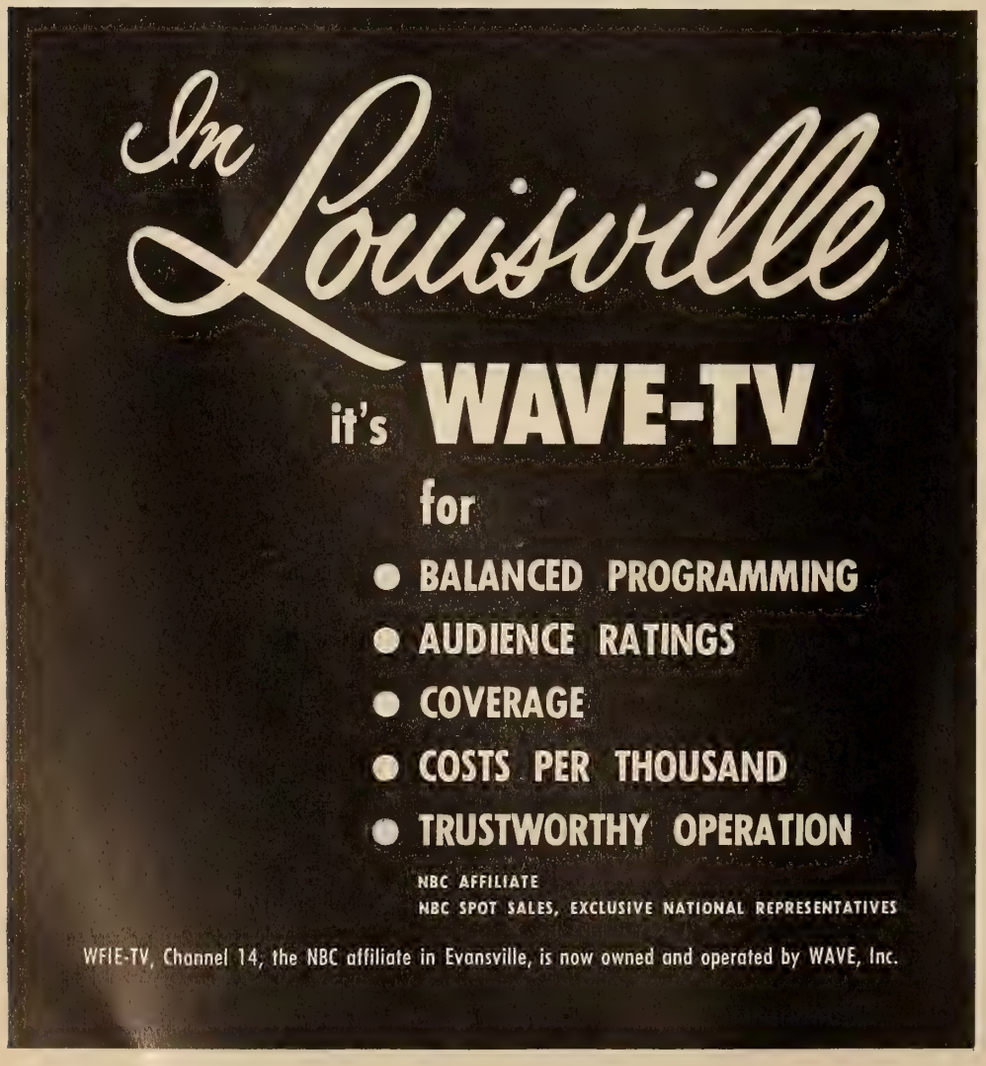


Sacramento, California
Paul H. Raymer Co.,
National Representative

INVEST

Your Money Where The Payoff Is Best!

KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.



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BROADCASTING* TELECASTING

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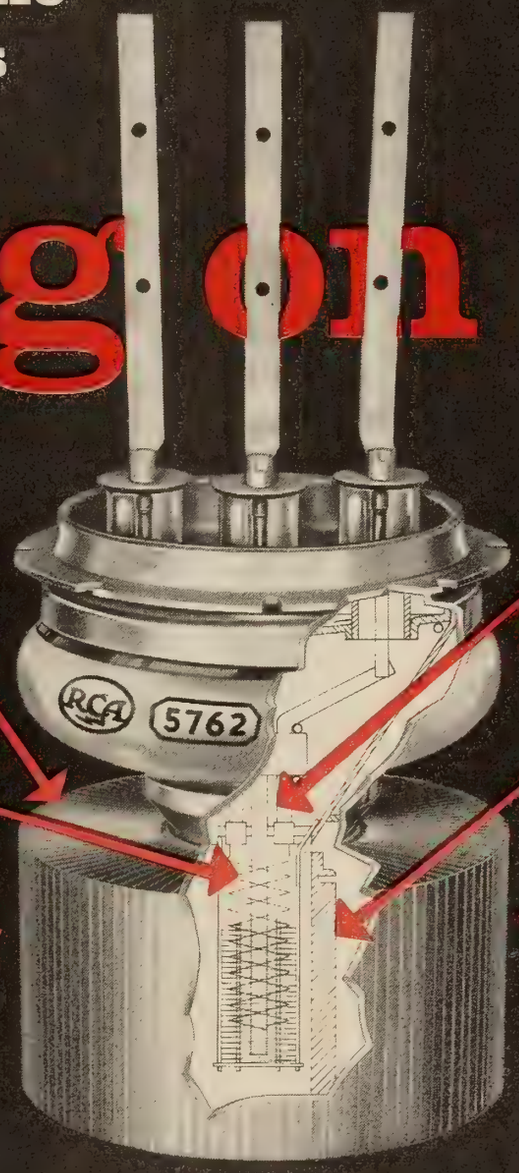
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*Reg. U. S. Patent Office

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It's the "built-in" engineering details that make RCA-5762's

long on life



LOUVRED-FIN radiator provides more cooling for a given air flow than a straight-fin type.

FILAMENT IS "CARBURIZED" in an atmosphere which utilizes liquid-nitrogen-cooled hydrogen (—392°F) for super purity.

ENTIRE TUBE is "spot-knocked" at tens of thousands of volts to reduce internal electric leakage.

GRID AND SUPPORT ASSEMBLY is "vacuum fired" at more than 1700°F for maximum freedom from gas.

ELECTRO-POLISHED ANODE reduces internal arcing in this time-proved power triode.

LONG LIFE is assured by leak-detection analysis utilizing the mass-spectrometer principle during manufacture.



Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.

RADIO CORPORATION OF AMERICA
Electron Tube Division *Harrison, N. J.*


There's

more to Florida...

There's **WJXT** (formerly WMBR-TV) in Jacksonville—hub of the entire Northeast Florida-South Georgia area—where curves on the business charts are as alluring as those on the beaches.

WJXT dominance is *one-sided*. Nine of the top ten network programs (and all the top ten local programs) are on WJXT.

WJXT serves 66 Florida and Georgia counties . . . 38 more counties, 66% more television homes than the competing station in Jacksonville. In fact, WJXT *leads the entire nation* in share of audience for a two station market!

The only possible conclusion: there's more, *much* more to **WJXT** 4

Jacksonville, Florida

An affiliate of the CBS Television Network

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

Sources: latest ARB; NCS # 3

LESS PROGRAM DUPLICATION

means



more viewer attention

WRAL-TV

Radiating Effectively from the RALEIGH - DURHAM AREA

In the most densely populated section of its coverage, WRAL-TV has unduplicated NBC programming.

Exclusive program features also keep viewers throughout the area tuned to WRAL-TV, Channel 5.

Such programming is one of the important reasons why WRAL-TV has the top rating record in the thriving Raleigh-Durham market.

Another important asset is the Capital city location, center of attention for all Tarheels.

All this makes a powerful setting for your selling messages.

Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS



WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.

IN PUBLIC INTEREST

HELPING HAND • WCSH Portland, Me., extended a helping hand to the local American Legion's drum and bugle corps when it needed additional funds for a trip to the Chicago American Legion Convention. WCSH contributed its entire 78 rpm record library for sale at 10 cents per record. The $250 raised put the travel fund over the top.

EDITORIAL STAND • WTWN St. Johnsbury, Vt., recently received plaudits of local civic organizations for its strong editorial stand in favor of a highly controversial local bond issue. The station supplemented its editorials with telephone question and answer forums and interviews. The local newspaper took no stand on its editorial pages. The bond issue passed by a 7-1 ratio.

TRANSIT MONEY • WRCA-TV New York commentator Leon Pearson made a plea recently on behalf of a woman subway change booth clerk who had been robbed while on duty. She would have had to make good the loss from her own pocket. But viewer donations of $188 relieved her of her problem.

RADIO FARM • KBEE Modesto, Calif. has turned its 10 acre transmitter site into a field laboratory for Modesto Junior College. The school's agriculture department uses the land as a pasture to supplement lessons taught in the classroom.

TWO BIT RECORDS • WDGY Minneapolis listeners are requesting their "favorite hits for just two bits." D.j. Bill Diehl plays requests in return for contributions for the Minnesota Assn. for the Mentally Retarded.

RECORD DONATION • WPEN Philadelphia donated 5,000 record albums to United Fund recreation agencies. The agencies will use them for music appreciation classes and dances.

FILE '58 • WSUN St. Petersburg, Fla., has allocated a daily 15-minute time segment for public service broadcasts. Mondays are devoted to the county medical society, questions concerning Social Security are answered on Tuesdays, while local attorneys are in Wednesday's spotlight. On Thursdays, the fire and police departments share broadcast time, and a variety of community agencies including Civil Defense present their stories on Fridays. Public Service Director Dayt Saltman moderates the series.

GIANT THERMOMETER • WOW-TV Omaha, Neb., is using its antenna tower as a unique measuring device to indicate the success of the local United Red Feather-Red Cross Drive. Strings of lights on the tower are lighted to represent the percentage of the city's goal that has been reached. When the drive hits the top, a total of 600 lights will be ablaze.

ICE CREAM STICKS • WASA Havre de Grace, Md., collected over 27,000 ice cream sticks for the Harford County Tuberculosis Assn. during a four week contest. The sticks are used to make baskets and other items in patient therapy.



Philadelphia...1779: Benjamin Franklin founded the nation's FIRST designated University—the University of Pennsylvania!

Philadelphia...1958: WIBG-RADIO 99 is FIRST in total rated time periods, Monday through Saturday, and LOWEST in cost per thousand, too—according to Professor PULSE (July-August, 1958)!

. . . Add to this leadership the believability provided by responsible Storer Radio management and you have a selling effectiveness that can't be matched in this market.

WIBG — A STORER STATION — RADIO 99 — ON YOUR DIAL

Call Joe Conway or your nearby KATZ man for the profit-making facts.

STORER BROADCASTING COMPANY

Storer Radio

WIBG	WWVA	WAGA	WGBS	WSPD	WJW	WJBK
Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit

BOUGHT

BY STATIONS AND ADVERTISERS WHO WANT...

SMASH RE-RUN RATINGS

AND RESULTS!

Now, Economee offers these two timely, vital shows with proven audience appeal to win community praise for outstanding public service, to help you beat competition, build sales fast!

THRILLING TALES OF
ACTION! GALLANTRY! EXCITEMENT!

"WEST POINT"

SCORING RE-RUN RATINGS LIKE THESE:

BOSTON	DAYTON	BATON ROUGE
33.2	33.0	34.8
PITTSBURGH	**BUFFALO**	**ALTOONA**
44.2	28.8	26.5

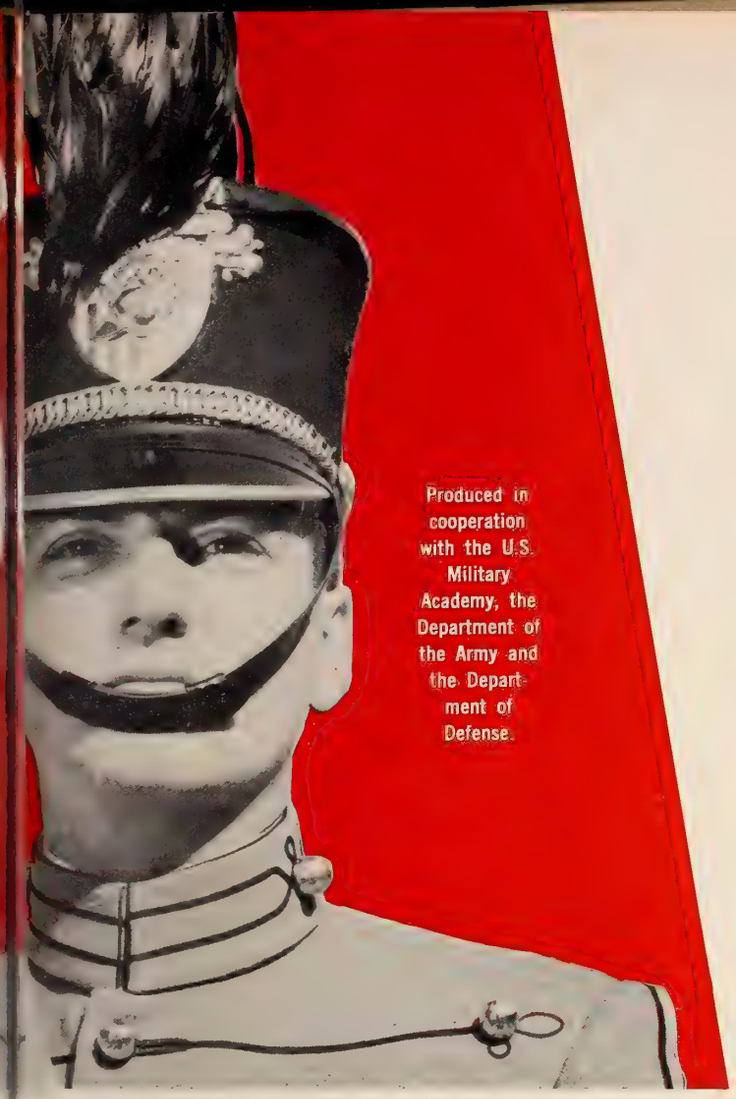


NOW! 2 POWER-PACKED PRESTIGE SHOWS WITH

GLORIOUS AS OUR COUNTRY'S HISTORY!
COMPELLING AS THE CALL TO COLORS!



Produced in cooperation with the U.S. Naval Academy, the Department of the Navy and the Department of Defense.



Produced in cooperation with the U.S. Military Academy, the Department of the Army and the Department of Defense.

ILIMITED RATING OPPORTUNITIES. NEW! FROM . . .

ALL THE IMPACT
OF A 21-GUN SALUTE!

"MEN OF Annapolis"

WITH SENSATIONAL RE-RUN RATINGS:

BALTIMORE	SEATTLE-TACOMA	BOISE
24.5	22.9	28.4
COLUMBIA, S.C.	**LAS VEGAS**	**SALT LAKE CITY**
39.1	26.5	34.7

Here are a few of the stations coast-to-coast who are

RUSHING TO SIGN!

LOS ANGELES	DETROIT
KABC-TV	**CKLW-TV**
NEW YORK CITY	**BUFFALO**
WABC-TV	**WGR-TV**

RATING PROVED! ZIV PRODUCED!

Economee TV

ECONOMEE TELEVISION PROGRAMS

488 MADISON AVENUE, NEW YORK 22, N. Y

PHILADELPHIA	SEATTLE
WRCV-TV	**KTNT-TV**

Both series are available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs. Act now to get details on profit-making opportunities in your market!

KRON is TV in SF



San Franciscans are sold on KRON-TV

TOTAL HOMES
Class AA ¼ Hour *
KRON-TV....192, 671
Sta. B 187,000
Sta. C 133,815
Sta. D. 59,302
*June-July Nielsen
Mon.-Sun. Averages

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 17 OCTOBER 27, 1958

HARD LIQUOR ON THE AIR: PART II

- **More stations indicate readiness to accept now-taboo accounts**
- **Outlook: Though bridegroom's willing, the bride's reluctant**

Last week on these pages BROADCASTING reported the first "crack in the dike on liquor ads" on the air. One week later, the crack is a little longer and deeper, but the dike still stands.

Putting together the week's news, this is the picture that emerges. A broadcasting industry whose heretofore almost solid front against hard liquor advertising is beginning to crumble. A distilling industry which rejects the advantages of broadcast advertising for fear of prohibitionist reprisals. A few broadcasters ready to risk the wrath of the organized drys to accept a legal category of advertising. Officials of a broadcasting association preferring the status quo to action which might upset an already precarious applecart. The distinct possibility that the much-advertised advertising ban is no ban at all, but merely a no-man's-land into which neither side is anxious to venture.

This is the news from these points of the compass:

• Manitowoc, Wis.—The man who started it all, Francis Kadow of WOMT, found no liquor accounts pounding at his door two weeks after announcing his station would henceforth accept liquor advertising. He did make other news, however: He resigned from the NAB after being labeled by President Hal Fellows as "selling his birthright for a $20 bill."

• Boston, Mass.—Broadcasters attending an NAB regional meeting, polled by BROADCASTING, indicated 2 to 1 they sided with WOMT's stand to accept liquor advertising. Additionally, seven stations (anonymous) indicated they already accept liquor advertising.

• Boston, Mass.—WCRB Waltham-Boston disclosed that it has begun an advertising campaign for a hard liquor (Nuyen's vodka).

• Washington—The Distilled Spirits Institute, organized voice of most major domestic producers, indicated its members had no intention of exposing themselves to further governmental, clerical and lay criticism by going on the air.

• New York—One major distiller, Schenley, not a member of the DSI and therefore not subject to its code ban against radio-tv advertising, said it had no broadcast advertising plans at present.

• Chicago—Two other majors, themselves DSI members, went on record as not in favor of radio-tv advertising.

• New York—WQXR revealed it had been running cordial, but not hard liquor, advertising for some time without adverse reaction.

• Atlantic Beach, Fla.—WKTX announced it has been ready to accept hard liquor advertising since going on the air last January, has solicited, but has not sold any accounts.

• Washington—A prohibitionist voice was heard. The National Temperance League fired its first salvo in a renewed drive to eliminate all alcoholic beverage advertising.

The specifics of these developments follow.

ORGANIZATION'S AGAINST IT, BUT THE MEMBERS ARE CALM

NAB is officially shocked at the acceptance of liquor advertising by broadcasters but its members don't necessarily share that alarm.

According to a survey conducted by BROADCASTING, two out of three broadcasters approve the action of WOMT Manitowoc, Wis., which announced Oct. 13 that it would take liquor business.

A questionnaire distributed at the NAB Fall Conference luncheon in Boston last Monday (Oct. 20) showed that while 65% of northeastern broadcasters figures it's all right for another station to carry liquor accounts, only 9% of stations are selling time to liquor advertisers (seven of the 82 stations that answered this question).

Interest in the liquor advertising situation shifted to New England last week as Theodore Jones, operator of WCRB-AM-FM Waltham, Mass., Boston suburb, asked for an NAB hearing following sharp criticism by President Harold E. Fellows at the Boston NAB Fall Conference (story page 70).

What hurt Mr. Jones was Mr. Fellows' slur at broadcasters "who sell their birthright for a $20 bill."

"I subscribe to the NAB Standards of Good Radio Practice," Mr. Jones told



PHOTO COURTESY QUEEN'S LIQUORS, WASHINGTON

NOT BANNED IN BOSTON • This is the bottle that could launch the liquor business into broadcast advertising. Picked to move it off the shelf: WCRB Waltham-Boston, which is carrying a 26-week campaign, twice daily, five times a week. The spots are broadcast at 11 and 12 p.m. From all indications, it's the first hard liquor to advertise on the air, although other instances of cordial advertising (not quite hard liquor) have been reported.

BROADCASTING. "If NAB believes I am doing wrong, then I would like a hearing.

"WCRB leans over backwards to conform to the standards and to avoid overcommercialism. This is a matter of principle. We are exercising our right as broadcasters. WCRB has made good music successful in Boston and is close to being sold out though we refused to accept singing commercials or digestive tract spots.

"Mr. Fellows said NAB approves advertising for drinks of moderation, such as beer and wine. People are moderate, not beverages. I don't drink liquor, nor do Richard L. Kaye, station manager, or Leonard Corwin, commercial manager.

"We have not had a single complaint from the audience. The copy is dignified. Federal Liquors Ltd., the sponsor, and Sol Sackel, president of Sackel Co., Federal's agency, have given us complete control over the copy. We have been carrying advertising several years for liquor stores—Harvard Wine & Liquor, Nolan Package Store and Glendale Package Store.

"In 10 years we have gained wide acceptance with good music programming similar to WQXR and WPAT in the New York area. Over 6,000 persons pay $3 a year for our bimonthly program publication.

"I don't say this acceptance of liquor advertising is right for the entire industry, but I feel it is right for an adult audience listening to concert music. The announcements, promoting Nuyen's vodka and cordials, are heard during the 11 p.m. and midnight news periods."

WCRB, the Sackel agency and Federal Liquor had been working out the campaign, which runs 26 weeks for more than a year.

Mr. Sackel told BROADCASTING he had received calls from other northeastern stations interested in liquor advertising. "Retailers want to know what we are doing," he added. "It took someone to break the ice. The sale of liquor is a legitimate industry. We have taken every precaution to maintain standards of good taste and to avoid sensationalism.

"I suspect you'll see a lot more liquor advertising from now on. Common sense is appearing. The distillers have finally agreed to allow women in their advertising." [Mr. Jones' last statement is probably accurate, but premature. Indications are that the prohibition of women in liquor ads will be modified in the near future.]

Mr. Jones made clear that he is a supporter of NAB and its activities. "Mr. Fellows is a fine president," he said. "He is the best president NAB ever had, but I must disagree with him on this point."

In addressing the Boston NAB conference Oct. 20, Mr. Fellows said he was concerned because the traditional policy against liquor advertising had been violated. He termed it a "moral question" and added the situation was "most regretful." He described recent efforts in Congress to enact legislation affecting broadcasting programming. (The BROADCASTING survey was conducted before Mr. Fellows gave his views on the subject to the Boston delegates. For results of that survey, see opposite page.)



FOE of liquor advertising on the air is Harold E. Fellows, NAB president. He has charged that a broadcaster who accepts that advertising is "selling his birthright for a $20 bill." The remark led one NAB member to resign and another to challenge the NAB to a hearing.

PACEMAKER PULLS OUT AFTER NAB CRITICISM

WOMT's Francis Kadow was not nearly so generous with NAB and Mr. Fellows. He quit.

The "birthright" remark which irritated Mr. Jones in Boston last week (above) was first made in Milwaukee two weeks ago, just after word was circulated that WOMT would accept liquor advertising [LEAD STORY, Oct. 27]. It apparently ignited already-smoldering resentment of association inaction, and led to a letter of resignation. The text:

"Your sanctimonious and pontifical 'sale of birthrights' utterance has failed to bring into focus the reality of the business. We are charged to operate in the public service and convenience, and are permitted to secure funds needed for this by moving merchandise and service. The commodity we propose to help sell is a legal item of trade in the United States except in some absurd instances.

"Polemics is not a way of life with me, but it seems everything I call to the attention of NAB flounders in the marshes of heavy-handedness and hush-hush.

"Five years ago I asked that a study be made and action started to have AT&T upgrade the "Class C" circuits that our networks use. The frequency response is not in keeping with the technological advances that have been made since 1932 when these standards were set. It is my belief that AT&T and its associated telephone companies have to spend money to degrade their present circuits to reach "Class C" standards. This matter has also been mired in the aforementioned marshes.

"Earlier this year I asked NAB to wait on the Post Office Department and secure a postage rate on our educational transcriptions and recordings that would give us the same postage tariffs educational phonograph records and 16 mm films have. Again the answer was the same old hush hush—'Wait. We are going to have something better. But whatever you do don't write the Postmaster General and upset things.' What things?

"Before I get lost in the marshes of 1771 N St. N. W. or disturb the rank, still water further, I'm resigning from the organization effective this date [Oct. 22]."

Aside from the NAB resignation angle, Mr. Kadow's broadcasting position last week was unchanged. No accounts had yet come forward in response to the news WOMT would accept liquor advertising, although distinct reaction—both pro and con—was apparent both in Manitowoc and at the station's representation office (Hal Holman) in Chicago.

WQXR'S AN OLD HAND; WKTX WILLING, UNWANTED

In New York last week, Elliott M. Sanger Sr., executive vice president of WQXR-AM-FM, a pioneer station in spirits advertising, indicated he would not take on "hard liquor" advertising at this time. However, he said, the station would continue to carry liqueur advertising on grounds that "people don't get drunk on cordials." WQXR as far back as 1945 began taking paid spots from such advertisers as Cointreau Wine Shippers Corp., through the years has serviced Julius Wile & Sons (importers), Schenley Distillers Corp. (Dubonnet wines), Park & Tilford (John Harvey sherries and ports), Canada Dry Corp. (Pedro Domecq wines), Popper Morson Corp. (Peter Hagen cordials). It also features spots for Hans Holterbosch Inc. (Loewenbrau Munich beer).

However, Mr. Sanger said that while the station had no present plans to break the industry-imposed taboo, such action, if taken, "would—I think—be perfectly acceptable to our listeners." He explained that 96% of WQXR's audience is adult, "and this is our biggest sales platform."

He noted the comment made in BROADCASTING last week by one agency executive who suggested that liquor ads should be slotted in the post 10:30 p.m. period. "Were we to accept liquor ads," Mr. Sanger said, "I wouldn't hide the products."

WKTX Atlantic Beach, Fla., is willing to be counted among those stations which accept liquor advertising. It has, in fact, since going on the air in January this year, but hasn't yet had a hard liquor account.

"They just won't buy," says Robert K. Lynch, station manager, who told BROADCASTING last week that "we would accept hard liquor advertising as long as it can meet the standards of good taste which we impose on any sponsor. The fact that the liquor industry itself has imposed a voluntary ban on radio seems more to the point in question."

THE MEN WITH THE MONEY PLAY IT CLOSE TO THE CHEST

The Distilled Spirits Institute, which says it represents 70% of domestic producers, last week re-reaffirmed its intention to maintain the voluntary prohibition of broadcast advertising which it adopted in 1935 for radio and in 1948 for tv. As reported last week, its board has voted to maintain the code ban, although it is softening on another advertising angle—it probably will allow pictures of women in liquor advertising in the near future.

[Note: authoritative estimates place the

total alcoholic industry advertising budget at $416 million yearly.]

Schenley, the biggest American producer not a member of DSI, maintains an independent position in regard to advertising, but is not yet ready to commit itself on radio-tv. A top-echelon spokesman was vague last week when asked when the company might take a position—the answer: "Whenever we get around to considering it."

Two other major producers, both members of DSI, aren't in any great hurry to crack the conventional curtain on distilled spirits advertising in broadcast media, judging by reports from their agencies.

The companies, traditionally heavy print advertisers, are Hiram Walker Inc., Detroit, represented by Foote, Cone & Belding (for Imperial, Walker's Deluxe, Meadow Brook and Hiram Walker vodka), and Brown-Forman Distillers Corp., Louisville, whose whiskey brands are handled by Erwin Wasey, Ruthrauff & Ryan Inc.

A spokesman for FC&B in Chicago told BROADCASTING on behalf of Walker that his client "has no plans at present to place liquor advertising on radio." He questioned the type of broadcast campaign that could be used to advertise distilled spirits and added, "I don't think we'd be interested in it."

A spokesman for EWR&R reported "no immediate interest" on behalf of Brown-Forman but added that "very obviously, if this becomes a significant trend in the broadcast industry, we'd want to discuss it with the client."

Alberta Distillers Ltd. and its U. S. subsidiary, Rogers, Allen & Co. Ltd., New York, last week announced they would try to broaden the U. S. market of Canadian whiskies, but their agency, Roy S. Durstine Inc., indicated they would not use the broadcast media to do so. Durstine at one time handled a hefty portion of the Seagram account (lost last year to Warwick & Legler Inc.). The account executive on Carrington's Canadian whiskey and Beauquer (the only cordial made of Canadian whiskey)—Roy S. Durstine Jr.—said Thursday that the firm might be using broadcasting for a beer that may be introduced next year from Canada, and perhaps a line of wines bearing the Alberta imprint.

NO ALARM AMONG THE MEMBERS

BROADCASTING polled delegates to NAB's Fall Conference in Boston last week on their reaction to the subject of liquor adverising. These are the findings (based on 87 answered questionnaires).

		Yes	No
1.	Have you been asked to take liquor accounts?	30%	70%
2.	Do you accept liquor advertising?	9%	91%
3.	If "no," have you seriously considered accepting liquor accounts?	35%	65%
4.	Do you accept beer and wine advertising?	94%	6%
5.	WOMT Manitowoc, Wis., announced last week it would accept liquor advertising. Do you approve?	65%	35%

TEMPERANCE LEAGUE VOICES NEW CALL FOR LEGISLATION

In Washington, the National Temperance League, commenting on the WOMT and WCRB actions, called them "a direct challenge to the 86th Congress to enact a law to ban all forms of alcoholic beverage advertising in interstate commerce."

It was apparent that the temperance organization and its kindred spirits would seize upon the current developments as they renew perennial campaigns to push such legislation through Capitol Hill. Although the broadcasters' battle lines are not yet defined, the prohibitionists' are. One of the principal defenses used by both media people and liquor advertisers in the past has been the voluntary codes which kept such advertising off the air. Hitting directly at that argument, the temperance league's statement continued:

"The decision of the two stations to carry hard liquor ads on the air completely refutes the claims that self-regulation is adequate. The sure way to protect the American home from radio and tv advertising of alcoholic beverages is for Congress to ban all such advertising from interstate commerce. The demand for such action by the next Congress will undoubtedly be greater than ever before because of the decision of stations WCRB and WOMT."

ADVERTISERS & AGENCIES

PETRY PARALLELS SPOT TV, SALES

- **More for one means more for the other, study shows**
- **Statistical cases in point: cigarettes, beers, P&G**

Hike your spot television budget and your sales go up; cut the budget and sales drop.

That's the message offered advertisers and agencies last week by the television division of Edward Petry & Co., station representation firm. The advice was documented in a study of the relationship between changes in spot tv spending and ensuing changes in sales in two fields that rely heavily on television: cigarettes and beer.

The study showed, among cigarette brands, that eight out of nine which increased their spot tv budgets in 1957 also enjoyed an increase in sales, while eight out of nine which cut back on spot television showed a decline in sales. A similar pattern was evident among beer advertisers —10 of 12 leading companies that spent more on spot tv showed sales gains; three of seven who spent less sold less (see tables).

Martin L. Nierman, vice president in charge of sales for Petry-Tv, said that "to the best of our knowledge, this is the first time a firm has issued a thoroughly documented report which directly relates the increase or decrease in the use of an advertising medium to actual sales performance on a brand-by-brand, industry-wide basis."

The Petry study also examined budgets and sales of filter cigarettes as against those of king-sized and regular. Filters got the biggest spot tv increase—and not only gained in sales at a faster clip than the others but also outsold regulars for the first time. The filters' spot tv appropriation in 1957 was 41% ahead of that for 1956, and filter sales also went ahead by 41% while sales of king-sized and regulars dropped back.

The presentation cited Anheuser-Busch and Falstaff as two "outstanding" beer success stories for spot tv in 1957:

• Anheuser switched from network to spot tv in late 1956, made spot television its No. 1 medium in 1957 by almost doubling its spot budget, showed a sales increase of 250,493 barrels and regained No. 1 position in the brewing field.

• Falstaff has been a heavy spot tv user since 1953, using more and more each year and, in 1957, almost doubling its spot allocation by giving it 41% of the overall company appropriation in measured media: from sixth place in the field in 1954, Falstaff rose to fourth in 1955 and 1956, to third in 1957. In addition, Falstaff's sales increase of 430,000 barrels was the largest among brewers last year.

The study also cited Procter & Gamble—"best managed company in the U. S."—as a disciple of spot television: its spot allocation was up from $17,522,450 in 1956 to $25,926,840 in 1957, a gain of 48% (more than four times the rate of increase for any other measured medium used by P & G), and its sales rose by $118,099,352 to a total of $1,156,389,726.

Petry officials said their study "was conceived and prepared as a service to the advertising industry in general," and that

CONTINUED

"beers, cigarettes and Procter & Gamble are just cases in point."

Spokesmen also explained that the beer and cigarette categories were chosen because sales figures are more readily ascertainable in these groups. The "Wootten Report" was source of the cigarette sales figures; the "American Brewer" in the case of beer sales (because of the wide variety of beers, this study was limited to companies selling at least a million barrels a year). Spot tv figures are from those compiled for Television Bureau of Advertising by N. C. Rorabaugh Co.

The following tables show how changes in spot tv were followed by changes in sales:

HOT BRANDS ARE SPOT BRANDS

Brand	1956 Spot Tv*	1957 Spot Tv*	% Change	(Billions of Cigarettes)** 1956 Sales	1957 Sales	% Change
Winston	$ 806,960	$1,960,730	+143%	34.0	40.8	+ 20 %
L&M	3,294,310	3,857,720	+ 17%	20.3	24.8	+ 22.2%
Hit Parade	668,340	2,092,750	+213%	1.8	4.5	+150 %
Viceroy	5,373,290	6,259,790	+ 16%	23.3	24.5	+ 5.1%
Lucky Strike	118,570	123,860	+ 4%	55.5	51.5	— 7.2%
Kent	188,280	1,568,430	+733%	3.4	15.1	+344 %
Parliament	640,180	1,770,990	+176%	1.8	2.0	+ 11 %
Salem	171,320	619,700	+262%	4.0	12.0	+200 %
Kools	3,743,420	5,031,830	+ 34%	11.9	12.3	+ 3.4%

* TvB—N. Rorabaugh
** Wooten Report

SPOT TV CUTS AND SALES DIPS

Brand	1956 Spot Tv*	1957 Spot Tv*	% Change	(Billions of Cigarettes)** 1956 Sales	1957 Sales	% Change
Camels	$ 680,690	$ 290,840	— 57%	69.5	64.0	— 7.9%
Cavalier	292,320	15,900	— 95%	1.0	0.7	—30 %
Chesterfield	1,106,590	127,160	— 89%	37.5	31.8	—15.2%
Pall Mall	390,570	337,300	— 14%	56.0	55.2	— 1.4%
Marlboro	3,404,200	1,452,410	— 57%	14.3	19.5	+36.4%
Philip Morris	3,079,480	1,717,380	— 44%	19.3	15.0	—22.3%
Raleigh	1,733,680	1,130,730	— 35%	7.0	6.7	— 4.3%
Spud	242,200	————	—100%	0.4	0.3	—25 %
Old Gold	1,958,800	1,060,360	— 46%	18.0	15.8	—12.2%

* TvB—Rorabaugh
** Wooten Report

TOP BEERS—THEY INCREASED SPOT

Brewing Company	1956 Spot Tv	1957 Spot Tv**	(Barrel Sales)*** 1956	1957	Difference
Anheuser-Busch	$1,534,680	$2,792,410	5,865,583	6,116,076	+250,493
Joseph Schlitz	638,370	1,752,250	5,942,837	6,021,837	+ 78,462
Falstaff	1,224,430	2,196,180	3,870,000	4,300,000	+430,000
Hamm	1,309,110	1,453,340	3,324,847	3,376,413	+ 51,566
Stroh	401,260	461,070	2,708,750	2,583,515	—125,235
Miller	281,260	359,970	2,245,612	2,322,060	+ 76,448
Schmidt	268,830	383,640	1,850,436	1,757,131	— 93,305
Piel Bros.	1,485,300	1,594,130	1,350,000	1,435,000	+ 85,000
National Brewing	692,150	779,180	1,295,000	1,301,000	+ 6,000
Adolf Coors	33,890	73,070	1,089,295	1,146,585	+ 57,290
Jackson	566,660	643,870	1,051,000	1,107,000	+ 56,000
Olympia	149,380	221,590	1,016,000	1,100,000	+ 84,000

Note that these sales increases were registered in a declining market. Beer production was off slightly in 1957—84.34 million barrels as against 85 million in 1956. Individual company sales gains in the brewing industry were made by outselling the competition.

* Sales of 1 million barrels and over
** TvB—N. C. Rorabaugh
*** American Brewer

REDUCED SPOT TV—SHRINKING SALES

Brewing Company	1956 Spot Tv	1957 Spot Tv**	(Barrel Sales)*** 1956	1957	Difference
Ballantine	$1,852,280	$1,814,930	3,966,513	3,981,728	+ 15,215
Carling	1,348,860	1,231,440	2,996,823	3,150,188	+154,165
Pabst	1,962,580	1,480,060	3,400,000	2,900,000	—500,000
Lucky Lager	680,600	486,250	1,960,114	2,068,217	+108,103
Jacob Ruppert	489,400	433,170	1,539,289	1,490,344	— 48,945
Drewrys Ltd.	606,970	449,050	1,431,921	1,368,712	— 63,209
Duquesne	512,800	447,520	1,045,767	1,061,920	+ 16,153

In the overall, the twelve companies which increased their spot tv expenditures increased their sales by 956,854 barrels. The seven companies which reduced their spot tv expenditures showed a sales loss of 318,468 barrels.

* Sales of 1 million barrels and over
** TvB—N. C. Rorabaugh
*** American Brewer

TvB Wields Statistics In Auto Budget Battle

A new weapon was launched last week by tv forces in the continuing battle over auto makers' media allocations.

The Television Bureau of Advertising has issued to members a new "factual graph" in the form of a "calculating wheel," or as TvB terms it, a "Power Steering" wheel.

Purpose of this graph: to convince dealers and manufacturers why television is basic to their purposes.

To support its position, TvB uses sources including A. C. Nielsen statistics showing percentage of new and used car homes viewing tv by half-hour segments each evening of the week; an NBC-TV study this year of auto dealers and shoppers of seven car makes representing 80% of new car sales; studies by NBC-TV and ABC-TV on auto dealers made in 1956; a CBS-TV study of dealers made in 1954 and a special TvB study of auto shoppers in 26 states made two years ago.

The marshalling of this material by TvB follows closely the bureau's dissemination of an auto success story kit [LEAD STORY, Oct. 13] and its research report on the *Bob Hope Buick Show* released at the peak of newspaper resistance to the Buick-McCann-Erickson pro-tv approach in advertising for its 1959 models [ADVERTISERS & AGENCIES, Oct. 6].

Along with the "Power Steering" wheel calculator, TvB issued a composite table which incorporates some specific information taken from the various auto dealer studies. The table sets forth in summary what the dealers thought manufacturers should do in increasing or decreasing their various media budgets. The table:

Media	*Increase*	*Decrease*	*Net Income*
Television	51%	5%	+46%
Magazines	10%	24%	—14%
Newspapers	29%	15%	+24%

The calculator, prepared by the TvB sales promotion department, gives answers for three groups, dealers, car shoppers and the general public, on advertising impact and effectiveness of major media. On the reverse side of the wheel, a chart shows actual percentages of new and used car homes viewing tv via evening half hours.

Ad Budgets Up in Slump: Head

The nation's leading manufacturers, during the 1957-58 recession, tended to increase their advertising budgets, according to George W. Head, chairman of the Council on Advertising Clubs, Advertising Federation of America. This point was the subject of "Repros"—a new AFA club monthly newsletter which Mr. Head will edit and publish. Citing a 9½% increase in advertising expenditures of the nation's top 100 advertisers during the first nine months of 1958 over the preceding year, Mr. Head reported, "the country's largest, most successful concerns, know that advertising is a sales tool. It is deadly logic to operate a business on the premise that 'when business is good, there is no need for extra stimulus through advertising, and when business is bad, we can't spare the dollars for advertising.' "



MR. GRIBBIN MR. LARMON MR. BROCKWAY

23-YEAR MAN BECOMES PRESIDENT AT Y&R

George H. Gribbin joined Young & Rubicam, New York, 23 years ago as a copywriter.

Last week he was elected president of the agency, one of the leading advertising agencies in the U. S. and in the top bracket in broadcast billings.

Mr. Gribbin spent most of his years at Y & R with copy but in 1951 he was elected a vice president and placed in charge of radio-tv commercials. Three years later he became copy director with responsibility over both print and radio-tv copy and in 1956 was appointed a senior vice president.

In the Y & R shift, Sigurd S. Larmon, who has been the agency's president and chairman of the board since 1943, continues as chairman and also becomes chief executive officer. Louis N. Brockway, Y&R executive vice president, moves to a new post of chairman of the executive committee.

Appointment of three new executive vice presidents at Y&R were announced by Messrs. Larmon and Gribbin. They are Frank Fagan, with the agency since 1934, a vice president and contact supervisor since 1943 and a senior vice president since 1953; Harry Harding, with Y&R since 1943, vice president in charge of contact since 1951 and a senior vice president in 1953, and Harry Enders, associated with the agency since 1936, secretary and treasurer of the company and elected a vice president in 1955.

Mr. Brockway joined Y & R in 1930 as a contact man, was made vice president in 1939, executive vice president in 1943.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

GAMES ON RADIO • Milton Bradley Games, Springfield, Mass., is scheduling its first major Christmas push in broadcast media. Through Charles W. Hoyt Co., N. Y., Bradley is planning four-week saturation (20 announcements per week) spot radio push in 30 markets starting Nov. 17.

MORE GAMES • Pre Santa spot tv campaign planned by Selchow & Righter Co. (games, novelties and puzzles), N. Y., for few of its games in about 10 markets, beginning just before Thanksgiving and continuing to Christmas.

SUNLIGHT SALES • New and additional daytime business of $2.3 million gross was announced last week by NBC-TV, which reported sell-out of Monday through Friday, 10:30 a.m.-1 p.m. block of programs. Additional business was received from Procter & Gamble Co., Lever Bros. Co. and Whitehall Labs, and new business from Pharmaceuticals Inc., all of whom bought segments on various daytime shows.

OPERA SEASON • Texas Co. (Texaco), N. Y., will sponsor 20 matinee performances of Metropolitan Opera this season on CBS Radio (Saturdays, starting Nov. 29 at 2 p.m. EST), marking Texaco's 19th straight year of opera sponsorship on radio. This year performances will be on CBS Radio for first time (formerly was on ABC Radio). In Canada, performances will be carried by the Canadian Broadcasting Corp. under sponsorship of McColl-Frontenac Oil Co. Ltd. Cunningham & Walsh, N. Y., is Texaco's agency.

DAY'S WORK • Three orders totaling $800,000 gross for participations on NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) and *The Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 a.m.) were announced last week by network. Alberto-Culver Co. (hair preparations), Chicago, through Geoffrey Wade Adv., Chicago, has bought 93 participations on *Today* during the first half of 1959 and 93 participations on *Jack Paar*. G. and C. Merriam Co. (Webster's Dictionary), Springfield, Mass., through Anderson & Cairns, New York, four participations on *Today*, during the last quarter of this year and Block Drug Co. (Nytol), Jersey City, through Sullivan, Stauffer, Colwell & Bayles, New York, seven participations on *Today* during the final quarter of this year.

MIND OVER NETWORK • Aluminum Co. of America, currently sponsoring *Alcoa Theatre* (NBC-TV Mon. 9:30-10 p.m.) is negotiating with ABC-TV for film series of psychological dramas for programming in Tuesday 10-10:30 p.m. time period on approximately 100 stations. Alcoa has tentatively reserved time period, starting date undetermined. Fuller & Smith & Ross, N. Y., is agency.

TOYS ON TV • Fun Bilt Toys has launched "token" pre-Christmas tv campaign, using participations on children's programs in 10 markets to advertise juvenile photographic outfit called Foto Fun Kit, color-on-color-off book whose pages can be colored, wiped off and recolored, and other juvenile playthings. "We are using live tv demonstrations to sell these toys," Frank Moreland, partner in Killingsworth-Moreland, L. A., agency for Fun Bilt, said. The pre-Christmas campaign is forerunner for much more extensive campaign for 1959, he stated, pointing out that Fun Bilt is new company which has been in business only since August.

ORGANIZING • Radio-tv will "no doubt" figure in new advertising campaign for Organ Corp. of America being readied by its new agency, Wexton Adv., N. Y. agency official declared last week. But Wexton declined to specify whether broadcast would involve spot or network participations on behalf of client's new electric concert chord organ.

ELECTION PURCHASE • A-S-R Products Corp., (Gem razors and blades) New York, and Bayuk Cigars (Phillies) Philadelphia, will co-sponsor election night results over entire NBC-TV network. A-S-R will introduce new Gem push-button razor appropriately termed "The People's Choice." Kenyon & Eckhardt, N. Y., is agency for A-S-R; Feigenbaum & Werman, Philadelphia, is Bayuk agency.

CHRYSLER LOVES PARADES • Chrysler Corp., through Leo Burnett Co., will sponsor for fifth consecutive year ABC-TV's coverage of 32nd annual "J. L. Hudson Thanksgiving Day Parade," from Detroit, November 27, 10:15-11 a.m. Program will orginate through WXYZ-TV Detroit.

ELECTRONICS ON SPOT • Shure Bros. Inc. (microphones, electronic components), Evanston, Ill., has launched short-term spot announcement campaigns on fm stations coincident with high fidelity expositions in each of six major cities to introduce new professional stereo dynetic phonograph cartridge. Two-week drive covers New York (two stations), Philadelphia, Boston, Los Angeles and San Francisco (one station each) and is extension of campaign on four stations in Chicago during recent high fidelity show. One minute spots on fm are timed before, during and after local hi-fi expositions. Schedule varies from 14 to 30 fm spots per week in cities and is understood to represent expenditure of "several thousand dollars." Agency for Shure is William Hart Adler, Chicago.

TIMELY DRIVE • Four-week series of participations on three network programs has been purchased by Elgin National Watch Co. through J. Walter Thompson Co. Pre-Christmas campaign will run Nov. 25 through Dec. 20 on NBC-TV's *Perry Como Show* and *Wagon Train;* and ABC-TV's alternating *Cheyenne* and *Sugarfoot.*

Tv networks know well: where there's smoke, there's money

Of the 15 top brand advertisers in network tv last August, six were cigarettes. Winston, Salem, L&M filter tip, Viceroy, Herbert Tareyton and Kent made up the strength of tobacco brands spending the most on network tv in one month.

As usual, automobiles were heavy contributors to network tv, four cars figuring in the top 15: Chevrolet, Ford, Dodge and Mercury. Aside from cigarettes and autos, only five brands were left—two headache remedies (Anacin and Bufferin), a camera (Eastman Kodak) and two detergents (Tide and Cheer).

The highest gross billing company remained Procter & Gamble ($2 million more in August than its nearest contender, Colgate-Palmolive).

Lever Bros., General Foods and American Home Products completed the first five.

The advertiser breakdown in network tv billing is provided by Television Bureau of Advertising based on reports by Leading National Advertisers and Broadcast Advertising Reports.

In gross time billings by day parts, nighttime chalked up a gain of 9.4% to more than $30.3 million in August as compared to over $27.7 million in August 1957, while the January-August 1958 nighttime gross time charges rose 13.4% from the $230 million to the $261 million level.

Daytime grosses in August continued to dip in the Monday-Friday period (down 3.4%) but were up 6.6% for that time in January-August, and also up 32.3% in Saturday and Sunday during August, up 10% in the January-August period.

As had been indicated in the July figures [ADVERTISERS & AGENCIES, Sept. 29], the toiletries product group has been moving along in front of the pack. In August, toiletry advertisers invested (at gross rates) over $8.3 million in network tv, about $1 million more, compared to food advertisers. In the January-August summary, foods still led by more than $3.5 million.

The LNA-BAR compilation of network gross time billings for August were $41,509,492, a 6.8% increase over the same month of last year. All tv networks reported increases for comparative periods.

TOP 15 *By Company*

AUGUST 1958

1.	PROCTER & GAMBLE	$4,176,016
2.	COLGATE-PALMOLIVE	2,077,594
3.	LEVER BROTHERS	1,773,249
4.	GENERAL FOODS	1,549,607
5.	AMERICAN HOME PRODUCTS	1,488,223
6.	R. J. REYNOLDS TOBACCO	1,470,761
7.	GILLETTE	1,347,326
8.	GENERAL MOTORS	1,225,195
9.	BRISTOL-MYERS	1,171,089
10.	GENERAL MILLS	1,060,565
11.	FORD MOTOR	1,032,610
12.	AMERICAN TOBACCO	921,639
13.	STERLING DRUG	798,074
14.	PHARMACEUTICALS INC.	789,863
15.	P. LORILLARD	756,795

By Brand

1.	ANACIN TABLETS	$697,245
2.	WINSTON CIGARETTES	630,978
3.	CHEVROLET PASSENGER CARS	610,517
4.	TIDE	572,421
5.	SALEM CIGARETTES	512,211
6.	DODGE PASSENGER CARS	466,290
7.	L&M FILTER TIP CIGARETTES	455,079
8.	VICEROY CIGARETTES	453,515
9.	FORD PASSENGER CARS	433,200
10.	HERBERT TAREYTON CIGARETTES	404,404
11.	KENT CIGARETTES	404,051
12.	CHEER DETERGENT	375,734
13.	BUFFERIN	371,115
14.	MERCURY PASSENGER CARS	365,490
15.	EASTMAN KODAK CAMERAS	357,938

NETWORK SPENDING *By Product Categories*

	AUGUST 1958	JAN.-AUG. 1958
AGRICULTURE & FARMING	$ ———	$ 51,347
APPAREL, FOOTWEAR & ACCESSORIES	339,551	3,133,063
AUTOMOTIVE, AUTO. ACCESSORIES & EQUIPMENT	3,135,915	35,811,579
BEER, WINE & LIQUOR	603,235	4,251,311
BUILDING MATERIALS, EQUIPMENT & FIXTURES	280,629	1,385,111
CONFECTIONERY & SOFT DRINKS	644,217	5,901,662
CONSUMER SERVICES	137,286	1,981,983
ENTERTAINMENT & AMUSEMENT	———	249,989
FOOD & FOOD PRODUCTS	8,232,576	69,806,396
GASOLINE, LUBRICANTS & OTHER FUELS	152,315	1,605,939
HORTICULTURE	114,000	944,295
HOUSEHOLD EQUIPMENT & SUPPLIES	1,741,105	15,500,469
HOUSEHOLD FURNISHINGS	329,810	2,162,684
INDUSTRIAL MATERIALS	1,004,306	11,699,761
INSURANCE	562,323	4,665,955
JEWELRY, OPTICAL GOODS & CAMERAS	521,555	6,750,874
MEDICINES & PROPRIETARY REMEDIES	3,960,645	35,489,702
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	584,797	4,616,556
POLITICAL	15,345	81,519
PUBLISHING & MEDIA	———	827,833
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	506,668	4,708,596
SMOKING MATERIALS	4,717,896	38,408,891
SOAPS, CLEANERS & POLISHES	4,555,596	41,205,640
SPORTING GOODS & TOYS	71,830	881,552
TOILETRIES & TOILET GOODS	8,313,262	66,204,708
TRAVEL, HOTELS & RESORTS	204,138	1,773,489
MISCELLANEOUS	780,492	5,598,546
Total	**$41,509,492**	**$365,699,450**

LNA-BAR: Gross Time Costs Only

In-Out Campaign For Medigum Takes Advantage of Cold Spells

Pharmaco Inc., Kenilworth, N. J., is placing its entire advertising budget (an estimated $100,000) for Medigum cough remedy into spot television under a buying procedure that will coincide with periods of above-normal cold incidence. The agency is Doherty, Clifford, Steers & Shenfield.

The campaign, beginning this month and continuing through March, will be on an in-and-out basis, depending on the weather. The company will use up to 120 markets in cold weather, with each spot effort purchased on a one-week basis.

Filmed commercials for Medigum have been shipped to the first and second choice stations for future use. When cold incidence reaches a predetermined level in a market, the agency will advise the station representative that Medigum has a certain number of dollars for a one-week campaign. If the first station cannot deliver the spots, the second outlet will be notified.

When the cold incidence returns to a level which does not call for advertising support, orders will not be placed for the following week.

Matthews, Carpenter Form Agency

Tom Matthews, formerly with WNOR Norfolk, Va., and William M. Carpenter, vice president, Community Club Services Inc., New York, have formed an advertising agency as a subsidiary of CCS. Mr. Matthews is president of the Matthews & Carpenter. Other staffers include Joseph B. Matthews and John C. Gilmore.







SPEAKING OF FIRSTS . . . .

And We've Had Many Of Them!

. . . . . Today on Our Eleventh Anniversary

We want to be FIRST to extend to You

Best Wishes
For
a Merry Christmas and
a Happy New Year...

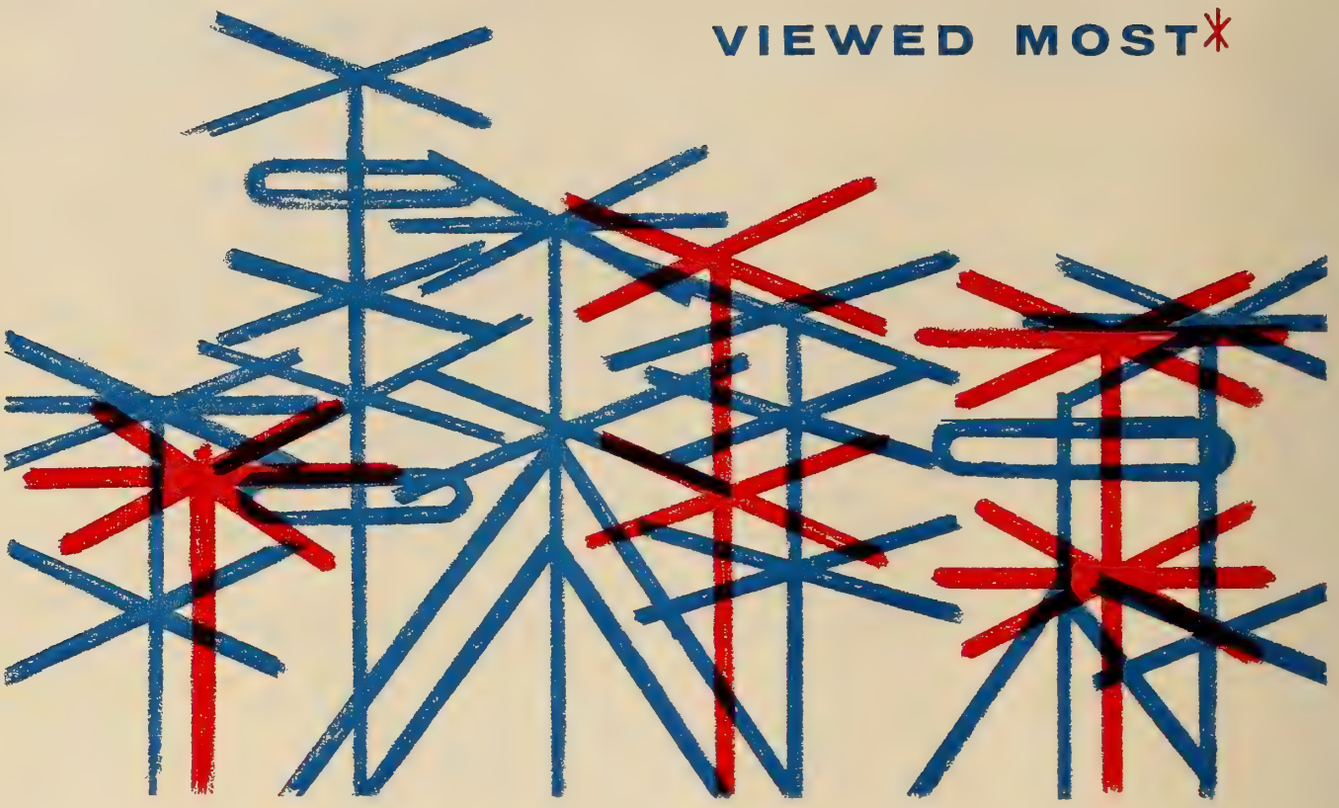




WMAR-TV channel **2**

SUNPAPERS TELEVISION • BALTIMORE, MD.

Represented Nationally by The KATZ Agency



VIEWED MOST*

*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

LATEST RATINGS

NIELSEN

TOP 10 NETWORK SHOWS

Tv Report for Sept. 6-20

TOTAL AUDIENCE†

	No. Homes (000)
1. *Gunsmoke*	17,922
2. *Ed Sullivan Show*	15,704
3. *Have Gun, Will Travel*	14,790
4. *Wells Fargo*	14,094
5. *I've Got A Secret*	14,007
6. *GE Theatre*	13,790
7. *Top Ten Lucy Shows*	13,616
8. *Perry Como Show*	13,398
9. *Bob Hope Show*	12,963
10. *Alfred Hitchcock Presents*	12,876

Rank	% Homes*
1. *Gunsmoke*	42.3
2. *Ed Sullivan Show*	36.8
3. *Have Gun, Will Travel*	35.1
4. *GE Theatre*	33.3
5. *Wells Fargo*	33.1
6. *I've Got A Secret*	32.8
7. *Top Ten Lucy Shows*	32.2
8. *Perry Como Show*	31.6
9. *Alfred Hitchcock Presents*	30.8
10. *Bob Hope Show*	30.6

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	17,096
2. *Have Gun, Will Travel*	14,138
3. *Wells Fargo*	12,833
4. *I've Got A Secret*	12,789
5. *Top Ten Lucy Shows*	12,659
6. *GE Theatre*	12,354
7. *Alfred Hitchcock Presents*	11,789
8. *Ed Sullivan Show*	11,528
9. *Wyatt Earp*	11,267
10. *Buckskin*	11,006

Rank	% Homes*
1. *Gunsmoke*	40.3
2. *Have Gun, Will Travel*	33.5
3. *Wells Fargo*	30.1
4. *I've Got A secret*	29.9
5. *Top Ten Lucy Shows*	29.9
6. *GE Theatre*	29.8
7. *Alfred Hitchcock Presents*	28.2
8. *Wyatt Earp*	27.2
9. *Ed Sullivan Show*	27.0
10. *Buckskin*	25.8

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for September

Rank	No. Viewers (000)
1. *Ed Sullivan*	40,420
2. *Have Gun, Will Travel*	38,670
3. *I've Got A Secret*	38,030
4. *Wells Fargo*	34,260
5. *I Love Lucy*	33,950
6. *Wyatt Earp*	29,840
7. *Wagon Train*	29,740
8. *Real McCoys*	29,500
9. *Lassie*	29,060
10. *Father Knows Best*	28,680
Miss America Pageant (Special)	58,430

Rank	Rating
1. *I've Got A Secret*	37.6
2. *Wells Fargo*	34.7
3. *Have Gun, Will Travel*	34.3
4. *Ed Sullivan*	31.9
5. *I Love Lucy*	30.6
6. *Wyatt Earp*	29.6
7. *Restless Gun*	28.9
8. *Best Of Groucho*	28.8
9. *Real McCoys*	28.6
10. *Wagon Train*	28.6
Miss America Pageant (Special)	51.5

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PULSE

TOP 20 NETWORK PROGRAMS

Tv Report for August-September

Once-a-Week

Rank	Rating Sept.	Aug.
1. *Miss America Pageant*	34.4	
2. *Have Gun, Will Travel*	26.7	26.0
3. *Alfred Hitchcock*	25.4	24.3
4. *Ed Sullivan*	25.3	23.3
5. *Wells Fargo*	24.6	22.8
6. *GE Theatre*	23.7	23.2
7. *Wyatt Earp*	23.0	20.6
8. *I Love Lucy*	22.5	20.2
9. *Restless Gun*	22.5	22.2
10. *Playhouse 90*	22.4	19.8
11. *Father Knows Best*	22.2	20.8
12. *I've Got A Secret*	21.9	21.4
13. *What's My Line*	21.5	22.5
14. *Wagon Train*	21.0	21.5
15. *Oh Susanna*	20.8	
16. *Perry Mason*	20.6	19.4
17. *Phil Silvers*	20.4	19.9
18. *Playhouse of Stars*	19.8	20.0
19. *Robert Cummings*	19.8	
20. *$64,000 Challenge*	19.7	20.4
21. *Boxing*	19.5	

TOP 10 NETWORK PROGRAMS

Multi-Weekly

Rank	Rating Sept.	Aug.
1. *Mickey Mouse Club*	10.2	10.3
2. *Price Is Right*	9.8	10.3
3. *American Bandstand*	9.4	8.9
4. *CBS News*	9.2	9.5
5. *Guiding Light*	8.0	7.9
6. *Search For Tomorrow*	7.9	7.8
7. *Treasure Hunt*	7.5	8.0
8. *Love of Life*	7.2	7.0
9. *Jack Paar Show*	7.1	
10. *Who Do You Trust*	7.1	7.0

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3-3:30, 4-5 p.m.

Best of Groucho (NBC-178): Toni (North), DeSoto (BBDO), Thurs. 8-8:30 p.m.

Buckskin (NBC-181): Ford (JWT), Thurs. 9:30-10 p.m.

Calvacade of Sports (NBC-179): Gillette (Maxon), Fri. 10 p.m.-conclusion

CBS News (CBS-62): Whitehall (Bates), Mon-Fri. 7:15-7:30 p.m.

Cheyenne (ABC-120): General Electric (Y&R), Tues. 7:30-8:30 p.m.

Perry Como Show (NBC-174): participating sponsors, Sat. 8-9 p.m.

Bing Crosby (ABC-195): General Motors Oldsmobile Div. (Brother) Oct. 1, 9:30-10:30 p.m.

Bob Crosby (NBC-173): participating sponsors, Sat. 8-9 p.m.

Bob Cummings (NBC-138): R. J. Reynolds (Esty), Tues. 9:30-10 p.m.

Desilu Playhouse (CBS-104): Westinghouse (M-E) Mon. 10-11 p.m

Father Knows Best (NBC-105): Scott Paper (JWT), alternating with Lever (NL&B), Wed. 8:30-9 p.m.

Frontier Justice (CBS-151): General Foods (B&B), Mon. 9:30-10 p.m.

GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-113): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-118): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-146): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Show (NBC-180): Buick (M-E), Tues. 9-10 p.m.

I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-170): Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-141): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Art Linkletter (CBS-93): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-159): participating sponsors, Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-111): participating sponsors, Mon.-Fri. 5-6 p.m.

Miss America Pageant (CBS-187): Philco (BBDO), Sat. Sept. 6, 10 p.m-midnight.

Jack Parr Show (NBC-119): participating sponsors, Mon.-Fri. 11:15-1 a.m.

Perry Mason (CBS-132): Armour (FC&B), alternating with Libbey - Owens - Ford (F&S&R), Sat. 7:30-8:30 p.m.

Playhouse 90 (CBS-134): participating sponsor, Thurs. 9:30-11 p.m.

Playhouse of Stars (CBS-140): Schlitz (JWT), Fri. 9:30-10 p.m.

Price Is Right (NBC-150): participating sponsors, Thurs. 11-11:30 a.m.

Queen For a Day (NBC-162): participating sponsors, Mon.-Fri. 4-4:30 p.m.

Real McCoys (ABC-121): Sylvania Electric (JWT), Thurs. 8:30-9 p.m.

Restless Gun (NBC-109): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.

Search for Tomorrow (CBS-121): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers Show (CBS-191): Reynolds (Esty), Schick (B&B), Fri. 9-9:30 p.m.

$64,000 Challenge (CBS-117): Lorillard (L&N), Revlon (W&L), Sun. 10-10:30 p.m.

Ann Sothern (CBS-158): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan Show (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

Treasure Hunt (NBC-168): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Truth or Consequences (NBC-115): Alberto Culver (Bates), Mon.-Fri. 2-2:30 p.m.

Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.

Wagon Train (NBC-165): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

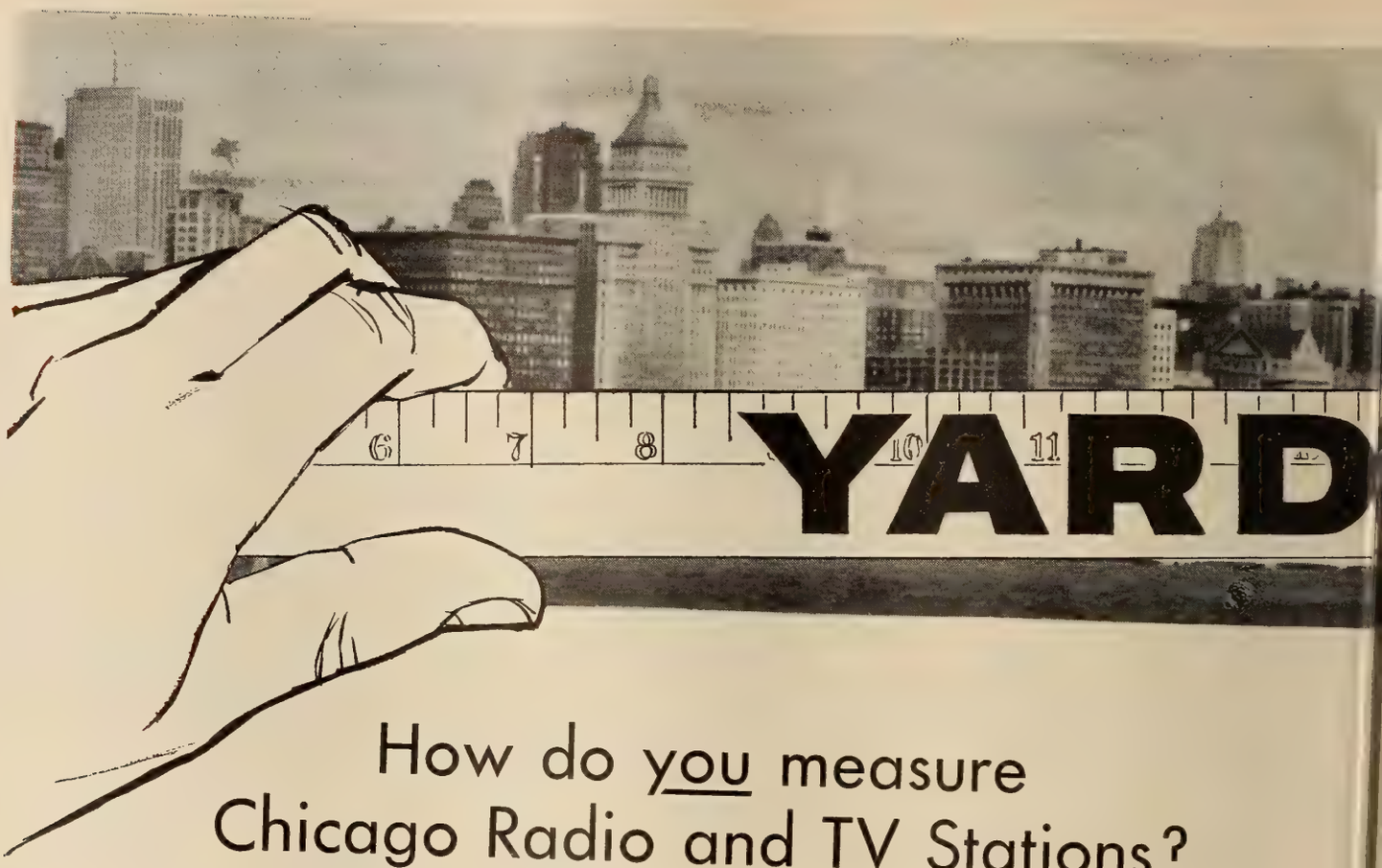
Wanted, Dead or Alive (CBS-154): Brown & Williamson (Bates), Sat. 8:30-9 p.m.

Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Burnett), Sun. 10:30-11 p.m.

Who Do You Trust (ABC-77): participating sponsors, Mon-Fri. 3:30-4 p.m.

Wyatt Earp (ABC-137): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.



How do you measure Chicago Radio and TV Stations?

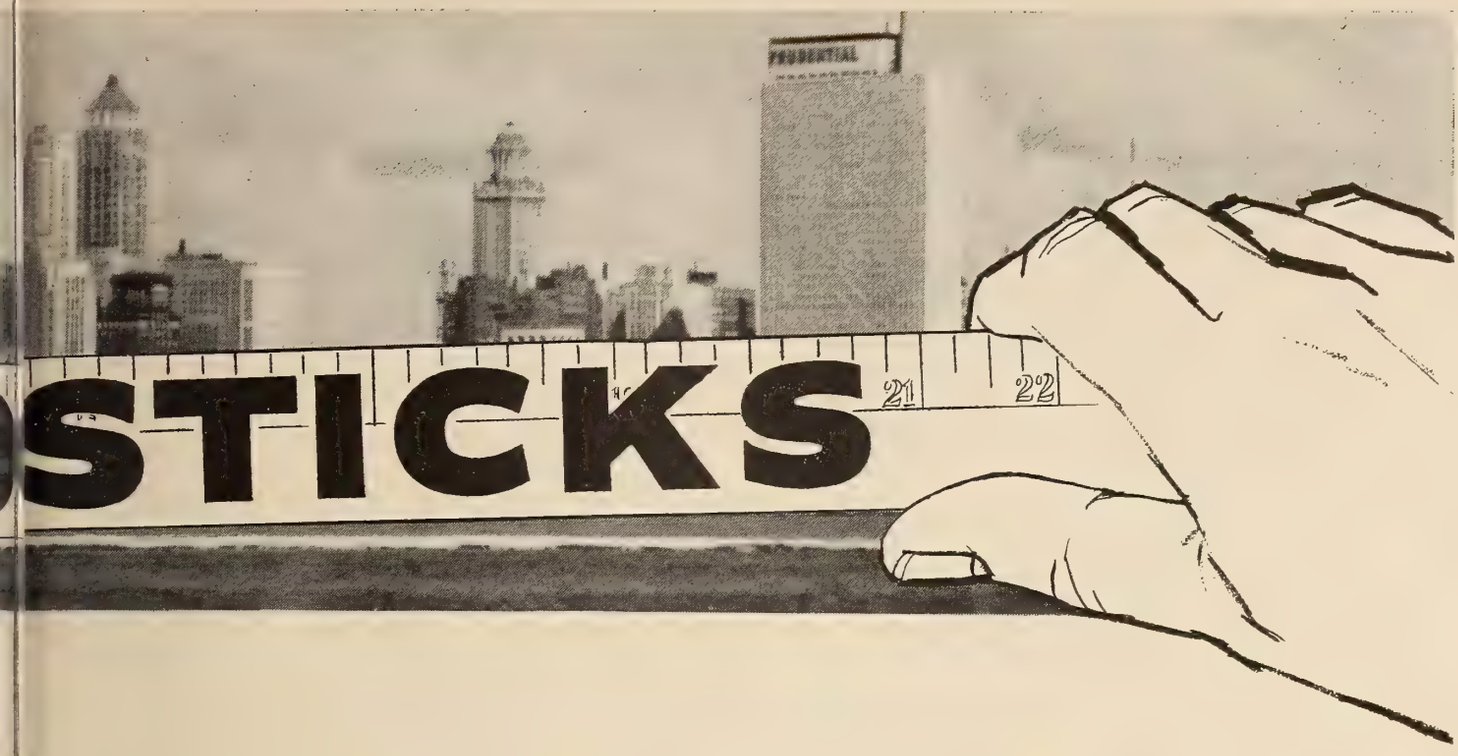
Here are two "yardsticks" that show how WGN and WGN-TV measure up:

WGN-TV

QUARTER HOUR FIRSTS LEADERSHIP

	ARB August, 1958	Nielsen, 4 Week August, 1958
WGN-TV	**126**	**129.5**
Network X	116	90
Network Y	70	115.5
Network Z	118	86

QUALITY and INTEGRITY



WGN-RADIO

REACHING MORE HOMES THAN ANY OTHER CHICAGO STATION*

Total Radio Homes in Area .. 4,939,780 .... **WGN** leads by **975,540**

Homes Reached Day or Night—

Monthly .. 1,663,050 .... **WGN** leads by **336,450**
Weekly .. 1,497,710 .... **WGN** leads by **268,930**

Daytime Circulation—

Weekly .. 1,349,700 .... **WGN** leads by **221,420**
Daily ..... 826,580 .... **WGN** leads by **20,810**

Nightime Circulation—

Weekly .... 850,440 .... **WGN** leads by **224,000**
Daily ..... 465,440 .... **WGN** leads by **109,430**

*NCS No. 2

n Chicago

QUALITY RADIO WGN TELEVISION INTEGRITY

Council Recession Push Outstanding, Ebel Says

The Advertising Council "Confidence in a Growing America" campaign to fight recession psychology and restore public confidence in the national economy has been one of the Council's most successful efforts, Edward W. Ebel, chairman of the Radio & Television Committee, reported last Monday (Oct. 20). It is also one of the largest, with $20 million pledged in time and space.

Speaking at a luncheon given by the council in Hollywood, Mr. Ebel, who is vice president in charge of advertising services for General Foods, reported that from April through July radio and tv delivered over a billion home impressions to the campaign, with more than 350 messages broadcast on network commercial programs alone. At the local level, over 500 tv and 2,500 radio stations have broadcast an average of 50 messages each, he said. The printed media have also helped and over 300,000 of the booklets, "Your Future in a Growing America," offered in all the messages, have been distributed.

Robert M. Gray, advertising manager, Esso Standard Oil Co., was volunteer coordinator for the campaign; McCann-Erickson was the volunteer agency, with Grey Adv. Agency volunteer agency for a special trade paper campaign and Communications Counselors volunteer public relations agency.

Describing the campaign as "one of the Council's greatest challenges," Mr. Ebel pointed out that it began at a time when most economists believed that the "slump was getting slumpier" and that it probably would be worse than the recessions of 1948-49 and 1953-54. By pointing to the growing population and the concomitant need for more food, homes, autos, schools and almost everything else, as well as increased job opportunities, the council messages turned the tide. By the end of August, most economists agreed that the backbone of the depression was broken and credited the Advertising Council campaign with doing the breaking.

Dr. Frank Sparks, president of the Council for Financial Aid to Education, thanked the Advertising Council and its advertising, agency and media supporters for the aid to higher education campaign, which he said had been largely responsible for increasing contributions to American schools and colleges from a little over $600 million a year to a little under $1 billion a year in only two years time. Gordon C. Kinney, council director of radio-television, reported briefly on other current council campaigns. Walter Bunker, Young & Rubicam vice president in Hollywood, chairman of the Hollywood Radio-Tv Committee, was chairman.

The annual report of the Ad Council, distributed at the luncheon, states that in 1957 sponsored network radio programs delivered more than two billion home impressions donated to 18 major campaigns and 52 other causes, an increase of 57% over 1956. In the first half of 1958, "regular weekly radio support was contributed to 13 major campaigns and 29 other projects," the report continues. The 1958 support so far amounts to more than half a billion home impressions.

In tv, "circulation contributed by network advertisers alone in 1957 jumped 50% over the previous year's total, from 10 billion tv home impressions to over 15 billion. Results for the first half of 1958—9.5 billion home impressions—indicate that this is a continuing trend," the report notes, adding that in addition to the messages on sponsored shows, the tv networks and stations provided time and talent to many council campaigns. The Hollywood committee, for its part, "helped get steady increases in support from filmed programs."

The report also points out the efforts of NAB "to broaden local station cooperation in every community" and the cooperation of the Screen Actors Guild in "helping to make possible increasingly effective and dramatic film material for television." More and more stations, both radio and tv, are using the council campaign kits in their programming.

Repplier Sums Up 13-Year Drive In Report at Safety Conference

About $130 million worth of free advertising time and space, including an aggregate of 14 billion radio-tv home impressions, have been contributed to traffic safety campaigns the past 13 years. And advertisers donated about $20 million worth of free time and space to the recent anti-recession campaign.

These were some of the figures recounted by Theodore S. Repplier, president of the Advertising Council, in a banquet address before the 46th National Safety Council in Chicago's Conrad Hilton Hotel Wednesday evening (Oct. 22).

Mr. Repplier pointed out that when the Advertising Council launched its "Confidence in a growing America" drive last April, employment and industrial production were off and "almost everybody agreed the slump would be longer and deeper than any recent ones." Over a period of four months, an estimated $20 million was contributed by advertisers for "a peacetime record." The campaign hit its peak around June 15, Mr. Repplier recalled, and "the first cracks in the recession appeared soon thereafter."

While certain evidence was not conclusive, he added, "many economists and the Secretary of the Treasury feel this campaign helped shorten the recession." If it did, we have made a discovery perhaps equal in importance to a cure for tuberculosis, in terms of sparing human misery." The Advertising Council's 15 annual campaigns prove advertising "has the power to change habits," he commented.

Thirteen years of traffic safety campaigns have produced through advertising (1) over 62,000 full pages of newspaper space; (2) 250,000 outdoor posters; (3) nearly a million car cards; (4) 426 pages of consumer magazine advertising, and (5) the 14 billion radio-tv home impressions.

"This is more than 3,000 times the circulation secured by a full season's run of the *Ed Sullivan Show*," Mr. Repplier observed.

Radio-Tv in 1959 Again Slated For 60-65% of Marlboro Budget

Marlboro cigarette advertising in 1959 will be slightly higher than the $5 million now spent yearly on this Philip Morris Inc. filter brand, but the 60-65% proportion spent in the broadcast media will remain the same. This was the information given by Thomas S. Christensen, Marlboro brand manager, in Washington last week.

Marlboro, Mr. Christensen stated, has been finding that professional sports on tv are growing year by year in popularity. It

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Oct. 27-31, Nov. 3-5 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Oct. 27-31, Nov. 3-5 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Oct. 27, Nov. 3 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey Adv.

Oct. 27, Nov. 3 (10-10:30 p.m.) *The Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Oct. 28 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson and RCA Whirlpool through Kenyon & Eckhardt.

Oct. 29, Nov. 5 (8:30-9 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Oct. 29, Nov. 5 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson Co.

Oct. 30 (9:30-10 p.m.) *The Ford Show,* Ford through J. Walter Thompson.

Oct. 31 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Nov. 1 (8-9 p.m.) *The Perry Como Show,* participating sponsors.

Nov. 2 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Nov. 2 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey.

Nov. 2 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

Nov. 4 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



They're All Listening to **AP** *News*

(Mats are available to AP members on request)



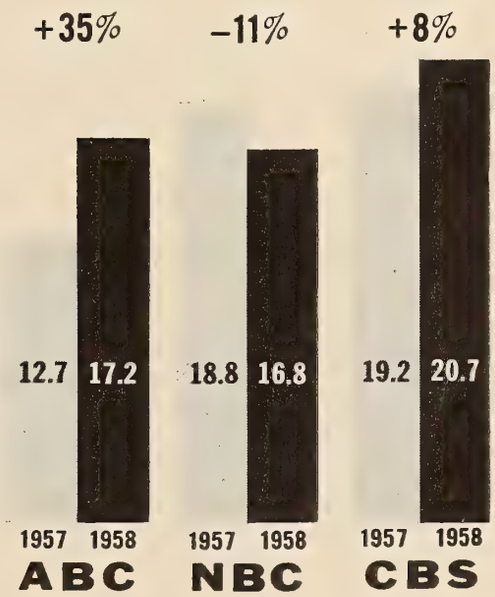
Talk about

*Source: Trendex, October 1958 vs. October 1957; *all* sponsored evening programs (excluding news and religious programming) *for the prime evening hours* – 7:30-10:30 P.M. **Important: these figures are from the latest (and only) official Trendex reports available to the television industry . . . and not from a special study prepared for any specific network.**



COMPARATIVE RATINGS*

All Sponsored Evening Programs, 7:30 - 10:30 P. M.



Look at the bar graph (above). It represents the Trendex ratings for the first week of the new TV season. The bar graph for share-of-audience tells just about the same story: ABC up from 23.4 to 31.7 — an increase of 35%, as compared to an increase of only 6% for CBS and a drop of 13% for NBC.

No matter how you break it down, ABC-TV's early-season gains have been resounding. The season, of course, has just started. But even at this stage, it is rewarding to witness the mounting competitive strength of

ABC TELEVISION



MR. CHRISTENSEN



MR. SMITH

intends, he said, to maintain its television sponsorship of professional sports all year round. Marlboro is now sponsoring professional football on eight regional tv networks, and just finished sponsoring CBS' baseball *Game of the Week*. Other sponsored sports will include hockey in season, Mr. Christensen said.

Marlboro is also a participating sponsor on NBC-TV's *Jack Paar Show* and CBS-TV's *To Tell the Truth*. It uses selected film series on a national spot basis.

Owen B. Smith, vice president of the Leo Burnett Co., Chicago, told the Washington Advertising Club about "The Marlboro Story" last week in Washington, D. C.

He illustrated his talk, which emphasized the origination of the flip-top box and the tattooed, virile type of advertising, with films of tv commercials and recordings of radio announcements. Mr. Smith's speech was opened with a "call for Philip Morris" by the radio-famous "Johnny," making a personal appearance.

Lorillard Credits Tv for Gains

"Fantastic" increases in both third quarter and first nine-month sales and income for 1958 were reported last week by P. Lorillard Co., New York, attributing most of the gain to consumer acceptance of Kent cigarettes and the tv promotion behind them. For the third quarter of 1958, Lorillard reports $132,024,998 sales (as against 1957 third-quarter sales of $86,259,476) and income of $7,478,350 (as against $3,076,028 in 1957). First nine-month report for 1958 (ending Sept. 30) reports net sales of $353,292,387 as against $190,901,125 for the first nine months of 1957; income for this period in 1958 as against a similar 1957 period was $19,303,199 vs. $5,797,520.

Lorillard agency is Lennen & Newell Inc., New York.

Benrus Moves From L&N to Grey

The Benrus Watch Co., New York, announced last week it has appointed Grey Adv., New York, as its new agency, effective Nov. 1. The account has been handled for the past two years by Lennen & Newell, New York. Benrus had been billing about $2 million but it is reported that this year's figure is "well below" that amount. The watch firm has been a fairly active spot-radio tv advertiser in the past but Grey has not as yet announced media plans for the account.

FC&B Moves Tully to New York As Phase Two in Eastward Shift

Foote, Cone & Belding has taken another step in its gradual move toward a New York centralized operation geared to the East Coast.

Richard W. Tully is the second top-level executive to move from Chicago to New York in the past year.

Mr. Tully, vice president and general manager of the agency's Chicago office, has been named to a newly-created post of chairman, national operations committee. As of Jan. 1, he will be coordinating operations of the agency's seven U. S. offices. He becomes also a senior vice president and has been elected to the board. [AT DEADLINE, Oct. 20].

Last May, John B. Simpson, vice president and director of broadcast at FC&B and located in the Chicago office, was moved to New York to become national director of broadcasting, a new post. At the time, agency executives found in the Simpson cross-country move a shift in the agency toward a more national or "New York" flavor in broadcast activity (Mr. Simpson now controls the agency's radio-tv activity).

Also in FC&B's New York pattern: election of Rolland W. Taylor in the summer of 1957 as president, retaining his headquarters at FC&B's Park Ave. office.

BBDO, Eight Branch Offices Now On Teletypewriter Hookup

Let's put it on the teletypewriter and see how it reads back has a special meaning now at BBDO.

The advertising agency's huge headquarters on Madison Ave. (at 383) in New York has been linked with eight of its branch offices located throughout the U.S. via a private teletypewriter system which the agency believes to be the first of its kind in the advertising field.

Of particular interest to the broadcast media: up-to-the-minute information on advertising media availabilities can be transmitted with speed. Included also are data on changes in advertising copy and administration.

The system was designed and provided by the Long Lines Dept. of AT&T. Though the control center is at BBDO, New York, any "outlying station" can send to any other and need not be relayed through New York.

Increasing Tv-Radio Complexity Inspires New Department at K&E

Television's growth as an advertiser's vehicle is the reason behind Kenyon & Eckhardt's formation of a separate unit to be known as the tv-radio cost and forwarding department.

Gordon White, K&E's tv-radio business manager, last week was named to head this new department. In this capacity, Mr. White will handle the business affairs of tv commercial production and programming including various administrative details of putting together shows.

Under the new setup, James Bealle, K&E vice president and director of radio-tv programming, and John Murphy, vice president in charge of commercial production, will be relieved of administrative problems of cost control, forwarding, preparation and policing of contracts, legal problems, union coordination and general management functions.

K&E management decided upon the new department to permit the tv-radio and commercial production departments to concentrate on creative and professional work, to accommodate increasing tv needs and to permit growth of the medium within the agency.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week runs Saturday through Friday, with questions on the basis of "yesterday." Thus, the "Activity" week is Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 10-Oct. 16. This is how they spent their time:

72.0%	(90,552,000)	spent	1,798.1 million hours	WATCHING TELEVISION
55.4%	(69,674,000)	spent	951.5 million hours	LISTENING TO RADIO
83.9%	(105,518,000)	spent	438.6 million hours	READING NEWSPAPERS
36.8%	(46,282,000)	spent	217.9 million hours	READING MAGAZINES
25.9%	(32,573,000)	spent	395.9 million hours	WATCHING MOVIES ON TV
20.6%	(25,846,000)	spent	106.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.



Q: when you first turn on the radio, what station do you tune to?

A: *WWDC, said 17.9% of Washingtonians to whom PULSE popped the question. Our closest competition was almost two percentage points away.*

This is only one of many facets of WWDC leadership in the Washington, D. C., metropolitan area, brought out in a special qualitative survey conducted by PULSE. For the full report, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's well worth the reading.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's lots of exciting news in Jacksonville, Fla., too—where WWDC-owned Radio Station **WMBR** *is changing listening habits overnight. CBS Spot Sales has the story.*

THIS



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

S IS MR. TELLDAILY

. . . who says that the public is like a small boy. "Unless I keep telling them and telling them *and telling them*, they go out and do nothing—for me!"

So day-in and day-out his high frequency Spot Television "Plans" are telling and telling, and selling and selling with sight, sound and demonstration—at very low costs per sales call.

Let us send you a copy of "SPOT TELEVISION COST YARDSTICKS" which will show you what it costs to use spot television's "Plans" regionally, seasonally or market-by-market.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.



WEST

KBOI-TV	Boise	2 CBS
KBTV	Denver	9 ABC
KGMB-TV	Honolulu	9 CBS
KMAU KHBC-TV	Hawaii	
KTLA	Los Angeles	5 IND
KRON-TV	San Francisco	4 NBC
KIRO-TV	Seattle-Tacoma	7 CBS

MIDWEST

WHO-TV	Des Moines	13 NBC
WOC-TV	Davenport	6 NBC
WDSM-TV	Duluth-Superior	6 NBC-ABC
WDAY-TV	Fargo	6 NBC-ABC
KMBC-TV	Kansas City	9 ABC
WISC-TV	Madison, Wis.	3 CBS
WCCO-TV	Minneapolis-St. Paul	4 CBS
WMBD-TV	Peoria	31 CBS

SOUTHWEST

KFDM-TV	Beaumont	6 CBS
KRIS-TV	Corpus Christi	6 NBC
WBAP-TV	Fort Worth-Dallas	5 NBC
KENS-TV	San Antonio	5 CBS

EAST

WBZ-TV	Boston	4 NBC
WGR-TV	Buffalo	2 NBC
KYW-TV	Cleveland	3 NBC
WWJ-TV	Detroit	4 NBC
WJIM-TV	Lansing	6 CBS
WPIX	New York	11 IND
KDKA-TV	Pittsburgh	2 CBS
WROC-TV	Rochester	5 NBC

SOUTHEAST

WLOS-TV	Asheville, Greenville, Spartanburg	13 ABC
WCSC-TV	Charleston, S. C.	5 CBS
WIS-TV	Columbia, S. C.	10 NBC
WSVA-TV	Harrisonburg, Va.	3 ALL
WFGA-TV	Jacksonville	12 NBC
WTVJ	Miami	4 CBS
WDBJ-TV	Roanoke	7 CBS



PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

UA SIGNALS AGGRESSIVE TV DRIVE

United Artists Corp., already a name to be reckoned with in television, last week took major expansion steps. It made final the acquisition of Associated Artists Productions Corp., a major distributor of feature films for tv, and announced that UA-TV has concluded arrangements for its fifth tv series.

As working control of AAP passed officially to United Artists Associated Inc., a UA subsidiary, UA executives said no immediate changes were expected in operation or in personnel. Eliot Hyman, president of AAP, retains that post with UAA, while Robert S. Benjamin, who is chairman of UA Corp., assumes the same capacity in UAA.

According to UA, approximately 98% of outstanding shares of AAP sought by UA were tendered. UA is a multi-faceted entertainment enterprise, principally a financing-distribution organization, its major revenue stemming from theatrical motion pictures. In the past two years, UA has entered tv film production and financing, sale of feature film to tv, phonograph recording, music publishing and motion picture theatre management-ownership.

The fifth UA series that will be produced without benefit of pilot is *Hudson's Bay*, a "northwestern" starring Barry Nelson and the second UA production under the Northstar Pictures Ltd. banner. The latter organization—comprised of talent agent John Gibbs and producers Richard Steenberg and Michael Sadlier—earlier committed itself for production of *The Troubleshooters* starring Keenan Wynn. Shooting is set to begin next month on location, though "some" secondary unit material already has been shot.

UA-TV also is engaged in "other activities" in the Far East, but principals declined to comment on these, preferring to wait another month before announcing details of this newest project.

The other three "firm-39" video film series which will bear the UA-TV stamp are Cypress Production's *Dennis O'Keefe Show*, the first print of which should be ready this week; Hi Brown's *International Airport*, which should have its first film completed by Dec. 15, and Bryna Productions' *The Vikings*, which will go before the cameras in Munich Jan. 12, and which won't be made available to tv until next season so as not to compete with UA's theatrical film version of Kirk Douglas' "Vikings." A sixth property, Fletcher Markle's *The Young In Heart* (Aries Productions) is the only one which is now being shown to advertisers on the basis of one completed pilot film.

UA-TV is committed to some $10 million in time, production and pre-production costs with these six properties. To date it has not snared a sale, but UA-TV President Herb Golden maintains that UA-TV won't begin "hard-selling" its product until later this fall, "when we've got something to show the agencies." Nonetheless, it's been holding informal discussions with several shops, "just to keep them apprised of what we're now doing and what we hope to do."

Mr. Golden and Executive Vice President Bruce Eells claim that while *Vikings* hasn't even gone before the cameras, it's already got an interested advertiser, but UA says it may not be interested in this offer. New York-based UA-TV won't identify the advertiser other than to describe it as "an out-of-town cosmetics house." The reason for UA-TV's reluctance: the advertiser wants Vikings in 45 markets on a spot basis, and though 30 of these are the top U. S. market areas, UA-TV apparently would rather wait for a network buyer.

Mr. Golden believed that UA-TV would have its first advertiser-client signed before the end of the year; he also thought that UA-TV could hope to get "at least" three network deals out of its lineup of six properties. The reason for shooting a full complement of 39 installments, he said, is obvious: should UA-TV fail to get a network buy, it would immediately toss a property into syndication.

Mr. Eells disclosed that the company expects to set up a new syndication arm around March 1959 to handle sales of these properties; this organization would operate independently from UA-TV's already-existing syndication office, which now busies itself with the sale of theatrical feature film to tv. Reason for this two-fold operation: the latter group, headed by sales manager John Leo, deals principally with stations. The planned set-up, Mr. Eells explained, would operate in the realm of advertisers and agencies, thus would be staffed by specialists familiar with agency and network operations.

In all of its video film commitments, UA-TV acts as the banker-distributor. It will provide working capital to independent producers. UA-TV has distribution and ownership rights in perpetuity, and after the initial investment has been made up, the individual producer then participates in about 50% of the profits. Any dealings with advertisers and agencies rest with UA-TV, and the producer may not veto any advertiser arrangements.

At the closing Oct. 20 of the UAA acquisition, funds were turned over to the depository banks for payment to AAP stockholders of $11 plus 6% from July 1, 1958, for each share held and pro-rata amounts for AAP debentures and stock option warrants. UA said this involved payment to security-holders of more than $23 million. When the assumption of liabilities and prior payments made in connection with the purchase are added, the total involved in the purchase was an amount "substantially in excess of $30 million."

Principal assets acquired: the Warner Bros. pre-1950 film library (about 800 sound and 200 silent pictures); 60 "Looney Tunes" cartoons, 277 "Merrie Melodies" cartoons, about 1,400 short subjects, 234 "Popeye" cartoons and many other features.

WHAT UA GOT

The Allied Artists Productions annual report for the fiscal year ended June 28, 1958, shows an after-tax loss of $1,189,688, an improvement over the preceding year's $1,783,910 loss after taxes. Total gross income amounted to $15,977,000 compared with $18,138,000 the year before. The company's current and working assets are reported to exceed current liabilities by $2,580,000 as of June 28. Though the final tally is not yet available for this fiscal year's first quarter, AAP President S. Broidy stated that preliminary figures show a profit.

KCOP (TV) Owners Join Producer To Syndicate Tv Adventure Show

The owners of KCOP (TV) Los Angeles and Jack Douglas, producer-narrator of the adventure-travel tv series, *Seven League Boots*, currently on KCOP, have formed Seven League Enterprises Inc. to put the programs into national syndication, Kenyon Brown, KCOP president, announced. Principals in the new firm, in addition to Mr. Brown and Mr. Douglas, are Bing Crosby, George L. Coleman and Joseph A. Thomas, co-owners of KCOP with Mr. Brown.

On KCOP, Mr. Douglas provides live narration for the true adventure films which are made in Eastman color throughout the world by his own cameramen. Plans call for Mr. Douglas to begin immediately putting his live narrations for 52 programs on film, in preparation for syndication of the series early next year. "We know that in Douglas we have the outstanding producer of documentary films and we feel certain that in *Seven League Boots* we have acquired the best of Douglas' national creations in this type of programming," Mr. Brown commented. He stressed that even though the owners of KCOP are interested in Seven League Enterprises, this is a separate company in which the Los Angeles station is not involved.

New Paramount Sales by MCA-TV

MCA-TV Film Syndication Div. last week announced the sale of its paramount library of 700 features in three new markets, raising the number of outlets which have contracted for the films to 22. It is estimated that MCA-TV already has grossed $40 million on sales of the library which was purchased last April from Paramount Pictures for $50 million. The latest stations to sign for the library are WJBK-TV Detroit, WTOL-TV Toledo and WBAL-TV Baltimore.

Official Films Board Re-elected

Official Films, New York, has announced that its board of directors was unanimously re-elected at OF's Oct. 8 annual stockholders meeting. Re-elected: Harold L. Hackett, chairman; Seymour Reed, Lee Moselle, Robert D. Bernheim, Stanley Mitchell, William A. Cruikshank Jr., Leonard O. Fischer, Louis Levinson and Walter J. Smith.

Official also announced promotions of

Sherlee Barish, special custom planning commission, to special sales representative, and Barney MacKall, salesman, to sales manager for 11 western states, headquartering in San Francisco. Official's syndicated series of *Robin Hood* reruns was sold last week to WRGP-TV Chattanooga; WISC-TV Madison, Wis.; KMJ-TV Fresno; WFLA-TV Tampa, Fla.; KVIP-TV Redding, Calif., putting the series in a total of 35 markets.

Animated Package in Production As First Offering by Westworld

Westworld Artists Productions, recently formed New York animation studio, is making pilots for a 15-minute syndicated cartoon series to be released to stations in the fall of 1959. The package will consist of two six-minute units, *Whinny and Bo* and *Deadly Dudley,* each with a complete story line and with openings for commercials at beginning, middle and end of the package.

Officials said several 90-minute programs also are being prepared for production. These include "Adventures of Paul Bunyan" and "Rumpelstiltskin, a Musical Fairytale."

Len Maurer, Westworld production head, said all filming will employ the most advanced wide-screen and dimensional animation techniques available. Techniques to be used include Artiscope, new electrochemical process for converting a live-action film into animation [FILM, June 30], Scanimation and Animascope. Jack Silberlicht, former electronics engineering director of Hazeltine Research Corp., will be in charge of technical direction and development of the new processes, Mr. Maurer said.

Mason Sues NTA for $3,375,000

Actor James Mason has filed a damage suit for $3,375,000 against National Telefilm Assoc. in Los Angeles Superior Court, charging that a letter written by Mort Abrahams, NTA director of creative programming, implied he is lacking in loyalty, courage and integrity. The letter, addressed to the William Morris Agency concerning the appearance of Mr. Mason in a tv series, *The Third Man,* was published in the *London Daily Express,* the suit alleges, exposing him to the "contempt, hatred and ridicule of friends, relatives, business associates . . . and the general public."

Film Studios Cautious on VTR

Though Hollywood major film studios—Paramount Pictures, Screen Gems (subsidiary of Columbia Pictures) and Metro-Goldwyn-Mayer among them—are giving careful consideration to experimental use of videotape for tv production, there is an inclination toward caution. Reasons, as expressed by MGM-TV people, include: tremendous investment in and need to amortize film equipment now in use; the cost involved in copying the VTR "master" and length of time it will keep before deterioration, and current cost for VTR equipment. Also involved in VTR is the question of residual payments to union members.

GOVERNMENT

DID SUPREME COURT PULL BONER IN REMANDING DEINTERMIXTURES?

- **Springfield ch. 2, Peoria ch. 8 go back to lower court**
- **Conjecture raised on like action in other influence cases**

The U. S. Supreme Court has opened wide the gates to a flood of reconsiderations of television channel shifts made by the FCC in the last few years.

The Supreme Court, in what is considered an unprecedented—and in many minds an incomprehensible—action last week sent back to the appeals court two rule-making cases involving purported wire-pulling.

The high court returned to the U. S. Court of Appeals in Washington the Springfield, Ill., ch. 2 and the Peoria, Ill., ch. 8 deintermixture cases. It vacated the appeals court orders affirming the Commission's 1957 orders moving ch. 2 from Springfield to St. Louis (where it is now held by KTVI [TV] that city) and ch. 8 from Peoria to Rock Island-Moline-Davenport. It told the lower court to take "appropriate" action in the light of allegations of improper influences made before the House Legislative Oversight Committee last spring.

If the appeals court follows the procedure it has already established in two *ex parte* cases (Miami ch. 10 and Boston ch. 5), it will return the deintermixture cases to the FCC for an investigation.

Last week's action underlines, it is stressed by Washington lawyers in the communications field, that the FCC and the courts will be remanding both comparative and rule-making cases tainted by charges of behind the scenes lobbying. The Commission only last week announced that on its own motion it was reopening the Orlando, Fla., ch. 9 comparative case.

The Supreme Court vote was 7 to 2. Justices Tom Clark and John M. Harlan dissented. They thought the petitions for review should be denied and that the allegations could be handled by the appeals court in its consideration of other elements of the same two cases.

While a stunned FCC and parties to both cases wrestled with the implications of the Supreme Court's order, the Court of Appeals in Washington moved more swiftly.

On Wednesday of last week Circuit Court Clerk Joseph W. Stewart wrote to all counsel representing clients in the Evansville ch. 9 case asking if there were any allegations of improprieties in the pending matter similar to the circumstances in the Springfield and Peoria cases referred to in the Supreme Court's order last Monday.

The Evansville case involves the FCC's 1957 order moving ch. 9 from Hatfield, Ind., to Evansville and making it an educational station, and moving ch. 7 out of Evansville to Louisville. WTVW (TV) operates on ch. 7 in Evansville. There are two applicants for Hatfield's ch. 9—WOMI and WVJS, both Owensboro, Ky.

FCC lawyers were frankly nonplussed at the implications of the Supreme Court's action. Just what the Commission's attitude would be was not decided at week's end.

Only one party—WEEK-TV Peoria—was "seriously considering" asking the Supreme Court to reconsider its ruling, its attorney, Jack P. Blume, announced last week. Other reactions varied from "watchful waiting" on the part of WICS (TV) Springfield, Ill., according to James A. McKenna Jr., attorney for that station and for American Broadcasting-Paramount Theatres Inc., to "it's too soon to make up our minds," voiced by other attorneys.

The parties have 25 days to ask the Supreme Court for reconsideration.

Washington communications lawyers were outspoken, but requested anonymity. The consensus ran this way:

• The Supreme Court goofed. The allegations of improper representations were made after the cases were decided by the appeals court. They were not part of the matters before the high court. There would have been no knowledge of them except that J. Lee Rankin, Solicitor General of the United States, speaking for the Justice Dept. and the FCC, brought the matter to the attention of the court. Even so, Mr. Rankin emphasized that the appeals court still had jurisdiction over the questions of impropriety since a second part of the Springfield ch. 2 case is still pending before it.

• The Supreme Court goofed. There was no reference to purported irregularities in the Peoria ch. 8 case by the Solicitor General, yet the Supreme Court remanded this case on the basis of Mr. Rankin's comments in the Springfield case.

In its petition for review, WIRL-TV Peoria alleged that Sen. Robert S. Kerr (D-Okla.) intervened to persuade the FCC to move ch. 8 out of Peoria. Sen. Kerr is one of the owners of uhf ch. 43 WEEK-TV Peoria. The Supreme Court, however, made no reference to these charges.

• The Supreme Court goofed. The FCC has two functions, judicial and legislative. There is a major distinction between talking to commissioners in an adjudicatory proceeding and a rule-making proceeding. Deintermixture proceedings are rule-making functions. There is no question of the impropriety of talking to a commissioner in a comparative hearing. But it has been an accepted fact that this ethical prohibition did not extend to rule-making matters. No one has ever questioned the propriety of this. In fact, in the legislative-type of proceeding the Commission must have the benefit of all ideas and thinking—from everyone, whether parties to the proceeding or not.

One lawyer flatly stated last week that the Supreme Court's ruling has blanketed conversations with commissioners in rule-making cases with an "air of false impropriety". Another predicted that from hence-

Local in management...

The Corinthian stations are first and foremost local in character... for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.



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The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field...Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* Director of Research, *Charles H. Smith;* and Director of Promotion & Advertising, *Robert J. Sullivan.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.



THE CORINTHIAN STATIONS ***Responsibility in Broadcasting***

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

BUCK SLIPS—SUPREME COURT VARIETY

The Supreme Court's orders in the Springfield and Peoria cases were as follows:

"No. 235. Sangamon Valley Television Corp., petitioner, v United States of America, FCC, Signal Hill Telecasting Corp. et al. On petition for writ of certiorari to the United States Court of Appeals for the District of Columbia Circuit. *Per curiam:* The petition for writ of certiorari is granted. In view of the representations in the Solicitor General's brief on pages 7 and 8, concerning testimony given before the Subcommittee of Legislative Oversight of the House Commerce Committee subsequent to the decision by the Court of Appeals in this case. the judgment of the Court of Appeals is vacated and the case is remanded to the Court of Appeals for such action as it may deem appropriate.

"No. 242. WIRL Television Corp., petitioner, v USA, FCC, et al. On petition for writ of certiorari to the U. S. Court of Appeals for the District of Columbia Circuit. *Per Curiam:* The petition for writ of certiorari is granted. The judgment of the Court of Appeals is vacated and the case is remanded to the Court of Appeals for appropriate action in the light of the matter called to this Court's attention on page 7 of the Solicitor General's brief in No. 235, *supra.* Mr. Justice Clark and Mr. Justice Harlan dissent in the above cases. The matters referred to by the Court were not presented in the Court of Appeals and are not presented by these petitions. Agreeing with the Solicitor General that denial of the petitions for writs of certiorari would not foreclose appropriate consideration thereof by the Court of Appeals, we see no reason for vacating the Court of Appeals' judgments and, therefore, dissent from this disposition of the matter by the Court."

forth out, the mantle of judicial procedure will be thrown around legislative as well as judicial proceedings.

An FCC lawyer raised an even more provocative question. Suppose, he said, the appeals court sends back to the FCC the two cases, as it has already done in the Miami and Boston comparative cases. Suppose the FCC investigates the charges and finds them true. The question he raised is how the FCC is going to disqualify a party in a rule-making proceeding; there are no applicants in the same sense that there are in comparative hearings.

He agreed, however, that the Commission might—if an investigation showed that there had been improper pressures—reconsider its decisions to deintermix the two cities.

Many lawyers called attention to the July 1956 Van Curler case in which the appeals court found "nothing improper or erroneous in the Commission's consideration of these interviews as depicted in this record." In this case, the charge had been made that CBS officials had seen FCC commissioners *in camera* and had made proposals involving Albany, N. Y. But, the court ruled, the CBS proposals were in the nature of nationwide allocations "concerning which the Commission was seeking all sorts of advice and information . . ."

The Peoria ch. 8 remand has raised the most intriguing question, in the minds of many observers. The Supreme Court said it was sending back this case for virtually the same reason it was returning the Springfield case.

But, there is no mention of *ex parte* representations by the Solicitor General in the Peoria case. He only made this mention in the Springfield case. The appellant, WIRL-TV, however did make such representations in its brief asking that the Supreme Court review the appeals court affirmation.

To compound what many communication lawyers feel is the Supreme Court's incomprehensible error, the U. S. Court of Appeals in its Oct. 22 letter to all counsel involved in the Evansville, Ind., ch. 9 case referred to the WIRL case and not to the Springfield case at all.

The appeals court letter to counsel in the Evansville case was short. Signed by Joseph W. Stewart, clerk, it read: "I have been directed by the court to inquire of counsel in the above-entitled cases whether or not there exists in these cases circumstances similar to those which caused the Supreme Court on Oct. 20, 1958, to vacate the judgment of this court in *WIRL Television Co. v. U. S., et al, No. 242, October Term, 1958,* and which might affect the disposition by this court of the above-entitled cases." Mr. Stewart asked that replies be made on or before Oct. 31.

One lawyer credited the Supreme Court with greater knowledgeableness than others gave it credit. He pointed out that the Supreme Court must have realized that there was a community of interest between the two cases—both involved deintermixture, both were central Illinois areas, both were deintermixed on the same day, both involved grantees who had been awarded vhf channels but had been denied the right to construct. This attorney pointed out that when the Commission deintermixed these two cities, it implied that it had to deintermix both—it couldn't remove the vhf channel from one city without doing the same in the other city, since the vhf signal in one city had a partial overlap in the other city. Springfield and Peoria are about 65 miles apart.

The Supreme Court referred to the comments in the brief of the Solicitor General in remanding the cases. What was it that the Solicitor General said? These are his exact words, stated in the government's brief in the Springfield case only:

"We believe it proper, however, to call the court's attention to certain testimony given before the Subcommittee of the Legislative Oversight of the House Committee on Interstate and Foreign Commerce on May 22, 26 and 28, 1958, and June 9, 10 and 11, 1958, subsequent to the decision by the Court of Appeals affirming the Commission's order. The testimony indicates that after the rule-making proceeding here had been initiated by notice of proposed rule-making, and while it was under consideration by the Commission, representatives of the St. Louis operator of a uhf station who was interested in having a new vhf channel assigned to St. Louis and representatives of the petitioner and the other applicant for vhf ch. 2 in Springfield, who were interested in retaining that channel in Springfield, made *ex parte* presentations with respect to merits of the rule-making proceeding to various members of the Commission.

"These matters were not presented to the court below and are not presented by the petition. For this reason, the respondents do not and would not regard denial of certiorari as foreclosing appropriate consideration thereof by the Court of Appeals."

The gist of the allegations before the House Oversight Committee last spring, some admitted by KTVI (TV) St. Louis principals and some denied, were: That KTVI President Harry Tennenbaum lobbied with virtually all FCC commissioners to get ch. 2 moved from Springfield to St. Louis; that KTVI hired former FCC Comr. Robert F. Jones and paid him $55,000 without making him an attorney of record and without the knowledge of KTVI's regular counsel, William A. Roberts; that KTVI enlisted the aid of Sen. Stuart Symington (D-Mo.) and Cleveland attorney Charles Steadman; that KTVI ordered ch. 2 equipment from GE and signed an affiliation contract with ABC before the final assignment was made.

The Springfield ch. 2 comparative case was decided in June 1956 when the FCC reversed its examiner and granted a final authorization to WMAY-TV Inc., denying the application of Sangamon Valley Television Corp. The grant carried a prohibition against construction pending the outcome of deintermixture proceedings.

WMAY-TV is half owned by WMAY Springfield. Sangamon Valley is 40% owned by WTAX Springfield.

In February 1957, the Commission decided 15 deintermixture cases. Five of these involved shifting vhf channels to other localities—Springfield and Peoria being two of these (the others: Evansville, Ind.; Fresno, Calif., Vail Mills—Schenectady and Elmira, N. Y.

In place of ch. 2, Springfield was assigned uhf chs. 26 and 36. WMAY-TV's authorization currently is for ch. 36; it is not yet operating.

The FCC deintermixture vote for Springfield was 4 to 2; Comrs. George C. McConnaughey, Rosel H. Hyde, Robert T. Bartley and Robert E. Lee favoring, and Comrs. John C. Doerfer and Richard A. Mack dissenting. Comr. T. A. M. Craven abstained.

Sangamon Valley appealed both the loss of the grant and the deintermixture action to the U. S. Court of Appeals in Washington. This court upheld the Commission's

The New LITTLE ROCK Story Is...



"MISS EMILY"

. . . the warm, vibrant lady who comes alive with a vivid presentation of American History each weekday morning on KTHV, Channel 11. A Little Rock school teacher for thirty-five years, "Miss Emily" participated in the School Board-sponsored "television school" upon the closing of Little Rock's High Schools. Though "television school" lasted only one week, Miss Emily's warmth, knowledge, wit, and wisdom shone through brightly, and she became a regular member of the KTHV staff.

She draws people from every walk of life, every economic strata and educational level, to their television sets. She possesses that intangible spark of a teacher, leader and performer. She has received an avalanche of fan mail and the heart-warming story of "Miss Emily" has been carried nationwide by most major newspapers in the country. A talented, deserving person, "Miss Emily" is truly the "NEW" Little Rock story.

• This type of programming imagination typifies KTHV, Channel 11. Community service has made KTHV, Channel 11, an integral, respected member of our market. For complete information and availabilities . . .

SEE YOUR BRANHAM MAN

CBS **KTHV** CH. 11 LITTLE ROCK

HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

deintermixture action in May of this year. Sangamon Valley asked the Supreme Court to review this ruling.

The Sangamon Valley petition for *writ of certiorari* was opposed not only by the government, but also by KTVI (TV) St. Louis, WICS (TV) Springfield and American Broadcasting-Paramount Theatres Inc. KTVI is represented by attorney Monroe Oppenheimer; Sangamon Valley by Duke Patrick.

In its reply to these oppositions, and particularly to the remarks of the Solicitor General with respect to influence pressures, Sangamon Valley declared that these allegations were "not supported." Sangamon Valley said it did discuss the loss of Springfield's only vhf channel with the mayor of that city, and that he consulted with the FCC members. It emphasized that such representations were not improper in rule-making proceedings.

The Sangamon Valley appeal from the grant to WMAY-TV has been held in abeyance at the appeals court pending the outcome of the deintermixture appeal.

Ch. 2 in St. Louis has been operated by KTVI since it was allocated to that city. The station, which began operation on uhf ch. 36 in 1953, was given temporary authority to broadcast over ch. 2 and in April of this year won permanent authority following a merger agreement with the only competing applicant, Louisiana Purchase Co. comprising a group of St. Louis businessmen.

KTVI is now owned by Paul E. Peltason and Mr. Tennenbaum, each owning 33.66%; Central New York Broadcasting Corp. (WSYR-AM-TV Syracuse, N. Y.-Newhouse stations), 22.7%, and the Louisiana Purchase principals, 9.9%.

Mr. Peltason issued a statement after the Supreme Court ruling last Monday, in which he said:

"It is inherent in the nature of proceedings such as these that they could be long drawn-out and that many months might pass before an ultimate decision is reached. Confident that this decision will be favorable, KTVI is going forward and intends to give the greater St. Louis area public the same good programming, and its sponsors, local and national, the same good service it has attempted to provide since the inception of operation."

The Peoria ch. 8 grant was made in June 1956 to WIRL that city, with the Commission sustaining the examiner's recommendations, and denying the opposing applicant, WMBD Peoria. As in the Springfield ch. 2 grant, the Peoria permit prohibited construction until a determination was reached on the deintermixture proceeding.

WIRL is owned by Timothy Swain and John H. and Edward J. Altorfer. WMBD is 66⅔% owned by Charles C. Caley and 33⅓% by multiple owner John E. Fetzer.

In February 1957 the Commission deintermixed Peoria, moving ch. 8 to the tri-city area of Rock Island-Moline (Ill.)—Davenport (Iowa). It substituted for ch. 8 in Peoria uhf chs. 25 and 31—ch. 25 now being the WIRL-TV channel. The station is not yet on the air. The deintermixture vote was the same as in the Springfield action.

WIRL appealed this vhf loss and in March 1958 the U. S. Court of Appeals in Washington upheld the FCC's action. WIRL immediately asked the Supreme Court to review this ruling.

In the WIRL brief to the Supreme Court, the charge is made that Sen. Kerr pressured the FCC into removing ch. 8 from Peoria because the senator wanted to remove vhf competition from uhf ch. 43 WEEK-TV in the same city. Sen. Kerr is the principal owner of WEEK-TV. WIRL alleged that Sen. Kerr brought pressure to bear on the FCC through his colleague, Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee. It referred to the hearings on deintermixture held by the Senate Commerce Committee over the past few years. WIRL also implied that Sen. Kerr's membership on the Senate Finance Committee played a part in influencing the FCC.

In his opposition to the WIRL petition, the Solicitor General made no mention of *ex parte* representations—as he did in the Springfield ch. 2 case. Other parties, opposing "cert" were WEEK-TV and AB-PT. WIRL is represented by Mr. Swain.

Meanwhile six applicants are vying for ch. 8 in the tri-city area. At one time there were eight, but two withdrew. There has been one pre-hearing conference, with another scheduled for Nov. 21. The hearing proper is scheduled to begin Dec. 1.

The applicants are: Iowa-Illinois Television Co., 65% owned by multiple owner Peoples Broadcasting Co.; Community Telecasting Corp., among whose stockholders is Mel Foster who owns 25% of KSTT Davenport; Illiway Television Inc., owned by Stanley H. Guyer, L. F. and Bruce Gran all of whom once had stock interests in WREX-TV Rockford, Ill.; Midland Broadcasting Co., owned by H. Leslie Atlass Jr. and family; Moline Television Corp., among whose stockholders is Frank P. Schreiber, former general manager of WGN-AM-TV Chicago, and Tele-Views News Co., whose principals all have interests in the local *Tv Guide*.

SEQUEL ON RATINGS

The Senate wants to know more about the tv rating services than it learned at a one-day hearing by the Senate Commerce Committee last summer. Accordingly, Chairman Warren G. Magnuson (D-Wash.) of that committee last week announced the Senate group will hold new hearings next January soon after the new 86th Congress convenes.

Additional hearings on complaints and inquiries about the major tv rating services had been tentatively scheduled after the congressional elections —about Nov. 10—until Sen. Magnuson's announcement last week.

The one-day session on Capitol Hill last June [GOVERNMENT, June 30] was presided over—and attended by—only one senator, A. S. Mike Monroney (D-Okla.). Testifying were A. C. Nielsen, A. C. Nielson Co.; James W. Seiler, American Research Bureau; Edward G. Haynes Jr., Trendex; Sydney Roslow, Pulse Inc.; Allan V. Jay, Videodex, and A. C. Sindlinger, Sindlinger & Assoc. Sen. Monroney expressed disappointment after the hearing at what he felt was the failure of rating services to bring improvement in programs.

If the committee carries over its previously-planned next step into the new Congress, witnesses will be executives of networks, advertising agencies and national advertisers, who will explain how they use tv rating services.

NBC, Douglas to Meet On Chicago Show Issue

A meeting of NBC executives and Sen. Paul H. Douglas (D-Ill.) is planned in Chicago this week for the network to elaborate on why it made cutbacks in local live programming on its WMAQ and WNBQ (TV) Chicago.

The conference was called after Sen. Douglas asked for clarification of several points in NBC Board Chairman Robert W. Sarnoff's reply to the senator's query [AT DEADLINE, Oct. 6]. Sen. Douglas' telegram to NBC followed complaints to the FCC by the Chicago chapter of American Federation of Tv & Radio Artists against NBC's planned program changes for the fall [GOVERNMENT, Oct. 6].

While waiting for the NBC answer, Sen. Douglas impatiently shot a telegram to Gen. David Sarnoff, RCA board chairman, asking Gen. Sarnoff "as the real head of NBC to review this entire matter" and "restore all the programs which your company so ruthlessly eliminated."

Additional protests were lodged with the FCC last week against NBC by the Chicago City Council and by Rep. Peter F. Mack (D-Ill.). The Chicago City Council by resolution called on the FCC to investigate WNBQ's operation "in the public interest." Rep. Mack asked the FCC to consider "public interest" questions and added, "Our networks seem bent on making tv production a monopoly of Broadway and Hollywood." The FCC replied to Rep. Mack that it is checking the AFTRA chapter's protests and that no action is planned until all pleadings are received.

(Other protests to the FCC against the proposed NBC changes in Chicago have been filed by Rep. Sidney R. Yates (D-Ill.) and Chicago Mayor Richard J. Daley, while NBC has filed an answer to the AFTRA complaint to the FCC [GOVERNMENT, Oct. 20].)

In his wire to Gen. Sarnoff, Sen. Douglas decried the re-shuffling of news programs (reinstating of Clifton Utley and dropping Len O'Connor) and stated the "principle of providing local shows in the public interest." Sen. Douglas added that "personalities are not involved in my stand."

Rep. Mack, a member of the House Interstate & Foreign Commerce Committee,

wired FCC Chairman John C. Doerfer, raising "public interest questions" arising from network cancellation of programs. He held that "many television viewers in Illinois, and throughout the Midwest, support the position of AFTRA in demanding that the Commission do everything within its power in encouraging telecasters to use good talent wherever it is found."

FCC Sides With WFBG In Equal Time Dispute

FCC last week supported the claims of WFBG Altoona, Pa., that it didn't violate the "equal time" provisions of Sec. 315 of the Communications Act as claimed by Mrs. Julia Maietta, Democratic candidate for Congress who is trying to unseat incumbent Rep. James E. Van Zandt (R-Pa.).

In a letter to Mrs. Maietta, the Commission said it had written WFBG and that from the station's answer it "doesn't appear" WFBG failed to meet its obligations under Sec. 315.

Mrs. Maietta had complained that WFBG granted Rep. Van Zandt "unlimited free and paid time" and denied her access to WFBG and that the station had rejected copy submitted by her to the station, had attempted to censor such copy and had engaged in "stalling tactics" to keep her off the air.

WFBG replied that it charged both Mrs. Maietta and Rep. Van Zandt for time and that Mrs. Maietta canceled time contracted for on WFBG but had used some of the time on WFBG-TV Altoona that she contracted for.

The station said it granted no free time, as such, to Rep. Van Zandt, but that he had made short talks on four radio-tv news programs since Aug. 1 as follows: Aug. 20, an explanation of a railroad bill in Congress; Sept. 23, an explanation of why the bill failed to pass; Sept. 26, an explanation of a tour of Altoona businessmen to the Curtiss-Wright plant in nearby Quehanna; Oct. 2, a talk to a reserve officers group on the need for armed forces scientific advances.

On Sept. 29, WFBG carried a talk by Rep. Van Zandt introducing Admiral Hyman Rickover to the local Lions Club and offered Mrs. Maietta equal time, but she refused, the station explained.

More Microwaves Ask Court To Act on Relay Applications

Five more appeals have been made to stir FCC action on applications for microwave relay systems by common carriers which feed community antenna tv systems. The first appeal was made by Mesa Microwave Inc. [GOVERNMENT, Oct. 20].

Carter Mountain Transmission Corp., Cody, Wyo.; East Texas Transmission Co., Tyler, Tex.; Idaho Microwave Inc., Twin Falls, Idaho; New York Penn Microwave Corp., Corning, N. Y., and Valley Microwave Inc., Florence, Ala., have petitioned the U. S. Court of Appeals for the District of Columbia to order the FCC to act on their applications for microwave relay facilities or to tell them why it can't grant the applications and set them for hearing.

The FCC has withheld action on nearly 50 relay applications since initiating a study of CATV operations, boosters, satellites, etc., last May [GOVERNMENT, May 26] and has granted only one such application since that time.

DBA Asks Extension, Offers Alternate Plan

The Daytime Broadcasters Assn. last week asked the FCC to reconsider denial of DBA proposals to extend the operational hours of daytime am stations [AT DEADLINE, Sept. 22] and asked that, if DBA's proposal for extended time is not granted, the FCC grant a modified extension—two hours a day less than the original proposal.

The alternative requested of the FCC was to permit daytimer operation from 6 a.m. or sunrise (whichever is earlier) to 6 p.m. or sunset (whichever is later). DBA initially proposed an additional hour both in the morning and evening.

DBA said the objections the FCC found to the 5 a.m. to 7 p.m. plan would be largely obviated by the 6 a.m. to 6 p.m. proposal. The daytimers' group charged the FCC denial was "inconsistent" with statutory responsibilities and that FCC findings were "arbitrary, capricious and not supported by the record." The FCC, DBA said, ignored recommendations made by the Senate Small Business Committee in September 1957 that findings be based on "actual radio-listener preference and practice" instead of "theories of radio signal propagation and interference."

DBA said "mail survey" data furnished by "clear channel interests" was improperly relied upon by the FCC and didn't support Commission findings. This data, besides, was furnished in another proceeding and proponents of extended hours had no opportunity to study it or reply to it, DBA continued.

DBA said the "mail survey" data did not specifically cover the times of day under question in the daytime proceeding and that the mail responses were for the month of June 1958, when sunrise and sunset occur almost everywhere outside the hours of 5 a.m. to 7 p.m. and distant listeners could not possibly be listening to clear channel stations during the hours under question.

An attached engineering statement by Everett L. Dillard, Washington consulting engineer, charged the FCC with oversimplifying the "twilight hours" by considering "day" as all the period after sunrise and "night" as all the period after sunset, thus disregarding the changing degrees of skywave propagation during these hours. DBA said this interpretation exaggerated the losses of service from clears which might occur under the proposal and under-estimated gains from daytimer service.

WNOE to Go to Supreme Court With Appeal of Jesuit Tv Grant

WNOE New Orleans last Wednesday (Oct. 22) notified the federal Court of Appeals in Washington that it plans to ask the U. S. Supreme Court to review the appellate court's decision upholding the grant of ch. 4 New Orleans to WWL-Loyola U. [GOVERNMENT, Oct. 20]. The lower court mandate will be held up pending possible action by the Supreme Court.

WNOE, a losing applicant for ch. 4, appealed the FCC grant on the grounds Loyola, a Jesuit institution, is an "alien" corporation and not eligible to own a broadcast station. The appellant, owned by James A. Noe (former Louisiana governor), has 90 days from the date of the lower court decision (Oct. 15) to file a writ of certiorari with the Supreme Court.

The third applicant for ch. 4, the *New Orleans Times-Picayune* (WTPS), also originally appealed the grant to Loyola. This protest was withdrawn after the *Times-Picayune* acquired the *New Orleans Item* and as a condition of this purchase, sold WTPS [CHANGING HANDS, Oct. 13].

Comes Now Philco Protest To NBC-RCA Review Petition

Philco Corp. has filed its opposition with U. S. Supreme Court to a petition by NBC-RCA for *writ of certiorari* asking the court to review the appeals court June 19 decision upholding the right of Philco to protest the license renewals of NBC's Philadelphia WRCV-AM-FM-TV. Philco has protested the renewals, but FCC refused to entertain the objections on the ground Philco had no standing to protest. The appeals court, by a split 2-1 vote, held Philco has standing to object. NBC-RCA last month asked the Supreme Court to review this ruling.

The gist of the argument is the right of Philco to standing even though it is not a licensee of broadcast facilities in Philadelphia. Philco claimed it has a right to protest since it is a competitor of RCA in the manufacture and sale of electronic equipment and household appliances. Philco's basic objection is that RCA enjoys unfair advantage in advertising its products through ownership of the Philadelphia station. Philco also objected to request of Gerity Broadcasting Co. two weeks ago to file a brief in support of the NBC-RCA position as *amicus curiae* [AT DEADLINE, Oct. 13].

Magnuson Officially Disbands Bowles' Allocations Committee

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, has disbanded the special ad hoc committee on allocations headed by Prof. Edward L. Bowles of Massachusetts Institute of Technology. The study group submitted its report four weeks ago [GOVERNMENT, Sept. 29].

In a letter to Prof. Bowles dated Oct. 15, Sen. Magnuson stated: "Now that the report has been submitted and made public, the purpose for which the ad hoc advisory committee was formed has terminated. Therefore, I am dissolving the committee as of this date." The senator thanked the committee members for "your generous and able cooperation in undertaking this difficult assignment."

The Senate committee has taken no action on the report, which was highly critical of the FCC. It has been sent to that agency and the Justice Dept. for comments.

NBC-TV SAYS IT'S NUDGING CBS-TV

- **Affiliates drink in network's claims of superiority**
- **Gains: program popularity, billings, clearances, sellouts**

A seemingly confident corps of top NBC officials told an audience of seemingly contented affiliates last Thursday that NBC-TV is on its way to becoming the No. 1 television network—and has already arrived in some areas.

The confidence on one side and contentment on the other seemed to stem to a great extent from the contents of the network's comprehensive progress report on the past year's achievements. The report included claims of: CBS-TV already overtaken in program popularity; billings gains almost twice those run up by CBS-TV; clearances better and longer lineups being ordered by advertisers; 1958-59 schedule "basically" sold out despite the early softness in the television market.

More than 200 video affiliates were on hand for the network's presentation, which used both live and film techniques as the 12th annual NBC-TV convention opened in New York Thursday. The radio affiliates had heard the NBC Radio network presentation the day before (see page 64) and further meetings of both radio and tv groups were held Thursday afternoon and Friday morning. Some 75 radio-tv editors from across the U. S. also were NBC's guests for the week and participated in many of the affiliate proceedings (see following pages).

Walter Damm, retired head of WTMJ-TV Milwaukee, presided as chairman of the NBC-TV Affiliates board of delegates, but promptly turned the Thursday morning session over to NBC Station Relations Vice President Harry Bannister and other network officials.

NBC President Robert E. Kintner, chief presiding officer for the presentation, reviewed NBC-TV programming and challenged critics who have contended that television programming is in a rut. On all three networks, he said, more creative effort is going into television than ever before.

While Don Durgin, vice president and national sales manager, carried the main burden of the overall presentation, top representatives of the programming, sales, news, sports and public affairs departments were called upon to deal with their jurisdictions in detail. Climaxing the 2½-hour production was an address by Board Chairman Robert W. Sarnoff (see page 66).

Brig. Gen. David Sarnoff, board chairman of NBC's parent RCA, received an ovation when his presence in the audience was called to the attention of the affiliates.

Mr. Durgin devoted much of his time to "the great audience shift of 1957-58," citing Nielsen figures as showing that NBC ratings rose and those of CBS fell to a point where there was no "discernible difference" in some categories and that NBC pulled ahead in others. The nighttime change alone, he said, "reflects a shift from one network to the other of an average of over 5 million viewers per minute, the greatest audience shift ever witnessed in network television."

The specials, as well as last year's overhauling of nighttime programming generally, also contributed to the audience swing, Mr. Durgin asserted. He pointed out that where the average Nielsen rating for all evening programs last season was 20.6 the average NBC special had a 25.9 rating.

He said NBC's programming had been good for the affiliates as well as the network, using ARB figures to show that in 29 markets where all three networks operate, the NBC affiliate in all but three improved their shares of evening audience by up to 10-20%. The same study showed CBS improvement in only four of the 29 markets.

In morning time, Mr. Durgin reported, CBS led by more than 2 to 1 in 1956, but "by mid-1958 NBC had more than doubled its average audience—a rating increase of 117%, while the CBS competition during this same period declined by 21%." He also noted, as announced earlier, that by the end of the past summer NBC's daytime schedule averaged better than 70% sold out and "by early fall a total of some $64 million gross advertising orders have already been placed for the 1958-59 season."

Station clearances for NBC programs improved considerably, Mr. Durgin reported. In 1957 the NBC average was about 125 stations and in the past season it was about 135, compared to 140-145 for CBS both years, he said, adding:

"I am pleased to say that for the 1958-59 season our ordered nighttime lineup average 153 stations vs. 139 for a year ago—a 10% increase. In daytime last season our average ordered lineup was 80 stations. This season the average order is for 124 stations—an increase of over 50%.

"We have the station orders this season to pass CBS; it is up to you gentlemen from the stations as to whether or not we do. On clearance depends not only billings but more important national ratings for us and local standing in the market for you."

Striking out at new-season ratings ads placed by ABC-TV (see story page 68), Mr. Durgin said it is still "too early to tell" but that "on the basis of early returns, NBC starts the new season as the No. 1 network according to Trendex."

On the question of live vs. film programming he said 24 regularly scheduled nighttime half-hours are on film and 21 are live. In a typical week, daytime and nighttime, he said NBC carries 108 half-hours live to 26 half-hours on film.

To frequently aired charges that networks have yielded program control, he cited the numerous sources of programming—but emphasized that the network retains final control—and pointed up the large number of creative people concerned with developing programs and program ideas for NBC.

He reported that 50 top advertisers participated in color programming on NBC last year and said there will be more NBC color this season than ever before—more than 600 hours in all.

Robert F. Lewine, vice president for tv network programs, told the audience that NBC telecasts 13 hours daily—the equivalent of more than 3,100 feature pictures a year, or seven years of output by major Hollywood studios.

He said NBC necessarily works a year in advance on programming, that it screens thousands of scripts and ideas and views 100 pilot films in its search for a handful



NBC LEADERS at the convention of NBC affiliates in New York last week included (l to r) Robert E. Kintner, president; Robert W. Sarnoff, board chairman; Harry Bannister, vice president, station relations, and Matthew Culligan, executive vice president, radio network.

It's Easy

To Pick

A Winner

In Memphis



Channel 3 Is First By All Surveys

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

of regularly scheduled programs.

NBC's policy, he said, is "never be satisfied with what you have on the air" and "make the next season better than the last," and he told the affiliates that he was confident this would be accomplished.

Walter Scott, vice president for tv network sales, said the "economic coffee break" earlier this year was "real, real tough" but that actually the recession merely delayed the placing of network orders.

"We'll deliver to you an essentially sold-out schedule," he assured the affiliates.

Mr. Scott also noted that NBC already has "important fourth-quarter orders" from three advertisers in a field which seemed especially hard hit by the recession. He listed the three as Bulova, U. S. Time and Elgin watches.

NBC's news operation and the development of this department by Vice President William R. McAndrew were praised both by Mr. Kintner, who said that as an ex-newspaperman he considered NBC news coverage the best in the business, and by newsman Chet Huntley, who noted that he had also worked for CBS and ABC but regarded NBC's news organization as the most capable in broadcasting.

Mr. Huntley said the "upsurge" in NBC News was not accidental, that it was built to endure and "this is only the beginning." The news department's requests for time periods and budget have not once been refused, he asserted. He said Mr. McAndrew was determined to build a team and have no "star system" and that he had never known an NBC newsman to withhold a story for his own broadcast although, he asserted, this is "standard procedure" in some other organizations.

Lindsey Nelson, substituting for Sports Director Thomas S. Gallery, who was ill, said NBC-TV not only is No. 1 sports network but has a new concept to strengthen that position. The concept: a year-round sports package which will include—in addition to the present NCAA football, postseason games, pro championship football and the reguar Gillette Cavalcade of Sports package—a college basketball game of the week pro basketball, the U. S. Open Golf Tournament, U. S. tennis championships, horseracing, etc.

Advertisers are buying into this package "like nothing before," Mr. Nelson reported.

NBC public affairs activities were described by Edward Stanley, director of this field, who put special emphasis on work in and with educational television. He reported that NBC-TV thus far has delivered 167 half-hour programs to educational tv stations and that the number will reach 200 by the end of the year. He stressed NBC-TV's *Continental Classroom* course, offering college credits in atomic-age physics, and the impact it had had in the country's schools and colleges.

Mr. Stanley urged affiliates to establish and maintain good relations with the colleges and universities in their respective communities. The work which NBC has done in public affairs, he said, demonstrates that the tv network is a "natural resource."

NBC RADIO UNWRAPS 'IMAGE' SERIES

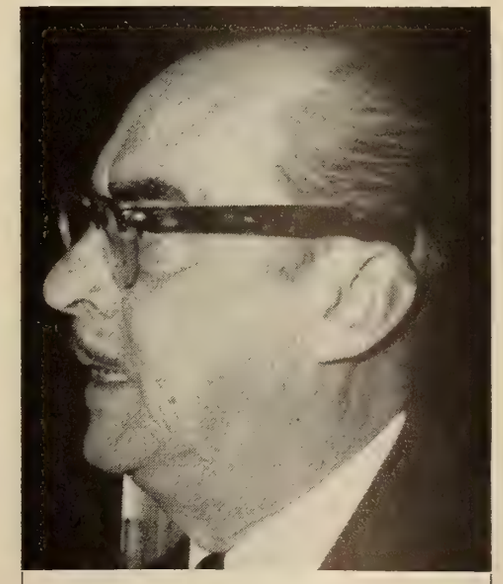
- **Weekday series to pre-empt 'Nightline,' affiliates told**
- **Network notes upped network sales, plans for local boosts**

A major new program series, reports of stepped-up network sales and increased payments to affiliates, pleas for better clearances and further plans to ease the way for affiliates to make more local sales dominated NBC Radio's presentation to its affiliated stations at their annual meeting in New York last Wednesday.

Approximately 150 affiliates also heard NBC President Robert E. Kintner give assurance that it is a "definite policy" of NBC to make the radio network bigger and better and to give it all the resources it needs, "comparable with television." They also were told by Station Relations Vice President Harry Bannister that while the sales picture is better there is still room for improvement, which is just a fancy way of saying "we're still losing money on the radio network."

In the main presentation Matthew J. Culligan, executive vice president in charge of the radio network, said the new programming, to be called "The NBC Image Series," will consist of "audio documentaries," each of which may take up to a month of nighttime strip programming to complete. The first, set for January, is *Image: Russia,* and Mr. Culligan said it was expected to take 30 to 40 hours of on-air programming extending over more than four weeks. The "Image" series will run Mondays through Thursdays, pre-empting *Nightline.* Features including *Pocketbook News, Family Living '58,* and *Pauline Frederick at the UN* will be integrated into the various "Image" programs.

Mr. Culligan said he was confident "Image" would rival *Monitor* and *Nightline* in audience appeal but that he doubted it would equal those shows in interest to advertisers—at the network level. On the local level, under the network's so-called "no waste" policy, he saw the series as a stimulant to sales.



WALTER DAMM, who retired recently as head of WTMJ-AM-TV Milwaukee, presided as chairman of the NBC-TV affiliates board of delegates for the last time last week. It marked the end of a quarter-century of Mr. Damm's active participation in affiliate affairs.

The radio network chief assured the affiliates that NBC now leads all radio networks in terms of sponsored hours. He noted that figures for Mutual are not available but said that among the three others NBC in October had almost half of all sponsored hours—48.1% as compared to 33.4% for CBS Radio and 18.5% for ABC Radio.

The affiliates also were told that NBC Radio had led CBS Radio in sponsored hours almost consistently in each quarter since the first one in 1957. (CBS Radio has consistently dismissed such estimates, pointing out that NBC sells in six- and ten-second lengths while CBS does not and asking how such diverse computations could be comparable.)

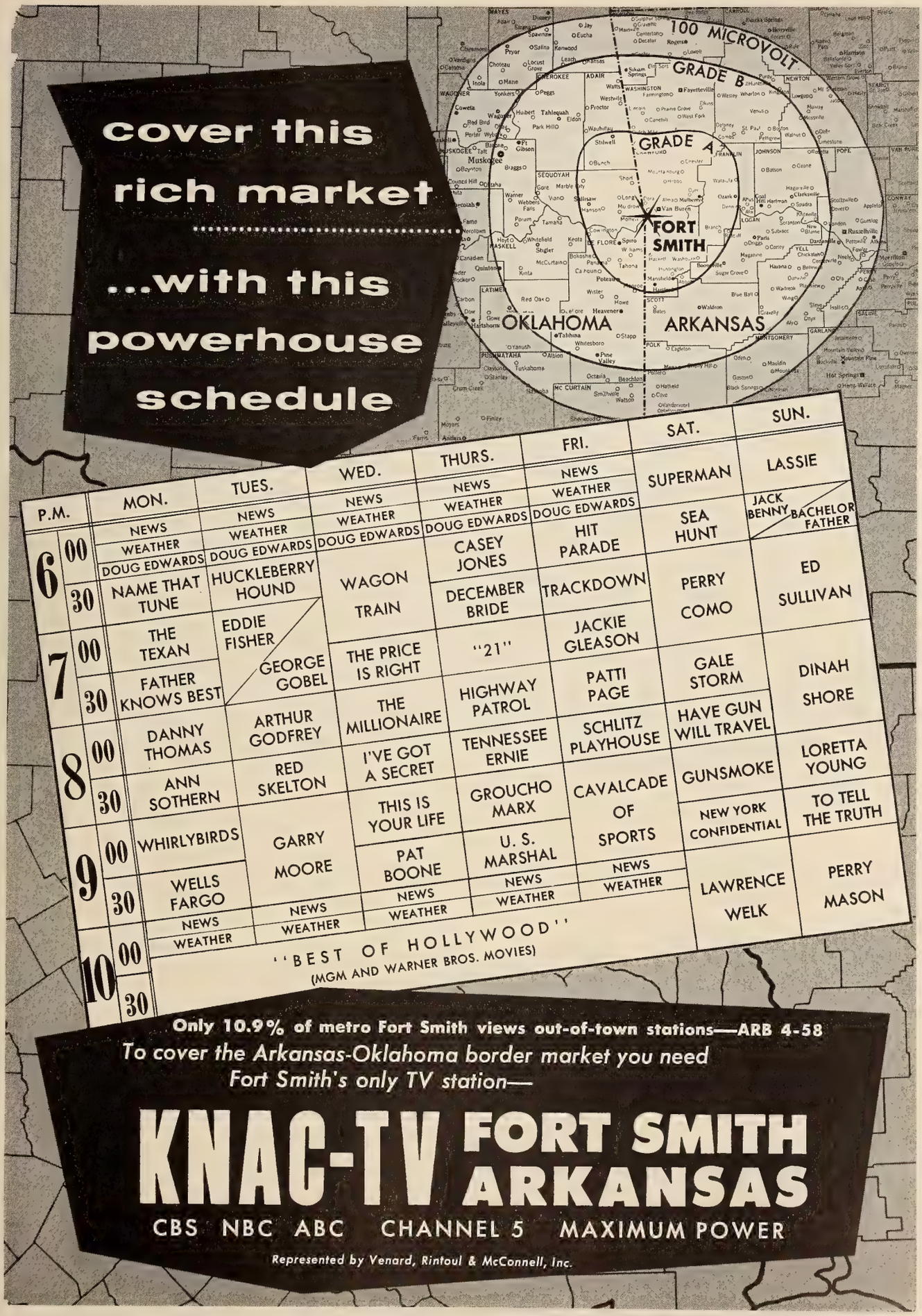
As last year, Mr. Culligan appealed for better clearances but at the same time noted that clearances have improved sufficiently in the past year so that the network now is definitely able to guarantee to advertisers from 75-85% of the total network lineup of stations.

"But please remember that we are still a little shy of delivering our advertisers this 85% clearance," he asserted, pointing out that on an overall basis clearances have gone from 74% in July 1957 to 75% in October 1958 and 80% now. Best clearance is on *Monitor*—83%, while the 10 a.m. to noon Monday through Friday block is up to 82%.

In appealing for further improvement in clearances, Mr. Culligan reminded the group that NBC had cautioned a year ago that it could not comply with affiliates' requests for increased prices "until we could deliver higher circulation through improved clearances." He said that now, "although we still need improvement in some areas, the overall picture is improving."

Tying clearances to circulation, circulation to more sales and higher prices, and increased volume to greater compensation for affiliates, he reported that payments to stations in 1957 were 75% above those in 1956 and that 1958 to date is running 94% ahead of last year. "Looking at it another way," he said, "each of you knows, from examination of your monthly check, that you have about tripled your income from the network in 1958 over the year 1956, if you have cleared a reasonable level of programming."

Mr. Culligan offered a demonstration of NBC's "Memory Vision" concept, using sounds to create appropriate moods and hence add impact to sales messages and radio communication, and also cited work on "Engineered Circulation," a concept to promote consumer use of a product after it has



cover this rich market ...with this powerhouse schedule

P.M.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
6:00	NEWS / WEATHER / DOUG EDWARDS	NEWS / WEATHER / DOUG EDWARDS	NEWS / WEATHER / DOUG EDWARDS	NEWS / WEATHER / DOUG EDWARDS	NEWS / WEATHER / DOUG EDWARDS	SUPERMAN	LASSIE
6:30	NAME THAT TUNE	HUCKLEBERRY HOUND	WAGON TRAIN	CASEY JONES	HIT PARADE	SEA HUNT	JACK BENNY / BACHELOR FATHER
7:00	THE TEXAN	EDDIE FISHER / GEORGE GOBEL		DECEMBER BRIDE	TRACKDOWN	PERRY COMO	ED SULLIVAN
7:30	FATHER KNOWS BEST		THE PRICE IS RIGHT	"21"	JACKIE GLEASON		
8:00	DANNY THOMAS	ARTHUR GODFREY	THE MILLIONAIRE	HIGHWAY PATROL	PATTI PAGE	GALE STORM	DINAH SHORE
8:30	ANN SOTHERN	RED SKELTON	I'VE GOT A SECRET	TENNESSEE ERNIE	SCHLITZ PLAYHOUSE	HAVE GUN WILL TRAVEL	
9:00	WHIRLYBIRDS	GARRY MOORE	THIS IS YOUR LIFE	GROUCHO MARX	CAVALCADE OF SPORTS	GUNSMOKE	LORETTA YOUNG
9:30	WELLS FARGO		PAT BOONE	U. S. MARSHAL		NEW YORK CONFIDENTIAL	TO TELL THE TRUTH
10:00	NEWS / WEATHER	NEWS / WEATHER	NEWS / WEATHER	NEWS / WEATHER	NEWS / WEATHER	LAWRENCE WELK	PERRY MASON
10:30	"BEST OF HOLLYWOOD" (MGM AND WARNER BROS. MOVIES)						

Only 10.9% of metro Fort Smith views out-of-town stations—ARB 4-58

To cover the Arkansas-Oklahoma border market you need Fort Smith's only TV station—

KNAC-TV FORT SMITH ARKANSAS

CBS NBC ABC CHANNEL 5 MAXIMUM POWER

Represented by Venard, Rintoul & McConnell, Inc.

been bought. As long as a box stands unopened in the home, he said, it is a bar to the next sale of that product.

He also outlined new program plans apart from the "Image" series. One was "Analysis Stardust," an extension of the NBC "Stardust" programming of name talent. This would use "Stardust" talent in analyses of art, culture, style, home life and other areas in which these stars have special interest. As examples, Dave Garroway analyzed for the affiliates American reaction to Russia's world dominance drive; newscaster David Brinkley examined Congress; Leo Durocher, sports, and Marlene Dietrich, human relations.

George A. Graham, director of sales planning for the network, reported on NBC Radio's activities designed to promote local sales by affiliates. For instance: The "National Local Plan" in which sales to network advertisers are promoted—via closed-circuits from an advertiser to his dealers and distributors, and by other means—to help the stations sell spots to the network advertiser's local outlets.

Mr. Graham said more than 172,000 local spots have been sold on the basis of this network-and-station concept in the last 18 months, and Mr. Culligan observed that if a station hasn't averaged 900 spots in connection with this approach over the past 18 months then "your sales manager needs talking to."

Mr. Graham also reviewed NBC's "Summertime Is Outdoor Eating Time" campaign and its work with the Grocery Mfrs. Assn. and other important food groups, all of which, he said, have made it easier for NBC affiliates to get new or additional business from local food stores. He ticked off a number of stations which had reported notable success in lining up new sponsors as a result of this "theme promotion" by NBC—but he also cautioned the stations that "aggressive follow-through" is necessary on their part.

In the "National Local Plan" he singled out the Ruberoid Co. promotion as an example of what this concept can mean. After Ruberoid signed for a network campaign, he reported, the sponsor used NBC network and station facilities to present a closed-circuit program explaining the campaign to local dealers and users. The result: more than 5,000 local spots sold by NBC stations to Ruberoid outlets, according to Mr. Graham.

"In nine out of ten station cities," he asserted, "when a closed-circuit meeting was held, related local campaigns were sold. This is overwhelming evidence as to how much local revenue potential there is for you when you hold these closed-circuit meetings and aggressively follow them up. . . . Time after time, stations tell us that related campaigns are sold out to retailers, right in the studios, just minutes after the conclusion of the special closed circuit. Ruberoid's attitude is best summed up by the fact that they came back to us again last spring with a national-local campaign, and now we fully expect a third."

Mr. Graham said there is "no more eloquent testimony to the value of such promotions than the fact that . . . CBS Radio network has just organized a merchandising department for the first time in their history. But meanwhile we have two years lead time and believe me, we are going to stay more than two years ahead."

Dr. Thomas E. Coffin, NBC research director, spelled out details of a research study showing that Universal C.I.T. Credit Corp. averaged a 95% gain in knowledge, favorable opinion and preference among *Monitor* listeners after a four-weekend campaign on *Monitor* last spring, while among nonlisteners C.I.T. gained nothing and in some instances lost ground in its campaign. (see above).

The presentation closed after a brief talk by President Kintner, who also presented Board Chairman Robert Sarnoff and David Adams, executive vice president, corporate relations.

ALPHABETICAL ORDER FOR 'MONITOR'

Results of a research study released by NBC Radio show that familiarity with services of Universal C.I.T. Credit Corp., New York, more than doubled among listeners to NBC Radio's *Monitor* after the company completed a campaign on the weekend service.

T. E. Coffin, director of the NBC Research Dept., provided a summary of the study during a meeting of the NBC Radio affiliates in New York last Wednesday (Oct. 22), citing it as an example of the impact of a campaign on NBC Radio.

Universal C.I.T., an independent auto financing company, purchased 69 announcements a weekend on *Monitor* on four different weekends earlier this year. The campaign was created by Fuller & Smith & Ross, New York.

To determine the effectiveness of this saturation schedule, NBC Radio asked O'Brien-Sherwood Assoc., New York, to conduct personal interviews with 557 car owners in 11 medium-sized east, southwest and midwest cities. The interviews were conducted just before the campaign started and after it finished.

The 126% gain in familiarity with C.I.T. reportedly was an average of six different measures of knowledge. It included "spontaneous awareness" of C.I.T. and the number of listeners who were able to identify the company's advertising slogans on *Monitor*.

The study also shows, Mr. Coffin said, that there was a 63% rise in "favorable attitudes" toward C.I.T. among *Monitor* listeners. When asked to rate C.I.T. in comparison with other finance companies, the proportion terming it "excellent" rose by 79%.

Following the *Monitor* campaign, the survey reveals, there was an increase of 21% in the number of listeners who said they would consider C.I.T. for financing the purchase of a new car. A report on the complete findings is available through NBC Radio's sales department.

SARNOFF CAUTIONS NBC-TV AFFILIATES

- **Resist outside pressures**
- **Future depends on network**

NBC Board Chairman Robert Sarnoff last week called on affiliates to work with the network and "jointly withstand" stresses from divergent interests which tend to pull them in opposite directions. The future of tv may depend on just how well they withstand the pressures, Mr. Sarnoff told the affiliates at their annual meeting in New York (see pages 62, 64).

The network-affiliate relationship, he said, hinges on the networks' ability to continue as "the balancing force and the creative hub" of television, and "rests on the powerful structure of mutual interest."

While recounting past illustrations of affiliates working with the network—in traveling to Washington to support the network-station relationships' integrity "when it was under fire in the Barrow hearings"—Mr. Sarnoff cautioned that the "joint asset" could slowly erode through "misunderstanding or . . . failure to recognize the narrow margin between network success and failure."

"If that happens," Mr. Sarnoff warned, "the affiliates themselves could bring about the very result which they have pleaded so eloquently with the government to avoid."

The pressures depicted by Mr. Sarnoff: three-network competition and its effect in both network and spot; multiplication and diversification of program sources; slowness in network sales and final programming decisions because of a buyers' market; rising costs with accompanying leveling off of station profits and decline in total network profit margins; new interests entering the station field who "may be tempted to judge individual transactions on the transient basis of immediate financial effect, without first weighing the ultimate effect on the overall network-affiliate relationship."

Mr. Sarnoff explored the "dilemmas and frustrations of networking"—in which the networks receive charges of monopoly but yet actually are a business "whose hallmark is no-quarter competition"; a public official suggests more network programming to improve the quality of radio stations while other officials "seem dedicated to reducing the amount of network programming carried by television stations."

In a look at other tv areas, Mr. Sarnoff saw:

• Program sources—A "basic stability" has come from outside packagers who have grown or consolidated, "plus others from the motion picture industry, from syndication and from the talent agency field, [who] have become firmly anchored as program originators."

• Movies—"Only a soothsayer would



Our road-rallying friends are more surprised to see the wrangler than vice-versa. They seldom see horses these days, except those owned by rodeo riders and a few working cowhands. The West has changed.

Westerners' Secret Revealed

We may be gunned down for this, but it's time you knew. Few people around here ride horses anymore. Horses are too slow. Distances are too great.

For example, many salesmen for Amarillo's 370 wholesale firms drive 200-300 miles a day to make regular calls on close-to-home customers. High school football fans willingly motor 120 miles to see Friday night games. To attend a party 60 miles from home isn't unusual.

The vastness of the Plains puts everybody on wheels. We have more cars. We drive more. While national sales of things automotive average $768 per family, KGNC-TV viewers buy $1085 worth.

Lest you think all this means it's a long way between waterholes, note well. More than a half-million people live in our service area. Amarillo is their trade center, of course. But they also buy in 271 other cities, towns, villages and wide-places-in-roads. And KGNC-TV covers them all.

For a generous sample of change from the New West, add to your list

KGNC-TV

NBC Television Amarillo, Texas

Channel 4

Full power coverage in 4 states
Represented by the Katz Agency

hazard a forecast on whether the features will soon wane in appeal through play and replay, bringing an end to this chapter in television's history; or whether they will continue as a television staple."

• Color—Expanding steadily and rapidly from full support of "only one network and one manufacturer," soon the market will be big enough to enlist other manufacturer support, he said.

• Videotape—"We stand on another frontier opened by new technology," revolutionizing station and network operations.

• Organizational changes in the network —"We have fashioned a network organization that I consider the most competent anywhere," with "skilled and energetic" executives at its operational head, and geared for "the rough competition of today and for the rougher competition of the future."

ABC-TV Rating Claim Starts Three-Way War

A rhubarb broke out last week over fall-season program rating ads placed by ABC-TV. In the process, ABC, NBC and Trendex found themselves firing and fired at.

As recounted to assembled NBC-TV affiliates (see page 62) by Don Durgin, ex-ABC executive and now vice president and national sales manager of NBC-TV, it all started when ABC-TV took out ads promoting Trendex figures showing that for the week of Oct. 1-7 the rating of ABC-TV's sponsored evening programs was up 35% over 1957, giving it a 17.2 behind CBS-TV's 20.7 but ahead of NBC's 16.8.

NBC cried "foul," and so did Trendex. NBC contended these ratings were for a week when most of its new fall scheduled had not yet been introduced, and that furthermore ABC should have shown the ratings of all programs, not just those with sponsors. Both NBC and Trendex wondered why ABC, in counting up commercial time, had excluded the sponsored Billy Graham religious program from its own total (Mr. Durgin said it was because "it was too low-rated"). Trendex had a separate beef about the ABC ad's identifying the other networks rather than showing them as "Network A" and "Network B."

Trendex Executive Vice President Robert B. Rogers wrote NBC last Wednesday (Oct. 22) saying that ABC had given assurances that it would stop identifying the competing networks and that ABC authorities omitted the Billy Graham rating from their count because "they do not consider this a commercial program."

NBC meanwhile had Trendex do a survey for Oct. 8-14, by which time all but one of its shows was on the air. On an all-evening program base, which Mr. Durgin pointed out is the Trendex reported base, this showed NBC first with 18.4, CBS second with 17.3 and ABC third with 13.5. Mr. Durgin also pointed out that on an all-program basis even the Oct. 1-7 study would have shown ABC in third place. He also re-figured ABC's Oct. 1-7 rating with the Billy Graham show included and said this way ABC came out third again with 16.5 behind 16.8 for NBC and 20.7 for CBS.

But the sparks really flew when ABC took out another ad last Wednesday, repeating the Oct. 1-7 ratings for sponsored programs (excluding Billy Graham), using the CBS call letters but referring to NBC only as "the third network," and added this footnote; "Important: These figures are from the latest (and only) official Trendex reports available to the television industry . . . and *not* from a special study prepared for any specific network." The footnote also pointed out that the ratings were for sponsored evening programs "excluding news and religious programming."

In his letter to NBC, Trendex's Mr. Rogers called attention to the new ad. He said:

"I would like to point out that every special survey we conduct is just as 'official' and just as unbiased as the survey we conduct during the first through the seventh of each month. The sample size is identical, the distribution of the sample is identical and, therefore, the results may be compared directly.

"The inference that the figures produced during the week of Oct. 8-14 for NBC-TV are not comparable to those produced during Oct. 1-7 for the industry is inexcusable, and we certainly intend to bring this to the attention of ABC-TV officials."

ABC authorities meanwhile gave their side of the ruckus as follows:

They decided that, since the Oct. 1-7 Trendex would be the only one that Trendex subscribers generally would receive in October, they would use it in their advertising. They cut sustaining programs out of the compilations because they wanted to show advertisers what other advertisers were getting on ABC-TV. This, they said, is standard practice which has been followed by NBC as well as ABC. They deleted the Billy Graham rating on the ground that this program is not commercial in a true sense and also would be on for only four telecasts.

Moreover, they charged, NBC, NBC-TV picked Oct. 8-14 for its special measurement because NBC knew it had three specials (*Bob Hope Show, Johnny Belinda* and *Swiss Family Robinson*) and two premieres (*Milton Berle* and *Cimmaron City*) scheduled in that period to help boost audience.

In the meantime, reports circulated that ABC officials had threatened to cancel Trendex if word of the Trendex complaint leaked out. This could not be immediately confirmed at ABC, and Trendex' Mr. Roberts would say only that Trendex had received no official, written notice of cancellation.

Record Attendance Expected At CBS Affiliates Convention

An all-time high in registration is expected for the fifth annual convention of the CBS-Radio Affiliates Assn. to be held Wednesday and Thursday (Oct. 29-30) at the Waldorf-Astoria Hotel, New York.

Charles C. Caley of WMBD Peoria, chairman of the affiliates group board, and CBS Radio President Arthur Hull Hayes, last week announced that the advance registration a week before showed that 116 stations—more than 80% of the network's rate card—would attend. Frank Fogarty of WOW Omaha, convention committee chairman, said the number is running ahead of last year. Total registration a year ago was 119 stations, or 82.4% of the rate card.

General managers of CBS-owned radio stations meet with CBS Radio executives at the Berkshire Hotel, New York, Oct. 27 (Jules Dundes, CBS Radio's vice president in charge of station administration, presiding), and will meet again Oct. 28 along with sales managers with CBS Radio Spot Sales at the Hotel Pierre and on Oct. 31 in closed session.

Spot Sales will have a luncheon featuring Mr. Hayes as speaker, while Spot Sales General Manager Gordon F. Hayes will preside over a day-long session on sales, research, programming, promotion and advertising plans for the coming year.

Gen. Curtis E. Le May, vice chief of staff, USAF, is slated to deliver "an off-the-record" talk at a luncheon meeting Oct. 29 at the Waldorf-Astoria Starlight Roof.

Seattle Partner-Change in '59: KOMO-TV to ABC; KING-TV to NBC

ABC-TV moved quickly for an affiliation agreement in Seattle, announcing last week it has effected a pact with KOMO-TV, the station from which NBC-TV switches its primary affiliation in a year from December to KING-TV [NETWORKS, Oct. 20].

W. W. Warren, KOMO-TV's executive vice president and general manager, and Alfred R. Beckman, vice president of ABC-TV station relations, announced the signing which makes effective a secondary affiliation immediately and primary affiliation on Dec. 10, 1959, the date when NBC-TV switches its primary Seattle affiliation to KING-TV.

With this affiliation swap in Seattle made final, ABC-TV still has a gap to fill in Portland, Ore., where KGW-TV becomes a primary NBC-TV affiliate May 1, 1959; while ABC Radio has affiliations to make in Seattle and Portland (both tv and am stations operated by King Broadcasting Co. in the two markets move from ABC-TV to NBC-TV).



SIGNING *the KOMO-TV-ABC pact: Oliver Treyz (seated, l), ABC-TV president; W. W. Warren (r), executive vice president and general manager of KOMO-TV, and Alfred R. Beckman (standing), vice president in charge of station relations, ABC-TV.*

Sampson sees Red

and cashes in on award-winning local news!

Rhode Island Red proudly points out to timebuyer Sampson B. Sagamore that only WJAR-TV has: (1) 6 daily newscasts prepared from 5 news services plus on the spot coverage! (2) Highest rated newscasts in the Providence market! (3) The Peabody Award for special events plus awards from THE BILLBOARD and VARIETY!



In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in news coverage!

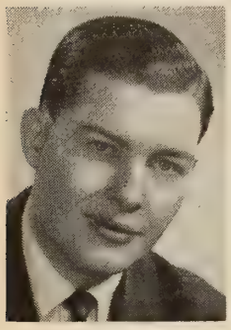
CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC

LOOK TO YOUR BRAND IMAGE— FENIGER AT NAB BOSTON SESSION

- **Stations must work on selling selves, agencyman says**
- **Record crowd at Boston; final regional underway today**

Madison Avenue isn't getting a very good brand image of the broadcasting business.

This thought, backed by some tips on what broadcasters should do about their promotion and programs, was given the NAB fall conference held Oct. 20-21 in Boston. The speaker was Jerome R. Feniger, programming vice president of Cunningham & Walsh, New York.



MR. FENIGER

The Boston conference drew 226 registered delegates, highest of the seven conferences in the autumn series that started Sept. 18 in Biloxi, Miss. The final conference opens today (Oct. 27) at the Statler Hilton Hotel, Washington, D. C.

Mr. Feniger reminded the Boston delegates about his tips to radio stations, offered in a National Radio Month talk before the Washington Ad Club [ADVERTISERS & AGENCIES, May 19]. Television, a newer medium, must improve its presentation of station and market information to agencies, he said.

"I feel there is a place in any tv program schedule for imaginative, locally produced, live programming," Mr. Feniger said, adding that videotape may lead to more local live shows to strengthen schedules built around syndicated half-hours, feature films and network programs. He contended a five-minute newscast, with about 3¼ minutes of actual news, is not adequate to cover world, national, regional and local news for intelligent audiences. On the other hand he lauded tv and radio stations for their improved on-the-scene local reporting.

"More local news coverage will result in better ratings and better ratings will result in more business, and more business will result in more profit at the end of the year," he reminded.

Broadcasters should tell a better story to Madison Avenue, and should "present it through the broadcasting trade press, through representatives and local salesmen, through personal calls on key accounts and in every other way possible," Mr. Feniger said in suggesting his ideas of what stations should do to improve agency opinion of their operations.

"I would do highly effective research on the audience my station reaches," he said. "This audience represents my greatest asset. It's really all I have to sell. Once I had this basic research information I would carefully analyze my program schedule and determine the type of programming that best appeals to this audience.

"I would eliminate those shows with limited appeal and add shows with more general appeal. However, I would definitely not sacrifice my responsibilities to run my station in the public interest, convenience and necessity in the broadcast scope of those words.

"After a reasonable time I would then research the effectiveness of this program approach to my audience. With the results of this material I then would have a strong selling case. Once I had this information I would carefully put it into the most effective possible form for presentation to my local, regional and national advertisers and their agencies."

Having presented this story to agencies and accounts, he said, "I would devote every effort to letting my advertisers' announcements and programs sell and sell hard. I would not triple spot. I would not overload participating programs with one-minute announcements. I would endeavor to give each advertiser's message an opportunity to gain a share of the consumers' mind. When we consider that the average American is confronted with over 1,500 advertising impressions per day you can recognize readily the importance of allowing each and every message on your station the greatest opportunity for penetration."

Mr. Feniger saw "a bright future for the broadcasting business," and adding this reminder, "Never before in the history of modern advertising have clients and agencies analyzed more carefully the relative selling ability of the various advertising media. In any well-rounded marketing and advertising plan all media must be carefully considered. However, the great growth of both spot and network radio and television over the past 10 years attests to the fundamental selling power of sound alone, or sight plus sound plus motion."

If broadcasters "more carefully document the effectiveness of the medium," he said, "they cannot help but improve both the quality of their facility and the profitability of their property." Mr. Feniger said he had served in the broadcasting business as a buyer, a seller and a station employe.

NAB President Harold E. Fellows led NAB's headquarters staff in staging a series of joint radio-tv management-administrative sessions at Boston. Separate radio and tv meetings were directed by John F. Meagher, NAB radio vice president, and Thad H. Brown Jr., tv vice president.

A discussion of broadcast editorializing was led by Daniel W. Kops, WAVZ New Haven, Conn., and C. Wrede Petersmeyer, Corinthian Broadcasting Corp., members of NAB's committee on editorializing. Mr. Petersmeyer contended the FCC was still confused about broadcast editorializing. He suggested that a survey NAB is conducting at the eight fall conferences will prove helpful to the Commission and provide the basis for an NAB editorializing guide. He felt the FCC merely gives "lip service" to editorializing, arguing broadcasters must have "a clear picture" of what they can do.

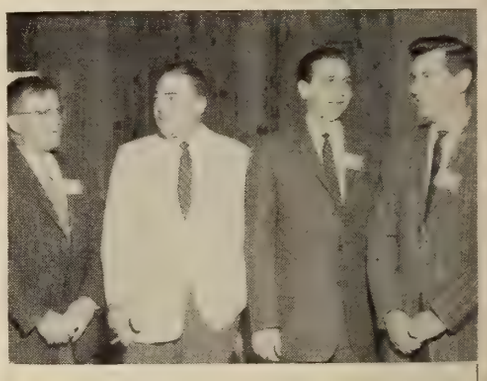
Mr. Kops described his active editorializing procedure and said the station has endorsed candidates for local office. Paul Adanti, WHEN-TV Syracuse, N. Y., wondered if there were enough qualified people on station staffs to do a professional editorializing job. Donald A. Thurston, WIKE Newport, Vt., replied with the statement that "a lot of newspaper editorial writers aren't qualified."

Mr. Petersmeyer suggested "broadcasting will not be a wholly vital medium of communication until it has the same rights as newspapers. Their holier than thou position galls me."

A showing of hands showed only seven stations that editorialize on a regular basis.

The final Fall Conference in Washington will follow the format set at the opening Biloxi session. The advertising speaker at the Tuesday luncheon in Washington will be Felix Coste, vice president and director of marketing, Coca-Cola Co.

Maj. Gen. Robert Jefferson Wood, deputy chief of research and development of the Army, will address the Washington banquet Oct. 27. He will describe missile research and military implications of possible future international laws governing outer space.



KENTUCKY Broadcasters Assn. elected its officers at an Oct. 12-15 meeting in Hopkinsville. (L to r): Al Temple of WKCT Bowling Green, president; Francke Fox of WHLN Harlan, first vice president; Don Horton of WVLK Lexington, second vice president, and Dee Huddleston of WIEL Elizabethtown, secretary-treasurer. Mr. Huddleston is outgoing KBA president. New executive committeemen are W. T. Isaac, WHIR Danville; Jim Caldwell, WAVE Louisville, and Katherine Peden, WHOP Hopkinsville.

IBA Calls for Change In FCC Editorial Rule

The answer to broadcasters' editorial dilemma is the adoption of a common sense editorializing policy by the FCC.

Illinois Broadcasters Assn. took this stand Oct. 21-22 at its Champaign meeting, proposing the formation of an industry committee to confer with the FCC, members of Congress and other government officials.

What irked the Illinois group most was the requirement that broadcasters must affirmatively seek out responsible persons to present the other point of view. After all, IBA contended, the broadcaster assumes the role of publisher in airing editorials.

Station ownership, responsible to the FCC, must be responsible for editorial policy, according to IBA. The requirement of "a reasonable standard of fairness" was considered acceptable but the duty to seek opposing views "makes practically impossible an editorial policy of force and effect," according to a unanimous resolution.

The obligation runs into a number of problems, IBA found. These include: Lack of organized opposition or responsible persons willing to oppose the broadcasters' editorial viewpoint; unfair burden on broadcasters, putting the station in an unrealistic position; if a person is deemed not to be a responsible person, such person might have grounds for court action, requiring proof of irresponsibility.

All this makes it "impractical and unrealistic for a broadcaster to entertain and pursue a serious editorial policy in conformance to present Commission rules, lest his license and livelihood be placed in jeopardy," IBA said.

Practically any person who has the money can buy time to say "most anything he desires subject to legal limits and FCC rules," IBA added, "yet it is illogical that the broadcaster himself is not presently under responsibility to go seek out and sell an ad to someone else to present another point of view, nor can he present such view himself."

According to IBA, under a strict legal interpretation of present rules "anybody but the broadcaster can have his opinion published."

Currently there are several important issues before Illinois voters which broadcasters should be free to explain and on which to take a position without fear of FCC or the federal government, IBA explained. These issues include education, hospitalization, welfare and judicial reform.

The editorializing question has been discussed at panel sessions during the NAB Fall Conferences (see Boston conference, page 70). NAB is conducting a detailed survey to determine how stations editorialize. The information is expected to provide a basis for policy guidance and will be submitted to the FCC.

The IBA resolution was offered by Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., from a committee headed by Joe Bonansinga, WGEM-AM-TV Quincy.

IBA met at the Inman Hotel in Champaign Oct. 21-22.

IBA also elected new officers, including R. Karl Baker, WLDS Jacksonville, president, succeeding Charles R. Cook, WJPF Herrin; Vernon A. Nolte, WJBC Bloomington, vice president; M. H. Stuckwish, WSOY Decatur, (re-elected) secretary-treasurer, and John Dixon, WROK Rockford as director, replacing Adlai C. Ferguson Jr., WPRS Paris. Mr. Cook automatically became immediate past president and board member.

The association's broadcast education committee, named last spring, recommended use of radio-tv interns from the U. of Illinois for the summer months and also ideas from stations on suggested curriculum subjects for radio-tv courses at the U. of Illinois and Southern Illinois U.

Speakers at the IBA meeting were Robert T. Mason, WMBN Marion, Ohio, and Mr. Johnson, on All-Industry Music License Committee Developments; Mr. Nolte on the annual Voice of Democracy contest (he reported substantial progress in terms of participation by Illinois stations); Howard Bell, assistant to the president and coordinator for state broadcasters' associations, NAB (reporting on freedom of information); Irwin Cochrun, director of business management, U. of Illinois (luncheon speaker); Maj. Paul MacDonald, deputy regional director, mobilization region 4, Federal Civil Defense Administration; Paul Bouban, public relations director, FCDA; Tom Vannier, radio relations director, Illinois Agricultural Assn.



FULL participation in the FCC 25-890 mc proceedings was voted last week by the board of the Assn. of Maximum Service Telecasters. Meeting at Washington, D. C., headquarters, the board declared it would emphasize the "tremendous stake" the public has in the television portion of the radio spectrum.

The board also voted to offer facilities and funds to the Television Allocations Study Organization in its current tv directional antenna experiments and tests, with particular stress on testing DA's both before and after installation. The directors also heard a report on completion of the AMST uhf-vhf propagation studies in Wilkes-Barre, Pa.; Baton Rouge, La.; Madison, Wis.; Columbia, S. C.; Fresno, Calif.; Buffalo, N. Y., and Philadelphia, Pa. New members elected to AMST are WDAF-TV Kansas City, Mo., and KSPW-TV Salinas, Calif.

Attending the meeting were the following (l to r): Seated, Alex Keese, WFAA-TV Dallas, Tex.; John H. De Witt Jr., WSM-TV Nashville, Tenn.; Joseph B. Epperson, WEWS (TV) Cleveland, Ohio; Ernest W. Jennes, Washington, D. C., attorney; Jack Harris, KPRC-TV Houston, Tex., president of AMST; Lester W. Lindow, executive director of AMST; Donald D. Davis, KMBC-TV Kansas City, Mo.; Ward Quaal, WGN-TV Chicago, Ill., and Roger W. Clipp, WFIL-TV Philadelphia, Pa.

Standing, John S. Hayes, WTOP-TV Washington, D. C.; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; John Ellicott, Washington attorney; Harold C. Stuart, KVOO-TV Tulsa, Okla.; John Northrupp, Corinthian Broadcasting; Howard T. Head, Washington engineer, and Harold Essex, WSJS-TV Winston-Salem, N. C.

Videotape Must Be Harnessed, Young Tells Pennsylvania AWRT

A cautious view of videotape was expressed over the weekend by a leading station representative. Addressing the seventh annual conference of American Women in Radio & Television (Pennsylvania chapter) in Erie Saturday (Oct. 25), Adam J. Young, president of Adam Young Inc., described VTR as "another mechanical monster" that needs harnessing. Videotape, said Mr. Young, "can hurt you or help you and this may depend on circumstances and on you."

This is how Mr. Young suggests VTR "might hurt." Metropolitan stations now are syndicating their locally-produced programs. More of this type of programming will in time displace the local show. "But," Mr. Young added, "I am not suggesting you are all going out of business. On the contrary, the same machine used on a local level by you, can be your greatest defense against the possibility of any encroachment." Suggested Mr. Young: Upgrade not only the program quality but that of the commercial, as well.

RTNDA MEMBERSHIP UP TO 550 AT MEET

- **Swezey given White Award**
- **USSR's CBS ouster protested**

"The biggest and best convention in our 13-year history" was the consensus of officers and members of Radio-Tv News Directors Assn. as final registration reached 243—with attendance well over 300, including wives and other guests.

The association's membership rose to a high of 550 during the Oct. 15-18 conclave at Chicago's Sheraton Blackstone Hotel.

The convention ended with the awards dinner Oct. 18, honoring Robert D. Swezey, executive vice president of WDSU-AM-TV New Orleans, with the third annual Paul White Memorial Award for his contributions in the Canon 35 fight [CLOSED CIRCUIT, Sept. 22]. RTNDA recognized 17 radio-tv stations in the annual awards competition conducted by the radio-tv department of Northwestern U.'s Medill School of Journalism [TRADE ASSNS., Oct. 20].

Mr. Swezey, who departed after the banquet for Munich, Germany, to participate in Radio Free Europe work, is chairman of NAB's Freedom of Information Committee and a member of ABA.

Mr. Swezey stated that the broadcast industry "must decide whether we will accept the full challenge which the sheer mechanical excellence of our media has thrust upon us, or whether we will content ourselves with becoming casual entertainers."

Today's times require "strong, calm voices speaking moral good sense," Mr. Swezey stated. "[Why should] the best vehicles of public information . . . be devoted almost exclusively to the distribution of goods and . . . escapism? We, who should be at the head of the line assuming responsible leadership . . . are still lagging far to the rear. If we falter, I wonder quite seriously whether the pressure of the times will not bring other people or other systems to take our place."

Featured banquet speaker Oct. 18 was Brig. Gen. Homer A. Boushey, deputy director for research and development, U. S. Army, who discussed "The Challenge of Space." He predicted the first military space vehicle probably would be an unmanned communications satellite which could be altered to provide a video pickup of worldwide weather information, or be used as a navigational guide.

Aside from election of officers for 1958-59, including Ralph Renick, WTVJ (TV) Miami, Fla., as president, succeeding Jack Krueger, WTMJ-AM-TV Milwaukee, Wis., RTNDA chose New Orleans and Montreal, Quebec, as conventional sites for 1959 and 1960, respectively.

The news directors Oct. 18 adopted resolutions (1) calling for a formal protest to the Soviet Union over the expulsion of CBS correspondent Paul Niven; (2) deploring "the tendency of the wire services to lower the standards of the daily file to the demands of the 'rip and read' stations . . . to the detriment of broadcasters striving to maintain the highest standards of electronic journalism"; and (3) lauding the American Bar Assn.'s decision to re-evalute Canon 35 through creation of a special committee [AT DEADLINE, Oct. 20].

Resolutions were adopted and Medill awards announced Saturday morning during a business session, followed by a Canadian-flavored luncheon, with Joseph Sedgwick, the Queen's Counsel, as speaker. An afternoon workshop section was devoted to election coverage, with legal aspects reviewed by Vincent T. Wasilewski, NAB manager of government relations. He told newsmen that any decision to overhaul Sec. 315 of the Communications Act would have to be made by Congress "because FCC is pretty much wedded to past procedure." Floor questioning reflected news directors' interest in political broadcasting. Other topics were regional and small station coverage, and work of election bureaus and pools in Texas and Washington state.

Friday sessions included a freedom of information report and a debate on Canon 35 by Mr. Swezey and Albert E. Jenner, president of the American College of Trial Lawyers, and a luncheon address by NAB President Harold E. Fellows [AT DEADLINE, Oct. 20].

A highlight of afternoon meetings was a report by James W. Seiler, director of American Research Bureau, on what news audiences mean to advertisers. Mr. Seiler claimed size of the audience is not as important as the attention factor, which would determine whether or not a newscast does its job. He urged newsmen not to base their decisions on merely one study but to consider perhaps three or four. A proper sample is the most important factor in making an audience study worthwhile, he claimed.

A videotape demonstration was given by Jack Hauser, sales promotion manager of Ampex Corp., in studios of WGN-TV Chicago. He stressed the assets of immediacy and quality in taping news and reported that 165 VTR units are presently in use, with 85 more expected by next Jan. 1. Of this total, 75 stations are utilizing VTR facilities, mostly for commercial purposes, he reported. Ampex currently is turning out one videotape recording unit per day.

Network presentations were made by John Secondari, chief of ABC's Washington bureau; Don Meaney, national tv news editor, of NBC, and John Day, news director of CBS.

TO STOP BY PRECINCT

Federal Trade Commission Chairman John W. Gwynne will speak Wednesday (Oct. 29) on "The FTC Looks at Television and Radio Commercials" at the "source" of decision-making in commercials—New York. Mr. Gwynne is featured speaker at a luncheon roundtable to be held at the Roosevelt Hotel by the Radio & Television Executives Society. In advance notices sent out last week by RTES, the chairman was billed as an "outspoken critic of congressional investigating committees."

Tv Broadcasters Covet Audit Bureau—Lantz

The broadcast industry has been "unable to establish an audit bureau to set standards for audience measurement" and would welcome such an organization for television "if such were possible," Walter P. Lantz, board chairman of Audit Bureau of Circulations said Thursday.

At the same time Mr. Lantz, advertising director of Shulton Inc., told the ABC 44th annual meeting that "print media must stop following the sales and promotion tactics of other media and must sell more intelligently on the positive and indisputable value of accurate, audited circulation facts."

Many publishers, he claimed, have tried through surveys to prove their readers "are as great in numbers as popular television and radio programs" and thus have "prostituted themselves to the false lure of thin air." He noted that print media has a "unique selling tool in ABC" and should concentrate selling efforts on that distinction.

Mr. Lantz was one of several Thursday speakers including Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding.

Andrew Heiskell, publisher of *Life* magazine, asserted that the responsibility for "leadership necessary for our survival" rests not with broadcast media but newspapers and magazines. So many groups involved in radio-tv—FCC, networks, agencies and advertisers—"makes it unlikely that the broadcast media will be anything more than transmitters of entertainment the next ten years."

Networks' preoccupation for buying and selling stations, signing sponsors and talent and promotion represent "heavy duties" which "precludes giving more than casual thought to journalism," he asserted. On other hand, he added, newspapers and magazines think of news as history and not as a commodity to "surround a sponsor's jingles." He called on print media to give more thought of "achieving editorial excellence."

The ABC annual meeting was held at Chicago's Drake Hotel Oct. 23-24, comprising a morning general session and various divisional meetings for advertiser, agency, newspaper, business and farm publication, magazine and other groups. The luncheon speaker Thursday was Robert F. Kennedy, chief counsel for the Senate Rackets Committee.

The text of Mr. Cone's talk pertaining to tv:

"The large national advertiser finds the huge audiences of television an economical means for reaching the necessary millions.

"Most often this large advertiser uses printed advertising, too.

"However, there are some people who use only broadcasting and there are others who use only print.

"The latter, and these are the great majority of advertisers, simply cannot afford the number of dollars required to buy important television.

"These do very well in print.

"The question that has not been answered is whether printed advertising run on television schedules would not produce results

the all new—632 pages

BROADCASTING YEARBOOK

"One-book library of television and radio information"

46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), *and* it is organized for speedy reference.

It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting for more than 27 years.

To give you an idea of the sweep and depth of this source-work, the six main sections and subheads are:

The facilities of radio and television

- TV Station Call Letters
- TV Station Directory
- Experimental TV Stations
- UHF Translator TV Stations
- TV Stations Grouped by Channels
- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
- Radio Station Directory
- U.S. Stations Beaming Overseas
- AM Stations Grouped by Frequencies
- Group Ownership of Broadcast Stations
- Newspaper Ownership of Stations
- Radio-TV Station Representatives
- TV Network Interconnection Map
- National Radio and TV Networks and Rates
- Regional Radio Networks
- Regional TV Networks
- Canadian Broadcasting Corp. Executives, Staff
- Canadian TV Call Letters
- Canadian TV Station Directory
- Canadian AM Call Letters
- Canadian Radio Station Directory
- Canadian AM Stations by Frequencies
- Mexican-Caribbean Radio Stations

Regulation, imposed and voluntary

- How to Apply for a Broadcasting Station
- TV Code of the N.A.B.
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
- F.C.C. Commissioners, Executives and Staff

Suppliers and services

- Equipment Manufacturers
- Equipment for Rent
- Communications Attorneys
- Consulting Engineers
- Station Brokers
- TV Program Services
- Radio Program Services
- Radio-TV News Services
- Talent Agents
- Research Services
- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants
- Unions, Labor Groups
- Communications Carriers
- Closed Circuit TV Operators
- Subscription TV Interests
- Community Antenna Systems
- Radio-TV Schools
- Government Agencies

Trade associations, professional groups

- The National Assn. of Broadcasters
- State Associations of Broadcasters
- The Radio Advertising Bureau (RAB)
- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress
- Other Associations of Broadcasters
- Associations, Societies in Other Fields

Facts, figures, history of broadcasting

- The ABC's of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
- TV Time Sales, Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio Time Sales, Network, Spot, Local
- Radio Time Sales in Individual Markets
- The Radio and Television Payroll
- Extent of Editorializing on the Air
- Foreign Language Programming
- Negro Programming
- Stereophonic Broadcasting, Multiplexing
- Film-Line Ratio on TV
- Bibliography of Reference Books
- Selected Articles of Basic Interest

Market facts for all U. S. Counties

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	4,100	50%	2,030	v3.4%	3,800	6,281	1,916	232	4,043
BALDWIN	11,900	77	9,170	95.2	11,300	35,693	9,867	1,151	15,317
			3,080		000		4,050		

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equal to those from television relative to total audience and total cost.

"There are those who think the continuous scheduling of television advertising may have a greater effect than the nature of the medium.

"Television, like radio, demands weekly scheduling in the case of most nighttime programs and five-times-a-week scheduling in the case of daytime programs.

"Printed advertising can be bought and generally is bought on a far less frequent schedule.

"Some testing of much greater frequency in printed advertising currently is indicated."

SMPTE Names Simmons At Semiannual Meeting

Dr. Norwood L. Simmons, West Coast Div., Motion Picture Film Dept., Eastman Kodak Co., last week was elected president of the Society of Motion Picture and Television Engineers. SMPTE held its 84th semiannual convention at Detroit's Sheraton-Cadillac Hotel. Dr. Simmons, former governor, editorial vice president and executive vice president of the society, succeeds Barton Kreuzer of RCA.

Succeeding Dr. Simmons as executive vice president is John W. Servies, vice president of National Theatre Supply Co. Glenn Matthews of Eastman Kodak was re-elected editorial vice president. President Reid H. Ray of Reid H. Ray Film Industries, St. Paul, Minn., is the new convention vice president. Wilton R. Holm of DuPont's Photo Products Div. remains in the post of secretary.

Newly elected to two-year terms on the board of governors: Gerald G. Graham, director of technical operations, National Film Board, Montreal, Quebec; Robert C. Reineck, chief engineer, CBS News, N. Y.; Kenneth M. Mason, manager, Midwest Div., Motion Picture Film Dept., Eastman Kodak Co., Chicago; James L. Wassell, market manager, professional equipment, Bell & Howell Co., Chicago; Ub Iwerks, director of technical research, Walt Disney Productions, Burbank, Calif., and Theodore B. Grenier, chief engineer, tv and radio, ABC, Hollywood.

The society's 6,500 members were addressed one opening day by Encyclopaedia Britannica Films President Maurice B. Mitchell. He called for provision by the schools of more basics in the sciences and sociology to keep pace with technological development.

Among the other speakers: Ed Dyke of Page Communications Engineers, Washington; T. Worswick, British Broadcasting Corp.; Charles P. Ginsburg, Ampex; Axel Jensen, Bell Telephone Labs; Bowman Scott and P. A. M. Curry, Solartron Electronic Group Ltd., Surrey, England; Leon E. Dostert, Georgetown U., and A. F. Parker-Rhodes and C. Wordley of Cambridge, England.

Electronics May Replace Brain, Spaceman Tells Electronics Meet

The world will become "more and more influenced by electronic technology" as it nears the real space age, delegates to the National Electronics Conference in Chicago were told.

That view was expressed by Dr. Simon Ramo, president of Space Technology Labs (division of Ramo-Wooldridge Corp.), in a talk on "Space or Electronics—Which Will Dominate the Century?" (Ramo-Wooldridge Corp. has overall scientific direction of the USAF ballistic missile program.) Dr. Ramo spoke at the Hotel Sherman Oct. 15. More than 10,000 scientists, engineers and educators attended this 14th annual meeting, held Oct. 13-15. Sponsors were American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and U. of Illinois.

"What the world needs most today is a good $5 electronic brain," Dr. Ramo told delegates, adding man's activity the next century will be determined largely by the replacement and extension of his intelligence by machine.

Some 300 technical papers were presented at the conference, including a report on work being done by Panel Four of the Television Allocations Study Organization. TASO's tv field strength measurement and analysis program was reviewed by Harry Fine of the FCC, and Howard T. Head of A. D. Ring & Assoc. (consulting engineers), both Washington. Dr. William H. Pickering, California Institute of Technology, appeared on an Oct. 14 panel, discussing satellite instruments used to transmit information back to earth.

Highlights among exhibits at the conference were a new transistorized mobile communications center displayed by the Air Force and electronic components by the Army.

BPA Adds 7 Members in Month, Shooting for 300 by Convention

Broadcasters' Promotion Assn. added seven members during September and hopes to attain 300 memberships by the time of its third annual convention in St. Louis next month.

Elliott W. Henry Jr., ABC Chicago and BPA president, reported 70 stations and associated companies have joined the organization since Jan. 1. BPA was founded in November 1956 and now claims 250 members.

Nearly 100 advance registrations have been received thus far for the BPA convention-seminar at St. Louis' Chase Hotel Nov. 16-19, Mr. Henry also reported, with the agenda near completion [TRADE ASSNS., Oct. 13].

September additions were Walter G. Paschall, WSB-AM-TV Atlanta, Ga.; Mike Shaffer, WAVY-AM-TV Portsmouth, Va.; Evelyn Winters, KIDO Boise, Idaho; Charles Sebastian WTAQ La Grange Ill.; Robert W. Bidlock, WIBC Indianapolis; Connie Blackstead, North Dakota Broadcasting Co., Fargo, and Thomas F. McCollum Jr., WXEX-TV Petersburg-Richmond, Va.

Mutual Adv. Agency Network Re-elects Faber, Other Incumbents

The Mutual Advertising Agency Network re-elected present officers, including F. H. Faber, president, at its fourth quarterly business meeting and workshop session in the Bismarck Hotel, Chicago, Oct. 10-11.

Re-elected for 1959 with Mr. Faber, head of Faber Advertising Agency, Minneapolis, were Gladys Lamb of Kelly & Lamb Adv. Agency, Columbus, vice president-treasurer; Ken Warren, Warren & Litzenberger Adv., Davenport, Iowa, vice president, and James C. Taylor, head of his own agency in Ottumwa, Iowa, as secretary.

MAAN also announced plans for 1959 meets, starting with the Plaza Hotel in New York, Jan. 16-17, and the Bismarck Hotel in Chicago April 10-11, June 26-27 and Oct. 23-24.

ETV Signal Techniques To Be Studied by EIA

Methods used for signal distribution in educational television service will be studied by Electronic Industries Assn. Ben Adler, president of Adler Electronics, will head the project. It will cover signal methods within school systems under a project started by W. J. Morlock, General Electric Co., chairman of the EIA equipment task force, Educational Coordinating Committee.

Mr. Morlock said the study "will involve tv distribution problems which are now unsolved. It is expected to provide the basis for a series of recommendations to the FCC covering educational transmissions. The EIA committee is preparing a booklet designed to aid educators in evaluating educational tv systems.

Radio's Need of New 'Package' Cited by Sweeney at Texas Meet

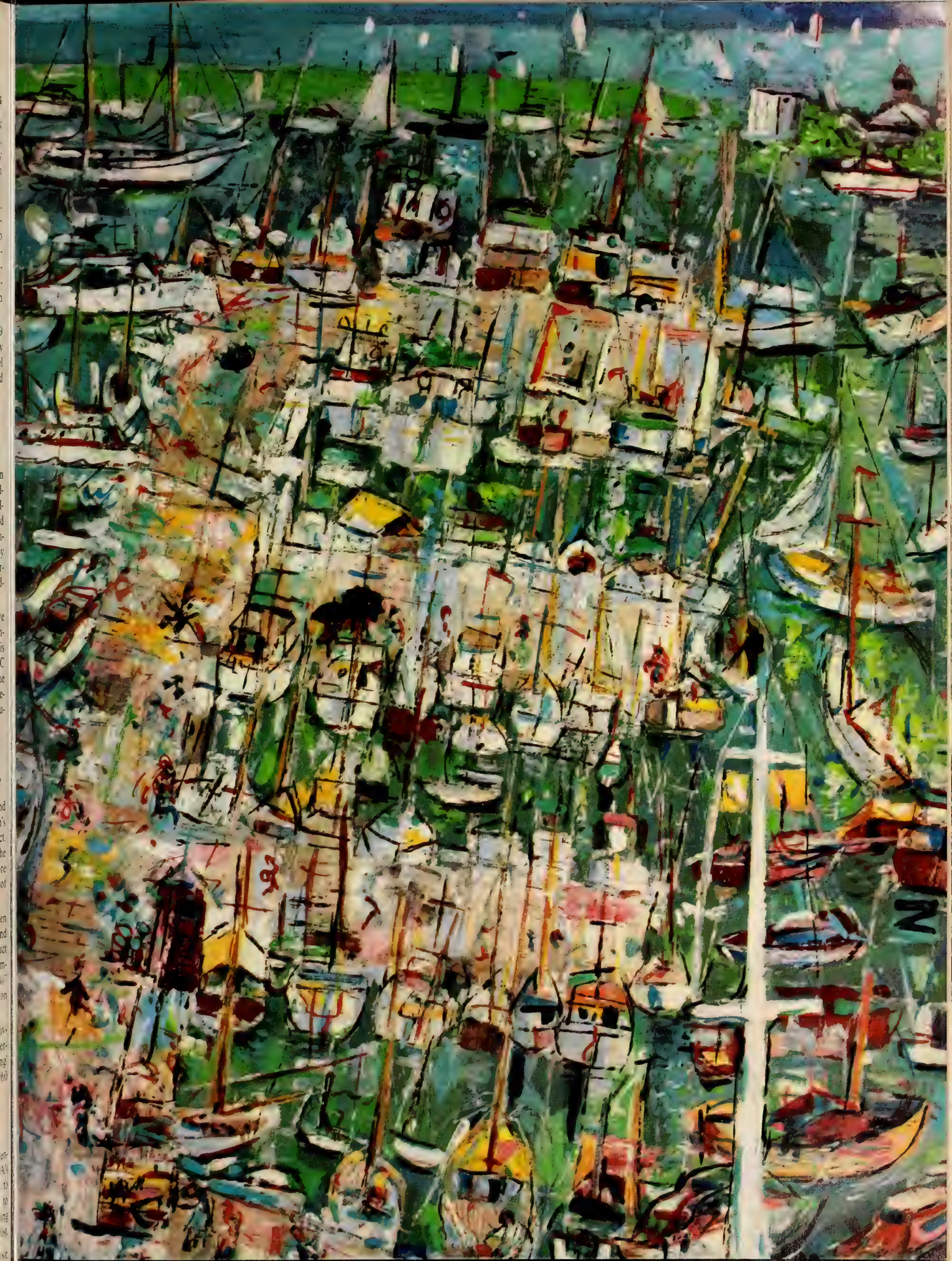
The suggestion that radio "redesign and repackage" itself to dramatize the medium's "newness" was offered last Thursday (Oct. 23) of Kevin Sweeney, president of the Radio Advertising Bureau, in a talk before the Assn. of Broadcasting Executives of Texas in Dallas.

Mr. Sweeney asserted that radio salesmen have a new product both in network and the spot field and claimed that the product is "substantially improved." He recommended that radio be given a new "dress" and a new type of selling and promotion campaign and added:

"Half-seriously, we might consider [giving] the product a new name like 'supervisual selling' instead of 'radio advertising' [it] might dramatize radio's function in 1960 marketing."

ANA Urges Educational Assist

The Assn. of National Advertisers is encouraging its members to donate ANA's advertising management guidebook series to colleges and universities of their choice to assist in the education of future advertising managers. ANA's President, Paul B. West,



CHT HARBOR, NEW ORLEANS" BY PAUL NINAS. FROM THE WDSU COLLECTION.

In New Orleans....

WDSU-TV gives you the picture



Sailing, cruising, fishing, golf—outdoor activities like these will go on right through the winter in America's most different city.

This means that marketing opportunities are different, too. With WDSU-TV's years of experience as a guide, advertisers can take full advantage of this individual marketing picture.

Knowing what New Orleanians like has enabled WDSU-TV to deliver more audience than all other stations combined —day after day, night after night, *month after month.**

*ARB—May 26-June 22, 1958
Telepulse—August 1-8, 1958
Nielsen—July-August, 1958

last week said the need for timely and comprehensive data on advertising "has long been recognized by educators and all segments of the advertising industry." Members have been sent information forms enabling them to specify the college to receive the guidebooks, while agencies and media who plan to take part can obtain the forms from ANA's headquarters in New York. Price of the guidebooks for educational institutions is $97.50. Some advertising officials already have purchased the series for colleges and schools, ANA noted.

Minnesotans Elect Thayer

Minnesota broadcasters elected Jack Thayer (general manager, WDGY Minneapolis), president of their association at its Oct. 17 annual meeting. Bob DeHaven of KYSM Mankato is MBA's new first vice president; Jim Hambacker of KBUN Bemidji is second vice president; Sherm Headley of WCCO-TV Minneapolis is secretary-treasurer.

NTA Drops NAB Membership

NAB confirmed reports last week that National Telefilm Assoc., New York, has withdrawn as an associate member. Though comment was not available from NTA, it was recalled that some film companies have been piqued by a NAB action at this year's convention banning service exhibitors, including film organizations, from showing at future conventions [NAB CONVENTION, May 5].

Missouri AP Group Elects Low

Radio newsmen of Missouri AP Broadcasters Oct. 12 elected Dale Low, KNCM Moberly, chairman, succeeding Lafe Williams, KFEQ St. Joseph, at their annual meeting in Jefferson City. Walt Bodine, WDAF Kansas City, was named vice chairman.

TRADE ASSN. SHORTS

Broadcast Pioneers Club, New York chapter, opened fall-winter season with an "Italian Night" dinner-meeting on Oct. 22 at Renato's restaurant in Greenwich Village. Ralph N. Weil, WOV New York and president of New York chapter, emceed event.

Southern California Broadcasters Assn. will hold its annual all-male Whingding outing Nov. 6 at Inglewood Country Club, starting with golf tournament at noon. Whingding chairman is Frank Burke, KPOP Los Angeles. Golf chairman is Pat McGuirk, KNX Los Angeles.

Broadcaster Promotion Assn. has added seven new members during September bringing rolls to 250, and has received 75 advanced registrations for its seminar in St. Louis Nov. 17-19, according to Elliott W. Henry Jr., press information-promotion director of ABC Chicago and BPA president.

ONE-CHANNEL AM STEREO UNVEILED

- **RCA discloses experimental system at Princeton**
- **Also reports on portable tv tape in home project**

An experimental system of stereophonic broadcasting on a single am channel using a modified conventional am transmitter—but requiring completely new receivers in the home and auto—was unveiled last Wednesday (Oct. 22) by RCA at the David Sarnoff Research Center in Princeton, N. J. Existing am radio receivers could reproduce the stereocasts without the stereo effect; hence the new system is described by RCA as "compatible."

Hailed as "perhaps the longest forward stride in the standard radio broadcast field in nearly 30 years" by Dr. James Hillier, vice president, RCA Labs, the "laboratory system demonstrates the practicality of stereophonic am broadcasting and reception with a single receiver and single transmitter operating within the presently assigned frequency of each am broadcast station."

An application to the FCC for an experimental license to field test the am stereo system in the Princeton area is to be filed momentarily, it was learned.

Dr. Hillier said the new system is strictly at the developmental stage, but noted that "with the mounting public interest in stereophonic sound reproduction as a means of achieving the highest fidelity, a new system that provides stereo for the first time exclusively within the standard am radio broadcast band is a development of major significance."

Stereo in fm through multiplexing currently is a hotly-contested issue before the FCC, different multiplexing systems fighting for recognition. Stereo has been considered a potent factor in arousing public interest in fm broadcasting and a significant program and promotion booster to help fm broadcasters move farther to the profit side of the ledger. Similarly, stereo has put new life into the consumer phonograph and high fidelity field this year, with manufacturers and recording firms offering new lines of tape and record players and stereo albums and tapes.

The RCA am stereo system uses the two symmetrical sidebands to the main carrier frequency to provide two "channels" needed for stereo material.

Although technical details were not related fully, it was learned that the am stereo program could achieve no higher "fidelity" than the normal am broadcast station, or about 5,000 cycles under existing environment of the crowded standard radio spectrum. The absolute ideal of a clear channel signal with no adjacent channel interference would be 10,000 cycles, it was said.

The am stereo signal would not necessarily be any more susceptible to adjacent channel interference than the present am station, RCA engineering officials said, but the am stereo signal possibly would be more susceptible to man-made and natural interference.

The am stereo system was disclosed to visiting groups of NBC affiliated station managers and radio-tv newspaper and magazine columnists. The newsmen from throughout the U.S. were on NBC's annual publicity junket, this year to inspect New York program and production facilities.

Also demonstrated to the group—and in various stages of development—were many other products which included:

• A portable television tape system using a seven-inch reel of special quarter-inch videotape (playing time: five minutes at ten feet per second; double program track). About the size of a high quality home magnetic sound tape system, the new tv tape unit is described as an eventual adjunct to the home tv set and having portable field pick-up application in the broadcast and industrial fields. Because of picture lag due to the vidicon's present photoconductive material, its first use will be closed-circuit application. It's still in the laboratory stage.

• A portable, transistorized color tv system using new one-half inch ("king-size cigarette size") vidicon pickup tubes. The camera weighs 20 lbs.; monitor and control pack (suitcase size), 45 lbs. The system uses 75 w against a 4,000 w drain of the conventional studio color camera chain. Laboratory stage.

• A battery-operated portable television receiver using transistors. Self-contained batteries run the 14-inch picture tube set for 12-14 hours or hook it into the auto cigar lighter. It weighs 30 lbs. A personal eight-inch portable also was shown. "Pretty well out of the laboratory," now in hands of the Commercial Product Div. of RCA.

Host for the Princeton demonstration besides laboratory officials was RCA board chairman, Brig. Gen. David Sarnoff, introduced by NBC board chairman Robert Sarnoff. NBC President Robert E. Kintner and other network officials also attended. Laboratory officials with Dr. Hillier at the demonstration also included Dr. Irving Wolff, vice president-research, and Humboldt W. Leverenz, assistant director of research.

General Sarnoff said an editor asked him if RCA wasn't concerned about having some competitor beat it to the patent by displaying details of research achievements so early. Commenting, "Of course, patent is a dirty word around here," Gen. Sarnoff continued extemporaneously in a more serious vein, "It is RCA policy to make research and development work public as soon as possible." He said it shows the pathway of art and industry through which can be estimated certain trends for the future.

"What we are engaged in is the communication business. The communication of messages to the human brain," he said. "Who is to say how the brain wants to receive the messages . . . our job is to make all of the avenues available . . . to provide a combination of some or all of the messages which inform, educate or entertain, or aid national defense. . . .

"I have no fears about somebody getting

out there first. Our industry has grown up. There are opportunities for everyone—those who are second and third. There is sufficient reward—or ought to be—for the pioneer."

General Sarnoff compared the pioneer of a former age, who seldom beheld the fruition of a life's labor, with the electronic pioneer today who is able to witness it.

Dr. Hillier told newsmen it would require "several years" of field testing and FCC rule-making before the am stereo system could be put into practical operation. He cited four advantages of such a system:

(1) Stereophonic music and other program material can be sent from a single transmitter operating within the present am frequency of a broadcasting station. (2) Stereophonic reception is accomplished with a single receiver feeding into matched speakers that can be brought into balance with a single control. (3) Since the system operates in the regular am broadcast band, it can be used for automobile radios "for which fm systems are not practical." (4) The stereo system is adapted to present am broadcast techniques, so that it could be introduced without causing obsolescence of present conventional receivers.

Dr. Hillier noted that a stereo system using am and fm together "requires the home listener to use two different types of radio which are usually unmatched and difficult to tune to the proper relationship for a full stereo effect. Moreover, it requires the broadcaster to use two transmitters and two separate broadcast frequencies. The fm system benefits listeners who have appropriate special fm equipment, but many home radios and all automobile radios receive only am broadcasts."

Although listeners would have to buy a completely new stereo am receiver—also still in the developmental stage—to pick up the stereocasts, RCA spokesmen said those who have stereo phonograph equipment with separate speakers would be able to use the speakers and purchase only a stereo receiver and tuner.

The RCA engineers noted existing am radios, as a practical matter, could not be converted to stereo nor could some form of external adapter units be used.

A passing observation was that the usual "corner drugstore" version of the cheap am table radio—a very common item in the U. S. household—doesn't deliver much more than 3,500 cycles of frequency response, or "fidelity." Although the stereo system doesn't go much above that, one official admitted, the stereo effect produces an "awareness" of fidelity greater than that of a "monophonic" signal which has the same frequency range.

The new am stereo system was developed by Dr. H. F. Olson, director of the acoustical and electro-mechanical research laboratory, and a research team which included R. W. George, D. S. McCoy, L. E. Barton, H. G. Allen and C. W. Hansell.

The experimental tv tape player shown represents a "major advance" over the original equipment first demonstrated in 1956 on the occasion of Gen Sarnoff's 50th anniversary in radio. Among recent developments incorporated in the player are newly developed magnetic heads with uniform pickup characteristics and gains in signal-to-noise ratio achieved by the perfection of components to carry the low frequency part of the picture signal. The double-program "track" on the quarter-inch tape also is an innovation to double the playing time of the reel. With new reel and hub design RCA expects to extend the playing time up to a half-hour from the present five-minute run.

Each program "track" actually is a composite containing four recorded tracks: one for synchronizing signals, a second for picture high frequencies, a third for picture low frequencies and a fourth for audio. Thus, there are eight tracks recorded side by side on the quarter-inch tape. Although the seven-inch reel is similar to that used in audio recording today, the tape used in the tv player is of the same quality and precise manufacture as the professional two-inch video tape now in use.

The ultimate goal is a videotape reel, recorded with tv program, which RCA can market to the consumer for $5, one company official disclosed. It would play through a tape unit attached to the tv set in the living room, just like the audio tape reels of music now being marketed by RCA for home tape "phonographs."

Work is now underway on a recording attachment to be added to the player to permit it to function as a portable videotape recorder as well as player, functioning off the tv set in the home or in a tv broadcaster's mobile field unit. Home tv photography, using a yet-to-come cheap home vidicon camera with the player-recorder and tv set, is another sales goal for the future, RCA said.

RCA engineering officials said the tape player, operating at 10 feet per second, records 20 kc of information on each inch of tape and passes 2 to 2.5 mc of information. The picture played back through the monochrome tv set presently has a resolution of 200-250 lines, they said.

Dr. Olson's research team on the tape player project includes W. D. Houghton, A. R. Morgan, J. G. Woodward, George Kasyk, R. F. Sanford and R. E. Morey.

Dr. Hillier estimated the tape player-recorder will take "less than 10 years and at least 2 years" to become ready for commercial product design and production.

The new vidicon color tv system using half-inch vidicon pickup tubes was shown along with the larger one-inch vidicon color system now in color-circuit use at Walter Reed Hospital in Washington and elsewhere. The smaller system is intended to ultimately supplement the larger system with "possible" applications cited as field pickup for color telecasting, the military and sales promotion.

Considerable work is still to be done on the cigarette-size vidicon pickup tube as well as the system itself, since some of the 300 transistors used also are just in the developmental stage. The picture "lag" problem makes it unsuitable at the present for following fast motion, but RCA officials

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate



Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

THE WORLD'S MOST FABULOUS CLOWN...

BOZO® THE CAPITOL CLOWN

156 CARTOONS IN MAGNIFICENT ANIMATION

BRAND-NEW—FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.



BOZO'S CARTOON STORYBOOK

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . *No Cliff-Hangers!*

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE



JFC

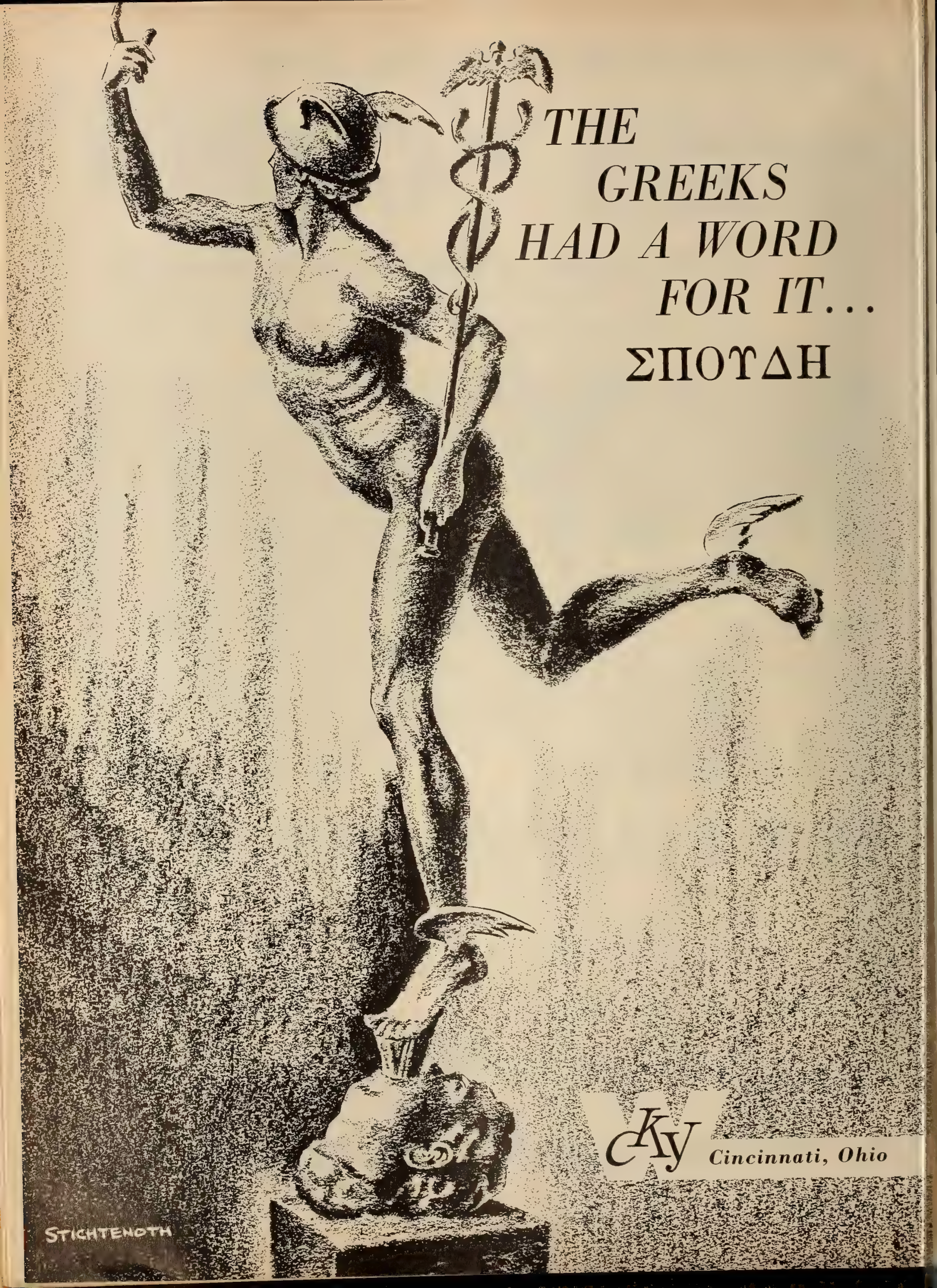
JAYARK FILMS CORPORATION

Reub Kaufman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636

PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

STATIONS . . . BOZO IS A NATURAL FOR HIGHER RATINGS . . . GREATER RESULTS FOR SPOT BUYERS


THE
GREEKS
HAD A WORD
FOR IT...
ΣΠΟΥΔΗ
CKy
Cincinnati, Ohio
STICHTENOTH



MERCURY

ΣΠΟΥΔΗ

SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY

50,000 WATTS OF SELLING POWER

Cincinnati, Ohio

were optimistic about overcoming this hurdle.

In the field the suitcase size system would function from auto batteries. Compact transistorized synchronizing generator and a colorplexer unit to produce an NTSC color signal are included. The tiny system also permits the use of standard 8 mm motion picture type lenses in the camera.

The new vidicon system was developed under the supervision of Dr. V. K. Zworykin, honorary vice president of RCA, by a technical team headed by L. E. Flory and including J. M. Morgan, W. S. Pike and L. A. Boyer. The half-inch vidicon pickup tube was developed by A. D. Cope of the RCA Labs technical staff.

Electronic Research Millions Provided by American Industry

American industry is spending large sums for electronic research, according to a survey conducted by the U. S. Bureau of Labor Statistics for the National Science Foundation.

The study shows $137 million was spent in 1956 by American industry for telecommunications and broadcasting research and development effort. The total amount spent for all electronics research and development was $1,393 million. The 1956 telecommunications and broadcasting expenditure was up 51.4% over 1953.

MANUFACTURING SHORTS

International Radio & Electronics Corp., Elkhart, Ind., reports marketing of automatic tape player which will play up to 16 hours with 14″ reel at 3¾ ips and eight hours at 7½ ips. Also plays stereo automatically both ways. Includes Crown-O-Matic Transport with four-track heads and two output amplifiers. Price: $617.

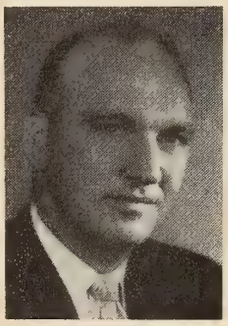
Miratel Inc., St. Paul, Minn., announces new "Instrumentation Series" of rack mounted monitors. Features include front panel controls, plug-in construction, 8 mc video bandwidth, self-supported kine. Front panel is removable without having to remove monitor chassis or tube. Panel space required for 14″ monitor is 14 inches and 17″ requires 15¾ inches. Models are available in 8″ at $221, 14″ at $228 and 17″ at $234. Miratel's address is 1080 Dionne St., St. Paul, Minn.

RCA semiconductor and materials division is expected to start construction soon of new 90,000 sq. ft. extension to Somerville, N. J., plant, according to Dr. Alan M. Glover, v.p. and general manager. Extension, said Dr. Glover, is expected to be completed by April 1959.

Mackenzie Electronics Inc., Inglewood, Calif., announces Model 5CPB, five channel selective program repeater designed for use in radio, tv, film and sound recording fields. Main feature is instantaneous stop-start "on cue" playback of pre-recorded spot announcements, music bridges, sound effects, station breaks and similar material which can be cued in at push of button by d.j., sound effects or control engineer.

Management Consulting Firm Organized by Stubblefield

William T. Stubblefield, member of the broadcast brokerage firm of Hamilton, Stubblefield, Twining & Assoc. since the group's formation early last year [PROFESSIONAL SERVICES, Feb. 18, 1957], last week announced the formation of his own management consulting organization, effective Oct. 31. Mr. Stubblefield will service his station clients from his headquarters in Washington, D. C.'s Ring Bldg. The telephone is Republic 7-7383.



MR. STUBBLEFIELD

A former broadcaster and station relations director of NAB, Mr. Stubblefield joined Hamilton, Stubblefield, Twining & Assoc. as Washington chief. The then new brokerage firm was an outgrowth of the dissolution of the 10-year-old Blackburn-Hamilton Co. Mr. Stubblefield had been director of the Blackburn-Hamilton San Francisco office with W. R. Twining. Mr. Blackburn continued in the brokerage business with his own organization. At present, Hamilton, Stubblefield, Twining & Assoc. has offices in Chicago, Washington, Cleveland, Dallas and San Francisco.

Fry to Crisler as Midwest Mgr.

Paul R. Fry, president of Inland Broadcasting Co. Omaha, Neb., is joining R. C. Crisler & Co. (station broker) as midwest manager. Inland sold KBON Omaha last month [CHANGING HANDS, Sept. 22].



MR. FRY

With headquarters in Omaha (P. O. Box 1733 Benson Station), Mr. Fry will cover an area extending from Canada to the Gulf of Mexico. He is a director of Nebraska Broadcasters Assn. and a member of NAB's Radio Standards of Practice Committee.

Sid DuBroff Assoc. Formed

Formation of Sid DuBroff Assoc., 570 Fifth Ave., New York, to specialize in merchandising and sales promotion for television, radio and advertising, has been announced by Sid DuBroff, president of Prize Merchandising Inc., New York. The new firm will handle merchandising for NBC-TV's *Haggis Baggis* and syndicated tv series *Bingo-At-Home, Lucky Partners,* and *Spino.* Mr. DuBroff formerly was managing director of Spotlight Promotions.

PROFESSIONAL SERVICE SHORT

WSM-AM-TV Nashville, Tenn., appoints Phil Dean Assoc., N. Y., to handle its national publicity.

ANOTHER STEP TOWARD EQUAL ACCESS

Radio and television will be admitted to hot Indiana murder trial

There will be no restrictions on radio-tv when the much-publicized Forrest Teel murder case comes up in an Indiana criminal court next month.

Indeed, broadcasters appear to have won another round in their fight to cover courtroom proceedings on a par with the press—and discovered a new champion in Saul I. Rabb, judge of Div. 2 of the Marion County (Ind.) Criminal Court. He said:

"Canon 35 violates the inherent right of the people to know what is going on in their courts."

Judge Rabb, who handles over 1,200 cases annually, laid down ground rules for the forthcoming trial of Mrs. Connie Nicholas, charged with the murder of Forrest Teel, executive vice president of the Eli Lilly Co. The Teel killing last July attracted national attention. The case comes up in late November.

Judge Rabb's views were contained in an interview with Bob Hoover, mobile news chief of WIBC Indianapolis.

In it he summarized his views on the American Bar Assn.'s rule prohibiting cameras and microphones in courts of law. Excerpts of the interview were made available to BROADCASTING last week.

The trial is expected to attract radio and tv newsmen from all parts of the country —but it is "no different from any other trial of its kind," according to Judge Rabb. "I cannot see why it should be treated differently." Visiting and local newsmen are expected to bring cameras, microphones, tape recorders and other assorted gear, prepared for both live and delayed radio-tv coverage. What can radio-tv reporters, especially visiting newsmen, expect from Judge Rabb?

"They will be treated just as local news media have long been treated in my court. There will be nothing denied them as long as they do not attempt to interfere with the smooth and legal operation of the trial. How well they succeed is up to them. Heretofore, I have experienced the most pleasant relations with men of this vocation and I hope it continues. They need fear no intervention from me as long as they conduct themselves as the gentlemen I know them to be . . ."

Judge Rabb feels inherently that anyone coming into the public eye through the medium of the courts thus forfeits his right to privacy, he told newsman Hoover. "He becomes what we call *quasi*, which translated into a phrase understandable by the layman, means that he has become a halfway public official. By that I mean a borderline public official, not necessarily an elected or appointed one. When a man has placed himself in such a position then I think he gives up his right to privacy when it concerns the public."

Judge Rabb told Mr. Hoover he has permitted perhaps 10 or 12 cases to be televised, broadcast, photographed, or taped during his years in court and that "news media are always welcome."

Judge Rabb started disregarding Canon 35 several years ago at a widely-publicized trial at which he permitted news media to circulate freely, which was considered news itself.

He explained his position thusly:

"This rule about not taking pictures in court is a canon of the bar association. I think that if they would go into it now and see how news media operate without noise, without flash lights and with modern equipment that they would re-write the regulation and permit it generally just like they have permitted newspaper reporters to operate for years. The camera and the tape recorder are the pencil of radio and tv.

"Canon 35 should be interpreted by each judge in the community in which he lives. Each judge knows his own problems. They can act accordingly. I have never been criticized by the Supreme Court for my feelings toward Canon 35 and 1,200 cases go through my court annually.

"In other words I feel that since the camera and tape recorder are the pens of tv and radio there can be no errors made in the taking down of testimony or of any conversation by judge, prosecutor, defense lawyers, witnesses or the defendant. When it is on film or tape it is a permanent record speaking for itself.

"Let me say this. A court is a place where justice must be meted out fairly and squarely. I will go along with all news media at all times. I shall expect them to conduct themselves as gentlemen and to go along with me.

"I will not tolerate anything which I deem not to the good of the defendant who is presumed to be innocent until proven guilty beyond any reasonable doubt. Naturally I can get tough if the situation demands but I know that I will never have to resort to this because the record of the past will continue to be the record of the future among news gatherers."

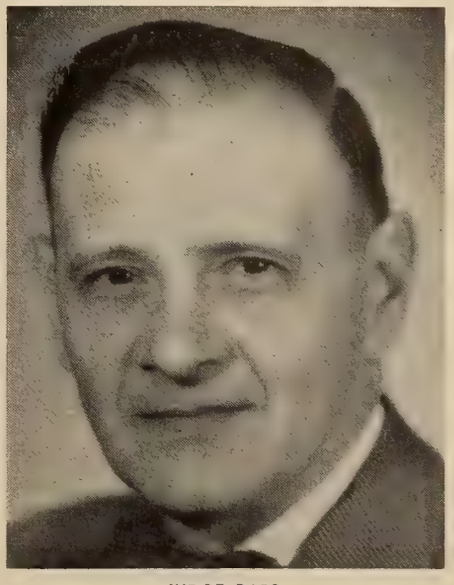
'NEWS MEDIA ARE ALWAYS WELCOME'

Judge Saul I. Rabb, who will preside at the trial of the woman accused of killing Forrest Teel in Indianapolis, is an old friend of newsmen. Here's a report on Judge Rabb as given to BROADCASTING *last week by Bob Hoover, WIBC newsman:*

Judge Rabb began his legal career in about 1940. He engaged in private law practice for several years and then was appointed a deputy Marion County prosecutor. One of his outstanding investigations concerned the brutal slaying of Naomi Ridings, a WAC stationed at Ft. Benjamin Harrison near Indianapolis during World War II. Her body, chopped to ribbons with a broken whisky bottle, was found in a room in the Claypool Hotel. The mystery never was solved although Mr. Rabb and a number of special deputies and homicide men together with FBI agents worked for weeks. At the time, Mr. Rabb shot straight from the shoulder with the news media. Nothing was withheld within reason.

The Indiana state legislature created Criminal Court Div. 2 some 10 years ago and Mr. Rabb was appointed judge. Later he ran twice for election and won. He is running this year for a third term.

"In all," he continued during our interview, "I believe that I have allowed to be televised, broadcast, photographed, taped and what have you, about 10 or 12 cases. Of course, news media are always welcome and they flock around in the less prominent trials for human interest stories and pictures. But the 10 or 12 I speak of have been dillies and I could see no reason for disallowing [newsmen] the right to function as long as they kept within the bounds of propriety and did not interfere with the meting out of justice. I've never had a squabble with any one of the 40 or 50 who have been my guests."



JUDGE RABB

"I always look forward to Ad Age..."

says **GORDON BEST**
President
Gordon Best Company, Inc.



"I look forward to Monday morning as the time to get my advertising signals straight because, if there's any business that's full of rumors—it's advertising. I start the day with Ad Age. First I look at the front page headlines, then 'Last Minute News Flashes.' By this time, half the rumors have been blown sky-high, and some are confirmed in detail. I get this information in minutes—the rest I absorb at home. I always look forward to Ad Age as an informative starter for each busy week."

Fifty-two Mondays a year, most of the executives of importance to you count on Ad Age to get their advertising signals straight. For week in, week out Ad Age reports, analyzes and clarifies the news and trends of particular interest to those who *influence* as well as those who *activate* the selection of markets and media.

At Gordon Best Company, Inc., for example, where $7,300,000* of its 1957 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its accounts are such major broadcast advertisers as Helene Curtis Industries, Inc.; Dumas Milner Corp. (Pine-Sol, Perma Starch, etc.); and The Maybelline Company.

Every week, *14 paid-subscription copies of Ad Age* keep Gordon Best executives up with the changes and developments affecting them. Further, *23 paid-subscription copies* reach advertising and marketing professionals of the companies mentioned.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

** Broadcasting Magazine 1957 Report.*

GORDON BEST

Mr. Best has chalked up an enviable record of over 40 years in the agency field—all at the same company. In 1917, after attending Northwestern University, he joined the McJunkin Advertising Company. Starting in production, he advanced to positions in media and copy, and by 1929, he had become vice-president in charge of all creative departments. He was named president of the McJunkin company in 1941. Seven years later, the agency's name was changed to Gordon Best Company, Inc. Like its president, some of the firm's accounts also have "stayed put" successfully for more than four decades.

Identified with the creation of many well-known advertising themes—including "Just the Kiss of the Hops" for Schlitz beer, Mr. Best continues to head his agency's creative services and planning for clients. His after-hours interests include painting in oils, taking color photographs and playing the organ.



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480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

RADIO—THE VIEWER'S FRIEND

WWDC Washington has a new use for editorials: to encourage honesty among tv repairmen by spotting defective sets in the area, calling in repairmen and then broadcasting their misdeeds.

WWDC likens its technique to that used by radar units used to catch speeders on the highway. This is how it works:

The station obtained three tv sets in good working order. It put a defective part in each, then placed the set in a private residence. The legitimate repair price—$5 for the house call plus cost of the defective component—was known. Initially, 30 local repair firms were called in on the three sets (the sets themselves were moved periodically). The results: On a repair which should have cost $5.65, the bills ranged from $5.65 to $15.71; on a $7.40 repair, the range was from $6.22 to $14.95; on a $7.70 repair, from $7.40 to $16.22.

At this point the campaign entered Phase Two. WWDC broadcast editorials informing its audience what it had learned—and adding that the station's sets were still in circulation, and that within a short period of time some repair company would receive an order for service. The obvious intention: repairmen going out on service calls would not know whether it was a "doctored" set or an ordinary repair. To play safe, WWDC hoped, they would give all sets honest treatment.

The campaign is now in Phase Three. Because word of the first sets had spread fast among the 450 tv repair companies in the area, new sets were obtained and put into new locations, and a second list of 30 companies is being called.

These are the principal irregularities WWDC has uncovered to date: (1) overpricing—one firm charged $4.05 for a 65 cent resistor; (2) replacing good tubes along with the bad—the same firm ran its bill up to $15.51 by making unnecessary repairs; (3) taking the replaced tubes from the home rather than leaving them with the set owner; (4) manipulating the set to indicate other defects—one repairman adjusted the ion trap on the picture tube to make the picture darker, then tried to sell a $7.95 "picture tube rejuvenator" to make it bright again; (5) advertising house calls for "no charge, or $1, or $1.25, or $1.50" when in reality the charges would run between $3.50 and $5 plus parts.

WWDC itself cancelled all tv repair advertising after the start of the editorial campaign and will continue the ban until after the first of the year then will re-evaluate the situation in light of findings.

The editorials are run at frequent intervals during the broadcast day on WWDC and WWDC-FM. They are presented by Ben Strouse, station president; the campaign is under the direction of Joe Phipps, news director.

Kohn Appointed General Manager As WGMS Revises Its Good Music

Raymond F. Kohn, president of WFMZ (FM) Allentown, Pa., has been named general manager of WGMS Washington. RKO Teleradio Pictures President Thomas F. O'Neil made the appointment. WGMS premieres a revised good music format on Nov. 1.



MR. KOHN

New personnel added by Mr. Kohn to the WGMS staff: sales manager, Perry S. Ury, who served in same capacity at WFMZ and WFMZ-TV; chief engineer, Rogers B. Holt, formerly with WGTH-AM-TV and WPOP, all Hartford, Conn., and director of public relations, Sol Hurwitz, former account executive with House & Gerstin Adv., Washington.

WONA Commences Operations

Regular programming was scheduled to begin on WONA Winona, Miss., Saturday (Oct. 25). The outlet is owned by Southern Electronics Co. (Bob McRaney, formerly general manager, Mid South Network, and Bob Evans, Mid South's present general manager). Southern Electronics also owns WAMY Amory, Miss. Mr. McRaney owns WROB West Point, Miss. Bob Chisholm, formerly owner-manager of WMBC Macon, Miss., is WONA's station manager; Billy White is chief engineer, Les Campbell is chief announcer. The daytimer is 1 kw on 1570 kc. Its address: 107 Summit St., Winona. WONA is affiliated with Mutual, Mid South and Keystone networks.

WTOL-TV Hopes for '58 Kickoff

Ch. 11 WTOL-TV Toledo, Ohio, has announced that it expects to begin transmitting test signals next month and regular programming in December. Frazier Reams, president of companion WTOL, is 70% owner of WTOL-TV. Permittee is The Community Broadcasting Co.

WJIM Stations Give Dividend

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) has announced payment on Nov. 10 of the regular quarterly dividend of 40 cents a share on common stock and 7.5 cents a share on class B common, to shareholders of record Oct. 27. Harold F. Gross, president of the firm, reported that revenues for the nine months ended Sept. 30 increased to approximately $2 million as compared with $1.9 million the previous year. It was also reported that net income on the 200,000 shares of common stock and the equal number of class B common increased to $1.32 as compared with $1.26 last year.

"BOSS or NO—
we've got to make him say it right!"

No doubt about it—when the boss, or any other non-professional, wants to make a public appearance on TV, it's best to have him do it on film!

When it's on film, you're in control. Flubs are just scissored out. Mistakes won't get through because you see the show before you show it. You're in control, too, of time and station . . . show it any time, anywhere you can get a clearance.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.



For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

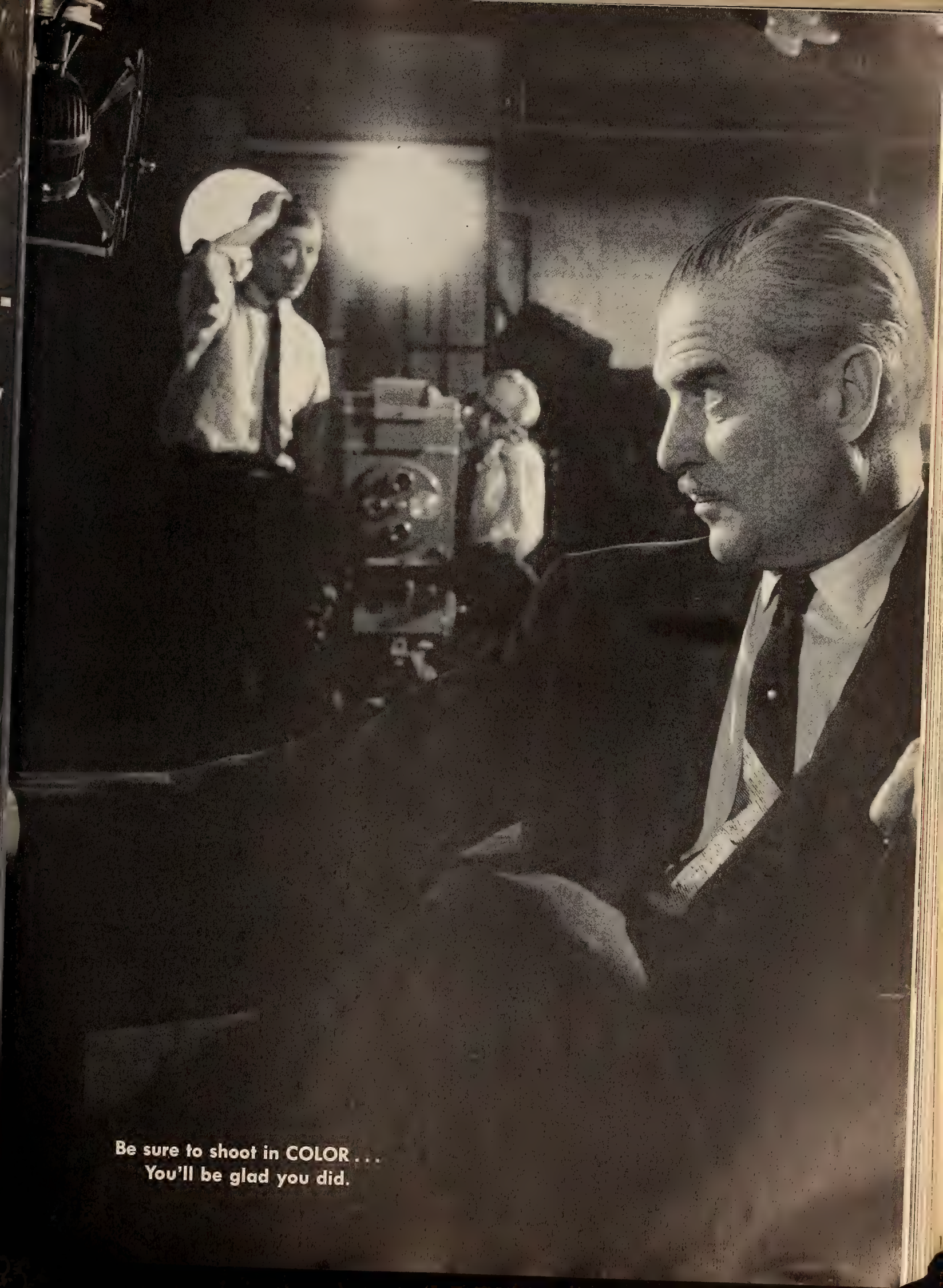
East Coast Division
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Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.



Be sure to shoot in COLOR . . .
You'll be glad you did.

Motorola Uses Twin-Am Stereo Via WFPG, WMID Atlantic City

An all-am approach to binaural transmission — utilizing two am stations — for stereophonic broadcasting is reported by Motorola Inc., Chicago electronics manufacturer, for one of its eastern distributors.

The experiment was launched on WFPG and WMID Atlantic City, Oct. 3, with "excellent results," according to Motorola. The test was extended to a daily hour-long program 7-8 p.m. on Oct. 15, with Motorola as exclusive sponsor.

Programming originated from the studios of WFPG, which airs the left half track, while WMID broadcasts the right one. Range of the stereo broadcasts is claimed to be about 50 miles around Atlantic City.

Motorola noted that while previous stereo programs have utilized one am and one fm, or perhaps a tv plus am or fm outlet, the Atlantic City broadcasts are believed to be the first employing two standard am stations.

WIS-TV Seeks Army Permission To Cover Nearby Court-Martial

WIS-TV Columbia, S. C., is currently involved in an argument with the U. S. Army over the right to film certain court-martial proceedings at nearby Fort Jackson, S. C.

The controversy was brought to the attention of the resolutions committee of Radio Television News Directors Assn. at its recent Chicago convention (see page 72; also, TRADE ASSNS., Oct. 20), but no action was taken. The matter was referred to Ed Ryan, WTOP Washington, head of the organization's freedom of information committee.

Bill Minshall, news director of WIS-TV, said the station has been covering activities of Fort Jackson by tape and film on a regular basis. Recently, Mr. Minshall unsuccessfully requested permission to shoot film in the courts-martial room and tape-record the testimony in a case involving mistreatment of recruits. He also sought free use of film outside the courtroom and sound camera interviews.

Mr. Minshall reported he filed another direct request with Secretary of Army Wilber Brucker and is awaiting a reply.

Retail Group Hears McGannon On Radio-Tv and Sales Patterns

Westinghouse Broadcasting Co. President Donald H. McGannon, sees a distinct connection between the sales curve and the advertising wave length. Speaking before an audience of 1,000 business leaders attending the 30th annual Boston Conference on Distribution (sponsored by the Boston Chamber of Commerce's Retail Trade Board) last Monday (Oct. 20), the WBC president pointed out that the recent recession sparked close re-examination of advertising policies.

One possible result of this re-appraisal to Mr. McGannon: more radio-tv in the future of national advertisers—probably at the expense of other media. "Any major store," he said, "that is not using television and radio advertising, is 10 years behind the times." Broadcasting media, unlike others, "have no delivery problem and reach people wherever they are"—a reference to the rapid growth of suburbia. "There are more homes with tv sets today than there are homes with bathtubs," he declared. "If nothing else, this would seem to suggest that bathtub manufacturers ought to be using radio and television to sell bathtubs."

After describing "many strange and wonderful things" radio-tv can do and have done for advertisers, Mr. McGannon waxed theoretical. "Perhaps some of you are not convinced," he said, "because it didn't work out that way when you tried it. Gentlemen, broadcasting is not the universal panacea, the magic elixer that cures all distribution ills. However, it cures a good many of them and where radio and television fail, there is often a good reason." Among them: (a) how the story was presented in radio-tv; (b) whether a fair trial was given the media; (c) whether radio was used "as what it is—a saturation medium delivering countless thousands of impressions at low cost"; (d) whether timing was right (". . . Did you consider [it] a failure because it couldn't sell snowshoes in July?") and (e) "Did you try to carry over print media techniques into broadcasting? Did you buy a bright, shiny new Cadillac, and then hitch a horse to it?"

Lee Named Executive V.P. For Fetzer Broadcasting Co.

Top-level executive changes, including the elevation of Carl E. Lee to executive vice president and general manager of Fetzer Broadcasting Co., was announced Wednesday by John E. Fetzer, president.



MR. LEE

In other appointments: Donald W. Desmit, sales manager of WKZO-TV Kalamazoo, Mich., took on additional duties as administrative assistant for tv. Otis T. Gaston was promoted from administrative assistant to station manager of WKZO Radio; E. L. Tait was named secretary-treasurer and Robert C. Van Horn, assistant secretary, both of Fetzer Broadcasting Co., and Rogert L. Hoffman was appointed station manager of Fetzer's WJEF Grand Rapids. Mr. Van Horn also becomes secretary of the affiliated companies.

Mr. Lee joined Fetzer in 1939. He was promoted to administrative assistant in 1951, and elected a vice president, man-

STATION PROFIT & LOSS

► Earned surplus of the Northwestern Publishing Co., licensee of WDAN-AM-TV Danville, Ill., and publisher of the *Commercial-News* there, was $933,930 as of June 30, according to a license renewal application filed with the FCC. The company is associated in ownership with the Gannett Co. newspapers and radio-tv stations.

Northwestern listed current assets of $431,673, fixed assets of $475,052, intangible assets of $360,581 and total assets of $1,274,277. Current liabilities were $251,347.

► West Central Broadcasting Co., licensee of WEEK-AM-TV Peoria and WEEQ-TV La Salle, both Illinois, had an earned surplus of $63,288 and a capital surplus of $169,285 as of last July 31, according to applications for license renewal with the FCC.

Current assets were listed as $269,593; property and equipment $598,764, and total assets $902,895. Current liabilities were $221,160 and long-term obligations $171,015 plus $178,145 in notes payable to stockholders.

► The Chicago Federation of Labor, licensee of WCFL Chicago, had $925,902 current assets as of June 30 of which $253,358 was in accounts receivable by WCFL, it was indicated in the station's application filed with the FCC for license renewal. The federation had total assets of $1,872,767, including $668,177 in investments and $278,687 in fixed assets.

Current liabilities were $57,716 and long term liabilities and credits $94,171. Total net worth was $1,778,595 including $1,029,893 invested in WCFL.

► A net worth of $253,027 as of July 31 and after dividends of $30,000 was reported by American Broadcasting Stations Inc., licensee of WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa, in an application to the FCC for transfer of control from one trusteeship group to another. The company reported a profit of $31,968 for the seven months through July 31.

Current assets were listed as $241,931, fixed $176,708, investments $60,935, other assets $231,799 and total assets $711,375.

Current liabilities were put at $142,473 and other liabilities at $30,542.

► Norbertine Fathers, licensee of WBAY-AM-TV Green Bay and WHBY Appleton, both Wisconsin, listed current assets of $479,788 as of June 30 in an application for license renewal at the FCC. Total assets were $4,363,059, including fixed assets of $3,843,649 and investments of $38,939.

Current liabilities were $71,998 and long term debt (in notes to the Premonstratension Fathers) $2,536,366, leaving capital of $1,754,695.

► WEMP Milwaukee had an earned surplus of $437,419 as of June 30 after an allowance for $229,740 in treasury stock, according to its application at the FCC for license renewal.

WEMP listed current assets of $210,189; other assets of $186,915 (of which $186,575 was for investments in KWK St. Louis) and $260,080 (the bulk in notes receivable from KWK); fixed assets of $259,970, and total assets of $917,564. Current liabilities were $150,144 and long term liabilities $330,000.

A PREDICTION

"I believe that the time is coming when all the wheels—the railroad wheels, the truck wheels, the air liner wheels and the wheels in the pilot houses—will be moving in closer concert for the good of agriculture and industry.

"I don't believe we need common ownership in transportation in order to work more closely together. I think that joint rate and service arrangements are just around the corner.

"I feel certain that we can have truly coordinated transport in this country, given reasonable initiative and at least a minimum of good will and good intent."

Guy W. Rutland, Jr., President

AMERICAN TRUCKING ASSOCIATIONS, INC.

WASHINGTON 6, D. C.

MADE BEFORE THE PITTSBURGH INSTITUTE, TRANSPORTATION ASSOCIATION OF AMERICA, SEPTEMBER, 1958

DISCOUNT TICKETS

Investigations arising out of editorials by KFKF Bellevue, Wash., and a statement aired on the station by a former police sergeant, have resulted in the suspension of the local police chief and a policewoman.

In KFKF's editorials it called for a special city council meeting to investigate the ex-officer's charge that certain of Bellevue's leading citizens paid traffic tickets at a discount or had them dismissed. A public hearing was set for the taking of testimony and the receipt of evidence.

aging director and board member of Fetzer Broadcasting in 1953. He is a past president of the Michigan Assn. of Broadcasters.

Mr. Desmit joined the organization in 1946, becoming sales manager of WKZO-TV in 1950. Mr. Gaston came to Fetzer in 1947, serving in various program and sales capacities of WKZO Radio. He was named administrative assistant in 1954. Mr. Tait, formerly with Lear Inc. and Libbey-Owens-Ford, joined Fetzer in 1946, while Mr. Van Horn moved to the company recently after being associated with Allen Electric Co. Mr. Hoffman was identified with stations and civic groups in Galesburg, Ill., and Lincoln, Neb.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KWRC PENDLETON, ORE. • Sold to Fred W. Stevens by Western Radio Corp. and V. B. Kenworthy for $37,500. The sale was handled by Allen Kander & Co. KWRC is on 1240 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 104.*

KXEL WATERLOO, IOWA • Sold to Cy N. Bahakel by Josh Higgins Broadcasting for $350,000, plus a five-year lease for studio premises at the monthly rental of $1,000 and agreement to purchase the property for $150,000 prior to the end of the lease term with credit equal to 25% of rent paid under the lease. Mr. Bahakel's interests include: WABG-AM-TV Greenwood and WKOZ Kosciusko, both Mississippi; WLBJ Bowling Green, Ky.; WKIN Kingsport, Tenn.; WRIS Roanoke and WWOD Lynchburg, both Virginia. Comr. Robert Bartley dissented in this grant on the multiple ownership issue. KXEL is on 1540 kc with 50 kw, directional antenna night, and is affiliated with ABC.

KWIP MERCED, CALIF. • Sold to HDH Stations Inc. (Maxwell Hurst, president) by Joseph Gamble Stations Inc. for $141,500. KWIP is on 1580 kc with 500 w, day.

WAPX MONTGOMERY, ALA. • Sold to Ralph M. Allgood and Grover Wise, doing business as The Southland Broadcasting Co. of Montgomery (WDNG Anniston, Ala.) by United Broadcasting Co. for $125,000. This sale was granted on the condition that the assignee dispose of all interest in notes of licensee of WRMA Montgomery, held by it prior to consummation of the WAPX assignment. WAPX is on 1600 kc with 1 kw, directional antenna night, with ABC and MBS affiliation.

Engineer Points Up Difference In Producing Tv, Theatre Shows

The belief that good theatre can be moved before the tv camera with little adaptation is a "misconception," a leading station engineer observed last week. Speaking before the Women's Press Club of New York Saturday (Oct. 25), G. Edward Hamilton, chief engineer of WABC-TV New York, explained the varying requirements of stage and television.

The theatre, he said, involves triple perception—visual, aural and mental—while television (with the exception of several stereophonic experimental telecasts) relies predominantly on the visual and mental elements. The theatre doesn't rely as heavily on mood lighting as does television where engineers must not only consider the actual lighting of the moment but how it will look in the home.

These two examples, he pointed out, merely illustrate the basic incompatibility of the two media; they can work harmoniously, but only with their own respective tools.

WCCO Buys Minneapolis Theatre

The purchase of Radio City Theatre (Minneapolis Amusement Co.) by Midwest Radio Television Inc. (WCCO-AM-TV Minneapolis) [STATIONS, Sept. 8] was consummated Oct. 16. The quarter-block area in downtown Minneapolis involved in the sale contains the 4,000-seat theatre plus WCCO-TV's studios and offices. Midwest Radio plans to raze most of the theatre. Future plans for the site are not yet set.

WIND Reprices Peak Hours

Independent WIND Chicago has issued rate card No. 3, effective Oct. 19, adding a new AA time classification that takes cognizance of peak traffic hours. Rate increases were understood to average about 25%. Class AA time, the only change from the previous card, includes 6:30-9 a.m. and 5-6:35 p.m., Monday through Friday, and charges for news service are tied to time costs in various classifications. No rate boosts were effected for evening hours.

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

takes pleasure in announcing the addition of Joseph M. Sitrick to its Washington, D.C. National office effective immediately



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FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



THROWING the switch at the opening of WJRT (TV) Flint, Mich., is John F. Patt, president of licensee WJR The Goodwill Station Inc. He is accompanied by (c) Worth Kramer, executive vice president-general manager, and A. Donovan Faust, station manager.

WJRT advanced its Oct. 12 opening [STATIONS, Oct. 13] from 5 p.m. to 1:15 p.m. to carry the Detroit Lions' football game. The station originally was granted its FCC permit six years ago but commencement of operations was delayed by court proceedings [GOVERNMENT, Dec. 20, 1954 *et seq.*].

STATION SHORTS

WQXR Network in New York state has added its 12th affiliate [CLOSED CIRCUIT, Sept. 29]. WHAM Rochester's fm operation (WHFM [FM]) has begun carrying WQXR New York-originated program schedule.

WPIX (TV) New York has signed 51 national advertisers, representing more than $2 million in gross billings, for new tv season, John A. Patterson, sales manager, has announced. Mr. Patterson attributes upswing in business to station's "block-night" programming concept under which programs of similar type and appeal—adventure, drama, movie and family—are scheduled back-to-back for entire evening.

Hildreth Stations (WABI Bangor, WAGM Presque Isle, WABM Houlton, WPOR Portland, all Maine) name AD-ventures Inc., Portland, Me., as advertising agency in Maine.

WABC-TV New York has achieved record third-quarter in sales paced by gross of $1,250,000 in local and national business in past three weeks, Robert L. Stone, v.p. in charge of station, has reported. Mr. Stone estimates 1958 third-quarter business exceeds that of 1957 by 25%.

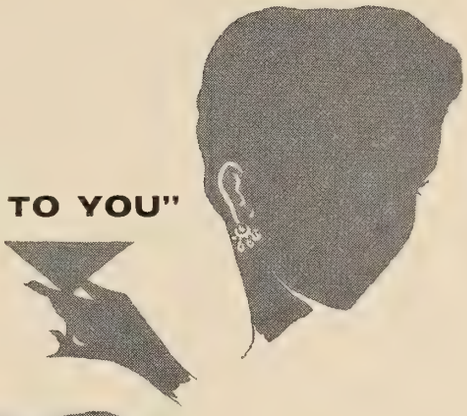
KLUB Salt Lake City—independent since Dec. 31, 1956—has reaffiliated with ABC Radio. KLUB, owned and operated by KLUB Broadcasting Co., operates on 570 kc with 5 kw.

WNBC (TV) New Britain, Conn., announces new rate card, No. 8. One hour of Class AAA time, one time, is $700.

From Rochester's CHANNEL 10

A Double Toast to Our Advertisers:—

"EARS TO YOU"



"EYES LOVE YOU"



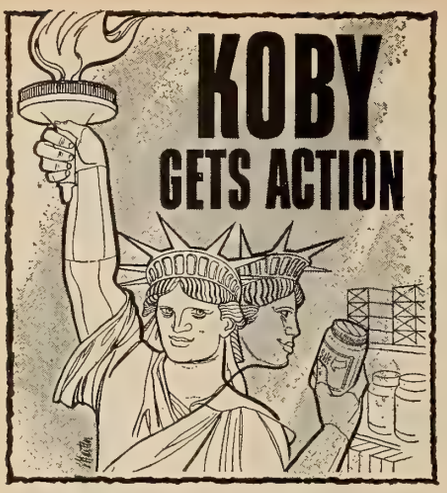
Yes, you get the majority* of the eyes and ears in the rich Rochester area when you advertise your product on

CHANNEL 10

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y. IT ALL ADDS UP TO 10 CBS BASIC



IN SAN FRANCISCO . . . audiences respond to KOBY's musical formula. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY 10,000 watts San Francisco

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV

TERRE HAUTE INDIANA

Channel 10

CBS

**Basis: 1958 Fall Schedule*

**Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston**

SRA Planning to Add Gold Medal To Silver Nail Award Next Year

Plans for selecting the Station Representatives Assn.'s second annual "Silver Nail" timebuyer of the year winner—and for establishment of a new award for former timebuyers—are being announced today (Monday) by SRA Managing Director Lawrence Webb.

The new award will be known as the "Gold Medal" and will honor outstanding contributions to the radio and television advertising business. At least 15 years' service in the agency field, including work as a timebuyer at some point in that span, is required for eligibility.

Both the second Silver Nail and first Gold Medal awards will be presented at a luncheon during the latter part of next April. The Silver Nail was created by SRA to honor Frank Silvernail, who was its first recipient at the time of his retirement from BBDO last spring after more than 30 years in advertising.

Winners of Silver Nails are selected by vote of the sales personnel of SRA member firms. Winners of Gold Medals are chosen by heads of member firms from a group of candidates designated by the SRA awards committee. This committee consists of Lewis H. Avery of Avery-Knodel, chairman; Richard O'Connell of the firm by the same name, and Ed Fitzsimmons of the Weed radio and tv firms.

Butter-Nut, Calo Commercials In Cartoonists Guild Festival

The "subliminal" commercial for Butter-Nut coffee and the Calo cat food commercial featuring a cat and a lion were judged best among 24 animated tv commercials made by members of the Screen Cartoonists Guild and shown Oct. 17 at the Guild's sixth annual Film Festival at the Sheraton West Hotel, Los Angeles.

The top-ranking Butter-Nut commercial was a product of Fine Arts Productions. The commercial for Calo cat food was produced by Cascade Pictures for Foote, Cone & Belding, San Francisco.

Firms contributing entries this year as in the past was limited to employers of Screen Cartoonists Guild members, but attempts are being made to reach an agreement between this independent union and IATSE's Motion Picture Screen Cartoonists Local 839 for an industrywide animation festival in 1959.

L.A. Art Directors Awards Open

The Art Directors Club of Los Angeles has invited persons and organizations producing advertising or editorial art or tv commercials within the 12 western states or Hawaii during the year, Dec. 1, 1957-Nov. 30, 1958, to submit entries for the club's annual competition. Deadline for entries is Nov. 3. Awards, medals and certificates of merit will be presented to the winners Feb. 14, 1959, at an awards dinner-dance at the Los Angeles Statler. Outstanding entries will be exhibited during February in the California Museum of Science & Industry, Los Angeles.

AWARD SHORTS

Paul Saliner, conductor of *Gadabout Show* on WGN Chicago, honored with 1958 VIP award of Illinois Club for Catholic Women for publicizing activities of Chicagoland club events and service to teenagers.

Bishopric/Green/Fielden Inc., Miami advertising agency, has won first place award for tv commercials in annual Miami Art Directors Club contest for fourth time in five years.

San Francisco Giants presented with intercity Golden West Broadcasters trophy given annually to team winning most games during Giants-Los Angeles Dodgers series. Giants took possession by winning 16 out of 22 games with Dodgers.

WFMY-TV Greensboro, N. C., and its newscaster, Charlie Harville, presented Certificates of Merit by American National Red Cross for "extraordinary cooperation in promotion of Red Cross Blood Program."

W. Dail Cannon, radio-wire transmission research engineer for Western Union Co., N. Y., awarded 1958 F. E. d'Humy medal for scientific research resulting in important technical advances to the nation's communications.

J. L. (Lee) Berryhill, chief engineer, KRON-TV San Francisco, given Scott Helt Award for his technical paper on "Automation Applied to Television Master Control and Film Room." Mr. Berryhill's paper pointed up chance for error in tv's "frantic period," 30 seconds during station break time when technician must make as many as 20 or more carefully timed switching operations.

Patches, WBAL-TV Baltimore personality, has received annual Youth Award of Post 717, Catholic War Veterans, for "outstanding contribution to Maryland youth." Patches, host of *Patches Show* for children, is first radio or tv personality to be so honored.

William L. Putnam, president, WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts, and **Kitty Broman,** director of women's services for both stations, have been given Public Service Awards in field of Civil Defense in Massachusetts.

We've read thousands of U.S. and Canadian newspapers in the past 9 years, looking for unusual *local retail* promotions: traffic-building stunts, give-aways, anniversary gimmicks, slogans, etc. used by local retailers. Result? We've assembled over 300

ideas

and we challenge anyone selling *local* retail advertising to read them without finding at least 10 good usable ideas! 108 pages, well-illustrated, these 300 ideas are yours for only $25. I.F.I. Adv. Agency, Christie Bldg., Duluth, Minnesota.



Scene from a WNEM newsreel, shot on Du Pont 931 film.

WNEM-TV uses

one film for all light conditions... Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living... *through Chemistry*

Pay for Re-Use of Videotapes Dominates Networks-AFTRA Talks

Negotiations between the three networks and the American Federation of Television & Radio Artists continued in New York last week, with primary discussion centered on a formula for re-runs of videotaped commercials and programs.

An AFTRA spokesman denied reports that talks had "bogged down" over this issue but said payment for re-use of taped products has dominated the negotiations. A formula to be devised would stipulate full payment for one or more runs; a reduced percentage for a certain number of subsequent runs and a sliding downward scale for additional uses. The current pact expires on Nov. 15 and a settlement is not anticipated before the deadline.

On a related matter, the National Labor Relations Board will re-open its hearing in New York Nov. 6 on a petition by AFTRA to hold a referendum among performers to select a single union to represent them in the videotape commercial field. The hearing was recessed more than two weeks ago after testimony was presented by AFTRA, the Screen Actors Guild, the Screen Extras Guild and the television networks. The last named organizations have all voiced opposition to AFTRA's petition and asked NLRB to dismiss it.

Second Independent Movie Firm Signs Musicians Guild Contract

Musicians Guild of America has signed a contract with a second independent motion picture company, Dore Schary Productions, and again is the target of unfair labor practice charges, filed with NLRB by American Federation of Musicians. A similar protest resulted from MGA's first independent studio contract, with Hecht-Hill-Lancaster [PERSONNEL RELATIONS, Oct. 6] which AFM said was outside the scope of MGA's collective bargaining realm, the major movie studios.

The first scoring under the Schary contract began Oct. 15 at Goldwyn Studio, on the picture, "Miss Lonelyhearts."

Judge Alfred Gitelson of Los Angeles Superior Court postponed until Oct. 28 his ruling on requests of members of AFM Local 47 in Hollywood for preliminary injunctions preventing AFM from expelling them from membership for alleged support of MGA [PERSONNEL RELATIONS, Oct. 13]. Judge Gitelson dissolved temporary restraining orders in effect since Sept. 22 [PERSONNEL RELATIONS, Sept. 29, 22] but AFM is not expected to take any action against the approximately 100 musicians involved before his ruling. It was understood that in the interim, Judge Gitelson hopes that AFM and MGA can come to an agreement on an outside referee to hold a hearing within the framework of AFM bylaws. Petitions for an injunction followed an attempt of AFM to institute an intraunion hearing.

Labor Protests to CBS, FCC WKRC Right-to-Work Editorials

The Committee on Economic Stability in Cincinnati last week protested to CBS and to the FCC against editorials by WKRC there. The brief editorials have been broadcast five times daily in behalf of the right-to-work constitutional amendment in Ohio. Committee chairman John J. Gilligan said the station should present the other side of the issue. His committee—made up of union leaders—opposes the amendment that would make it illegal to require an employe to join a union in order to keep his job. The issue goes to the polls Nov. 4.

The station's president, Hulbert Taft Jr., pointed out that WKRC offered a half-hour free to John J. Hurst, president of the Central Labor Council, to voice opposition to the amendment, an offer of which Mr. Gilligan said he was not aware. Mr. Taft also noted that the legal requirement on equal time pertains to political broadcasts, specifically with candidates for office. WKRC's editorials deal with issues, he said. Arthur Hull Hayes, CBS Radio's president, was surprised that a protest had been sent to the network (WKRC is a CBS Radio affiliate.) "We have no voice in their [the station's] management," he commented.

Tv Producers Guild Organizes To Secure Producer Benefits

To secure better working conditions, residuals, minimum salaries and other benefits for the producers of tv programs, Television Producers Guild has been organized in Hollywood. The group has no relationship to Screen Producers Guild although there may be some overlapping memberships.

Ben Brady, producer of the *Perry Mason* series on CBS-TV, is chairman of a steering committee to serve until permanent officers are elected at a general membership meeting scheduled in 30 days.

Other committee members are: Cecil Barker, George Cahan, David Dortort, Ben Feiner, James Fonda, Alex Gurenberg, Hal Hudson, Roy Huggins, Charles Isaacs, Sheldon Leonard, Ralph Levy, Nat Perrin, Edgar Peterson, and Darrell Ross. Richard Irving of Revenue Productions, also named as a member of the steering committee, withdrew his name explaining that he is "much too close to management" to give TPG the kind of wholehearted support the new organization needs. Mort Abrahams of National Telefilm Assoc. was named to the steering committee as representative of New York tv producers, which TPG hopes to include eventually, although currently the new organization is set up only on the West Coast.

THE UNION SHOW

Amalgamated Clothing Workers, AFL-CIO, owner of Amalgamated Bank of New York, which claims to offer the lowest personal bank rates in the city, tonight (Oct. 27) becomes a television sponsor. It will underwrite the Monday and Tuesday night five-minute weather strip at 10:45-50 p.m. on WABC-TV New York to promote not only the bank's services but also the famed union label. ACW President Jacob S. Potofsky said that to the best of his knowledge "This is the first time any union has attempted to use tv in the New York area for the purpose of promoting the union label."

While most New Yorkers don't have to be sold on the merits of union-made clothes, Mr. Potofsky went on, "They just need to be made aware of the union label and where it can be found." The bank's services will be promoted with the slogan, "Money costs less at the Amalgamated Bank," with a viewer participation contest for bank accounts of various sizes. Contestants must complete in 20 words or less the slogan: "I look for the union label because it stands for . . ." Entry blanks are available at haberdasheries and department stores.

Thursday and Friday portions of the across-the-board weather strip are sponsored by Helena Rubinstein Inc.

Aaron to Hear Local 47 Charges

Benjamin Aaron, nationally known labor arbitrator, has been appointed referee to hear charges brought by Local 47, Hollywood, of the American Federation of Musicians against several members for alleged violations of AFM laws. Mr. Aaron replaces George Bodle, Los Angeles labor attorney, and a committee of the AFM International Executive Board which were to have held hearings last month. Those hearings were delayed by litigation.



SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation ...and to the Northwest School graduates who have contributed to their success.

KPEG

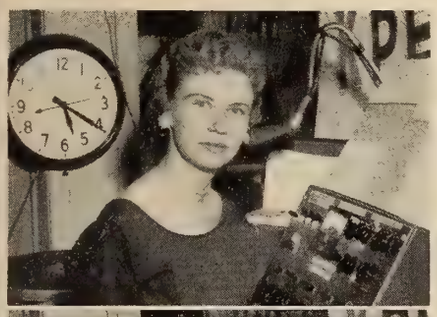
The ALL-GIRL-STATION
Spokane, Washington



Larry Lester, Manager Station KPEG

Mr. Lester says "I believe that more women should enter this field, as our type of operation is going to become more and more popular as people become aware of our success".

No "Square-Pegs" here . . .



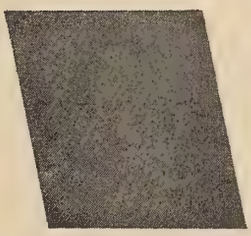
"Peg" Snyder... one of the first "Pegs" of KPEG. Mrs. Snyder has been with the station since its first day of operation and has contributed greatly toward the station's popularity.



"Peg" Parcher, another popular personality on KPEG, daily delivers news, weather reports, in addition to her regular disc jockey duties. The voice of this "Peg" is a familiar one to listeners in Spokane area.

Northwest Schools graduate, Larry Lester, has been manager of this unique station since August 16, 1957. Since that time the audience has been doubled, according to recent surveys. One important reason for the rapid growth of KPEG is Mr. Lester's early training and experience as an engineer, disc jockey and sportscaster.

KPEG is owned and operated by Bellevue Broadcasters, with studios at 1527 West Second Avenue in the city of Spokane. The All-Girl Station has been on the air since February 14th, 1957. Actual station operations and all broadcasting is handled by four girls (all named "PEG"). These girl disc jockeys spin records, deliver newscasts and special events, and stress easy-to-listen-to music. Their policy is paying off in listener dividends... more and more people, as they hear about KPEG, are staying tuned to this station.



For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS



1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

Reds Rubbing Lamp To Spread Propaganda

Chinese Communists are evoking the spirit of Aladdin to propagate their faith via radio, according to an exclusive tv report by CBS News' Far East correspondent, Peter Kalischer.

The Peiping regime is blanketing the neutral nations on its geographic periphery with small, compact kerosene-type lamps that not only generate heat and light, but also sufficient wattage (2.6) with which to operate a small medium-wave and short-wave radio. The potential consumer count: 14 million Chinese comprising the minority population in these nations—a power which, if properly harnessed to the Communist tune, might sway the political climate in favor of Communism.

Mr. Kalischer made his report on film. It will be shown next Sunday (Nov. 2) during part II of CBS-TV's study of Soviet propaganda techniques on *The Twentieth Century* (Sun. 6:30-7 p.m. EST). While news of "Aladdin's lamp" has been making the rounds of European and Asian capitals for several months, CBS believes its report will be the first made here in the U. S.

The lamps are made and distributed by state-controlled China National Instruments Imports Corp., Peiping-Shanghai-Canton-Tientsin, via its Hong Kong branch (China Resources Corp.). The Red Chinese firm



KEROSENE powers the party line.

sells—at rock-bottom price—both lamp and radio to Red agitators in the outlying countries who then effect the widest possible distribution. The limited power output of the set enables the listener to pick up only one station—usually the most powerful transmitter in the area which happens to be a Red Chinese propaganda outlet. (Mr. Kalischer noted that Peiping broadcasts 241 hours a week in 16 languages and dialects, 66 hours and three languages more than the Voice of America from Okinawa and Manila.)

The "Aladdin" semi-conductor, thermo-electric generator in effect, acts as a battery for the radio, and according to the instructions attached by the Chinese, "is convenient for use in pastures, in desert districts, in villages, on outskirts, in boats or in some other place where electric power source is unavailable." There are no moving parts nor coils, thus requiring little maintenance. To quote the instruction sheet again: "Inside . . . there are two groups of thermo-piles, one of which produces low voltage to heat the filaments and the other supplies high voltage for the plate circuits. . . . The radio receiver is coupled with the generator by connecting the terminal plate of the generator to the socket of the receiver with four wires." Power increase may be effected by heightening the flame, but this will cut down the playing hours.

MBS Attacks Junket to Russia; USSR Continues to Battle CBS

Mutual network last week called on NAB President Harold E. Fellows to protest "the State Dept.-sponsored junket by six radio-tv men to Russia" under the cultural exchange plan [AT DEADLINE, Oct. 20]. Charles Godwin, MBS station relations vice president, cited Russia's ouster of a CBS correspondent because of the network's tv drama on Stalin's death, as well as the prohibitive tax recently leveled on newsfilm [INTERNATIONAL, Oct. 20].

"All reporters, including ours, are under strictist reporting wraps," Mr. Godwin said, suggesting Russia should ease the present regulations if they wish to continue cultural exchanges.

Last week Russia refused to accept Richard S. O'Brien, CBS director of audio-video engineering, as a member of the delegation. A Soviet delegation is expected to come to the United States later this year. The Soviet action was described in Washington as part of that government's continuing battle against CBS. On Oct. 8, CBS newsman Paul Niven was ordered out of Moscow.

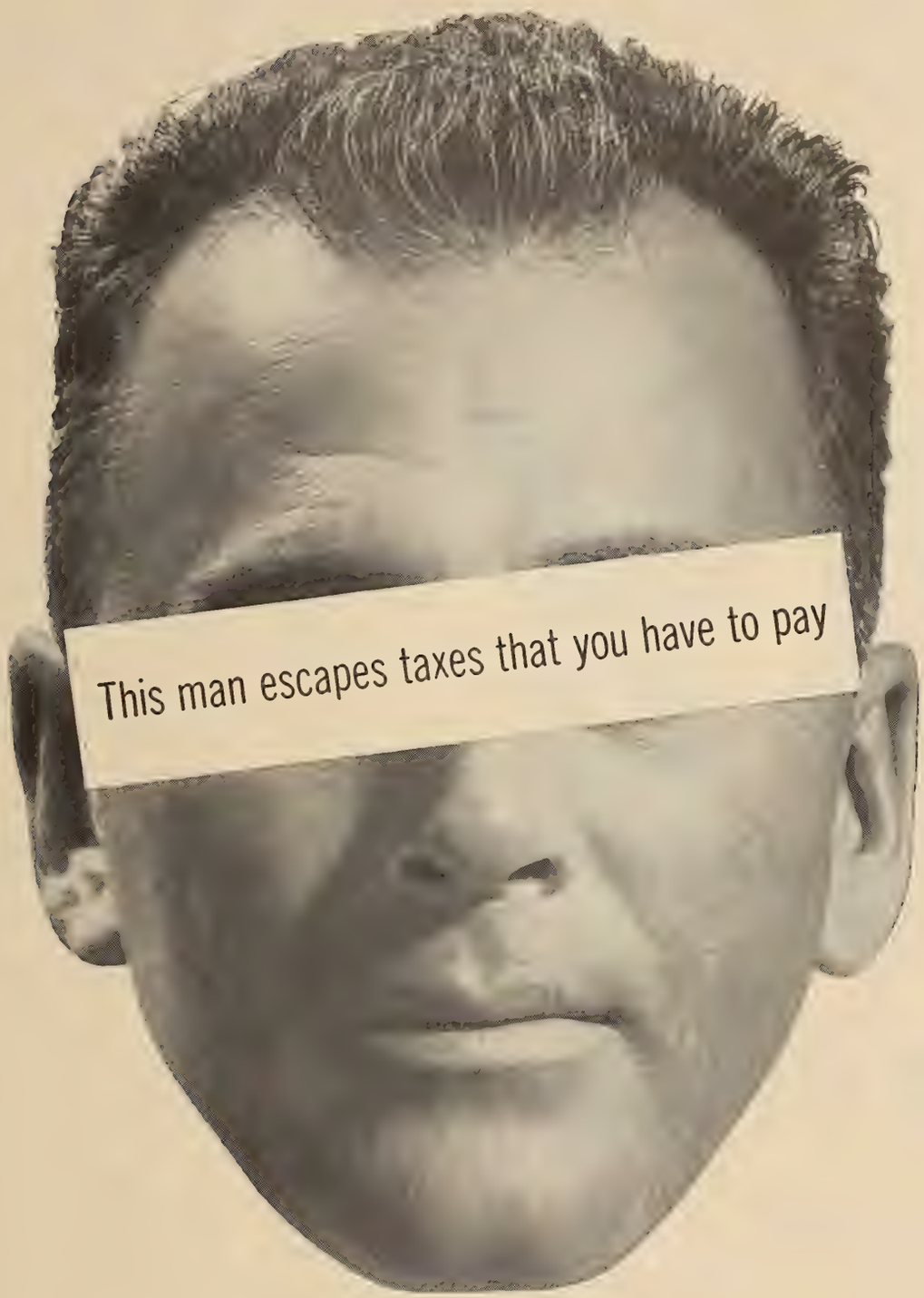
Other members of the U. S. cultural exchange delegation are Ralph Harmon, Westinghouse Broadcasting Co. engineering vice president; Jerry Danzig, NBC radio network programming vice president; Ralph Cohn, president of Screen Gems; Mike Wallace, ABC interviewer, and Dr. Burton Paulu, U. of Minnesota.

Cuba Bars Traveling Salesmen

Radio and television stations and other media in the United States are now prohibited from soliciting advertising in Cuba through unauthorized personnel. Legislation to that effect became effective Oct. 6, it was announced last week by Media International Inc., New York and Havana.

Media International, which represents various media, has made a study and translation of the law, which is obtainable from the company, 45 W. 45th St., New York 36, N. Y. Company officials explained that U. S. media may not secure advertising from a Cuban company through representatives or sales personnel on flying trips there, unless the selling is done by persons who are members of the College of Advertising Professionals in Cuba. Media International spokesmen said it is believed that few, if any, Americans qualify for solicitation, since requisites for certification include study in specific courses at the Cuban college.





He's not dishonest—or doing anything illegal. But present federal laws give him and many other people an unfair tax advantage over you and most Americans.

Here's how:

About 23 cents out of every dollar you pay for electricity goes for taxes. But under present tax laws, several million families and businesses escape paying most of the taxes in their electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems. Unlike you, these people pay *no* federal taxes at all and little or no state or local taxes in their electric bills.

What's more, the taxes they escape have to be made up by other people—including *you!*

Most Americans believe everyone should pay his own fair share of taxes. How do *you* feel about it?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES*

*Company names on request through this magazine

In Fort Wayne
the nation's No. 1
test market
use

WANE
Fort Wayne

CBS *Represented by Petry*



A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

U. S. MAY GET A LOOK

The United States can expect occasional programming of "outstanding merit" from the Eurovision system of broadcasting in Europe and this source promises to be a more fruitful one in the days still to come.

This analysis was offered by Ted Rogers, NBC-TV staff producer, who has returned from an eight-week trip to study Eurovision. Mr. Rogers noted that the 11 countries in the Eurovision hookup were holding a meeting in Wiesbaden, Germany, this month and one of the proposals before it was an NBC-TV request for production of several programs to be carried on the network.

Mr. Rogers, who was accompanied on his visit by NBC-TV staff writer Harold Azine, was asked by the network to survey the programming potentialities of Eurovision for U.S. television and to provide technical assistance and information to European producers, when requested. Since Mr. Rogers was executive producer of NBC-TV's *Wide Wide World* for more than a year, he was able to offer suggestions on lighting and production techniques for the type of programming in which Eurovision is particularly interested.

Mr. Rogers pointed out that Eurovision programming is not scheduled on a regular basis and there is "no particular pattern" of programming. There is no extensive preparation for coverage of a particular event, he said, and members might have only a few days' notice that a program is available.

The quality of Eurovision programming is "uneven," Mr. Rogers acknowledged, and much of it would not be appropriate for U.S. audiences. On the other hand, Eurovision sometimes comes up with "superb programming." He mentioned a New Year's Eve program last year from various nations, a French underwater origination and various programs from the Brussels Fair.

NBC-TV's proposal to the Eurovision conference in Wiesbaden, according to Mr. Rogers, calls for the system to produce a group of programs of 60 or 90 minutes in length and including *Europe After Dark, Europe on a Sunday Afternoon, Children of Europe* and *Challenge to Humanity*, an inspirational show. A segment of this latter program would be produced by NBC-TV from churches in the U.S., Canada and Mexico. Mr. Rogers stressed that no payment would be made by NBC-TV for initial "experimental" programs.

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. GLADNEY

NORMAN GLADNEY, formerly v.p., director and plans board member of Reach, Yates & Matoon (now Reach, McClinton), N. Y., named director of television and radio, Calkins & Holden, N. Y. For past year, Mr. Gladney has headed his own marketing consultant firm and had been acting in consulting capacity with C&H. Mr. Gladney from 1950-56 was director of tv and radio sales promotion, Bulova Watch Co.

MARTIN SAMIT, NBC Radio advertising coordinator, announced his resignation to devote fulltime to his activities as director of Consumer Behavior Labs, N. Y., formed to offer advertisers and agencies creative research services on socio-psychological problems in marketing and advertising.

RAYMOND A. ROBINSON, research director of Foote, Cone & Belding, Los Angeles, elected v.p.-director of research.



MR. GENGE

WILLIAM H. GENGE, account supervisor of Ketchum, MacLeod & Grove Inc., Pittsburgh, elected v.p. of agency. Mr. Genge, who joined KM&G in 1953, was previously in advertising department of Gulf Oil Corp., Pittsburgh.

PETER HELLER, assistant v.p. of Institute for Motivational Research, appointed director of international relations for IMR. Mr. Heller will coordinate Institute's operations now covering 11 countries in North America, Europe and North Africa.

ALBERT W. FLOR JR., previously with Campbell-Ewald in Detroit, to Erwin Wasey, Ruthrauff & Ryan's Los Angeles office as senior account executive.

EARL COLLINS, previously v.p. of Gordon & Hempstead Inc., Chicago, to Tatham-Laird Inc., same city, as group copy supervisor. **JOHN WILSON,** formerly commercial writer-producer at Gardner Adv., St. Louis, also to T-L as group copy supervisor.

GEORGE C. MEAD, formerly copywriter at Earle Ludgin & Co., Chicago, to Reach, McClinton & Co., same city, as account executive and copywriter.

PATRICK CONNOLLY, with experience in appliance business on both agency and advertiser levels, named account executive on RCA Victrola at Kenyon & Eckhardt, N. Y.

ROBERT B. CONROY appointed account executive on Plymouth Div. of Chrysler Corp. tv account at Grant Adv. Inc., Chicago.

NORMAN C. WIDENHOFER, assistant manager of WGL Ft. Wayne, Ind., in charge of programming, to Willis S. Martin Co., Ft. Wayne advertising agency as assistant account executive and consultant in radio and tv planning and programming, effective Nov. 3.

HARRY ALLEVA, formerly with Arthur Murray as advertising manager, to William Warren, Jackson & Delaney, N. Y., as agency's radio-tv production director.

SAUL GRUBSTEIN, former CBS art director, most recently with Gore/Smith/Greenland, to executive art director, Hicks & Greist Inc., N. Y.

LUCIAN R. BLOOM, formerly media manager, Cunningham & Walsh, N. Y., and before that with Kenyon & Eckhardt as Detroit media director and as media supervisor at K & E's New York office, to Ted Bates, N. Y., as assistant media supervisor.

EDWARD R. BOSLEY, formerly creative director at Lennen & Newell, San Francisco, appointed copy

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Why do diabetic doctors live longer than other diabetics?

Anyone who develops diabetes can take hope from the personal experiences of doctors who have the disease. They have proved that by strict adherence to treatment, they can live almost as long and as actively with the disease as without it.

When mild diabetes is discovered early, it can often be controlled by diet alone, or by diet and exercise. In other cases, a combination of insulin, diet and exercise may be required.

New compounds, taken by mouth, appear to be beneficial in selected cases, usually those who have mild diabetes which developed after age 40. Their use, however, requires strict medical supervision . . . and their true place in diabetes treatment awaits further study.

Anyone at any age can develop diabetes, but your chances of doing so are increased . . . *if you are overweight; if diabetes has occurred in your family; if you are between the ages of 40 and 65.*

Today, about one million people in our country have diabetes and are getting treatment. Another million Americans have the disease, but are completely unaware of it. This is because diabetes, early in its course, causes no noticeable symptoms, and may not until it is well advanced.

So, everyone should have periodic health examinations, including simple tests for diabetes. And no one should delay seeing the doctor if any of the following common symptoms of diabetes should occur . . . *weight loss despite constant hunger and excessive eating, increased fatigue during normal activities, excessive thirst and frequent urination.*



If diabetes is found, the usual reward for obedience to the doctor's orders is added years of comfort and of life. Doctors know this . . . and that is why those of them who have diabetes live longer than other diabetics.

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PEOPLE CONTINUED

supervisor in Compton Adv.'s San Francisco division.

CHERIE LEE, formerly Edward H. Weiss & Co., copy chief, and most recently on creative staff of Earle Ludgin & Co., both Chicago, joins creative staff of McCann-Erickson, Chicago.

WILLIAM BENT, formerly tv writer and account executive for R. Jack Scott, Chicago, to Chicago staff of Bozell & Jacobs Inc. as copywriter.

STEPHEN M. SALONITES, formerly director of tv sales development, Katz Agency, to New York sales staff of American Research Bureau.

SYLVIA CANADAY, formerly sales promotion and publicity director at Johnston Inc., Dallas, to Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, as public relations assistant. **LINDEN CHILES,** broadcast specialist for Armed Forces Radio & Tv Service, returns to EWR&R Chicago office as assistant producer.

L. G. (GARRY) PASKUS, formerly editor and publisher of *Westchester* (N. Y.) *News,* to E. J. Ade & Co., N. Y., creative staff

ELI GORDON, vp. in charge of production and traffic for J. Walter Thompson Co., N. Y., appointed head of 1958-59 Advertising-Executives Division drive on behalf of Federation of Jewish Philanthropies.

KENNETH J. WARD, v.p. at J. Walter Thompson Co., Chicago, named chairman of public relations division of Chicago Heart Assn.'s annual fund drive.



MR. CHAPPERON

HARRY CHAPPERON, 56, public relations director of Emil Mogul Co., New York., died Oct. 18 following heart attack at his Roslyn Heights, L. I., home. Long identified with Park & Tilford (Schenley Industries), cosmetics and Tintex accounts—air media users—Mr. Chapperon joined Mogul in 1956 when it absorbed Storm & Klein Inc., of which Mr. Chapperon was v.p.

FILM



MR. KIERMAIER

JOHN W. KIERMAIER, formerly business manager of Independent Television Corp., N. Y., promoted to assistant to president of ITC. Mr. Kiermaier was formerly with NBC-TV as director of administration, NBC news and special affairs, administrative coordinator, NBC Film Div. and administrative sales manager, also in NBC Film Div. ITC was organized this summer by Jack Wrather Organization, Beverly Hills, Calif., and Associated Television Ltd., London.

LEN LEVY, formerly executive producer at Kling Film Productions, Chicago, named to head newly-opened Chicago office of Robert Lawrence Productions.

ROBERT S. ALTSHULER, publicity-promotion director, Prestige and Riverside Records, to director of advertising-publicity, United Artists Records Inc., wholly-owned subsidiary of United Artists Inc.

HERMAN BARTEL, formerly v.p. and visual editorial director of *The American Home* magazine, to Hartley Productions Inc., N. Y., motion picture producers, as associate producer.

PAUL HARRISON, formerly director at Desilu Productions, Hollywood, has joined Screen Gems Inc., Hollywood, as executive producer.

DOMINICK DUNNE, program executive at CBS-TV, will join 20th Century-Fox Television Nov. 1 as producer to create future tv series. He will have charge of screening plots, hiring writers and otherwise creating and developing new video program series. After their acceptance Mr. Dunne will serve as executive producer for these new series.

HARVEY VICTOR, formerly with Official Films, N. Y., as northeast sales representative, appointed account executive in New England area for Jayark Films, N. Y.

CECIL SEAVEY joins western sales staff of Screen Gems and will headquarter in Denver.

NETWORKS

ARTHUR M. OKUN, formerly with CBS Radio as sales service representative, appointed account executive with Mutual.

EDGAR PETERSEN, former producer of *Climax* and for past four months in London supervising production of *The Invisible Man* tv film series for CBS, named executive producer of CBS-TV in Hollywood.

RICHARD COOGAN, Marshal Matt Wayne of NBC-TV's *The Californians,* has been named chairman of tv star committee for Arthritis and Rheumatism Foundation. Mr. Coogan is making personal appearance tour of children's hospitals in connection with 10th annual "Fight Arthritis" campaign.

STATIONS



MR. REBER

JACK REBER, executive coordinator of Cascade Broadcasting Co., promoted to assistant general manager of Cascade, headquartering in Yakima, Wash. Mr. Reber was director of NBC Spot Tv and Radio Sales and prior to that was NBC Spot Tv Sales manager. Cascade is composed of KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick - Pasco - Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho.

HARVEY OLSON, WDRC Hartford, Conn., program manager for past 13 years, promoted to v.p. in charge of public relations.



MR. GUNN

JAMES GUNN, KVAN Vancouver, Wash., sales manager, promoted to station manager. Mr. Gunn has been sales manager of WTVW (TV) Tacoma, Wash., manager of KAGR Yuba City, Calif., and general sales manager of KONA (TV) Honolulu.

CHUCK STEWART, formerly account executive with WTIX New Orleans, named general manager of WRBC Jackson, Miss. Other WRBC appointments: **MIKE HUNTER,** previously with KBOX Dallas, to air personality and promotion manager; **ROBERT Q. SMITH,** formerly with WDSG Dyersburg, Tenn., to air personality and public service director; **JIM TOWNSEND,** previously with WDSG to air personality, and **NICK STEVENS** to account executive.

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MR. STEWART

FRANK STEWART, formerly co-owner and manager of KTXN Austin, Tex., appointed manager of KPRC Houston. **JACK McGREW** continues as manager of KPRC-TV and assistant general manager for entire operation. Mr. Stewart was previously with Wilheim, Laughlin & Wilson advertising agency and once headed his own agency.



MR. SHROPSHIRE

BEN SHROPSHIRE, formerly in sales at KIMA-TV Yakima, Wash., named station manager of KLEW-TV Lewiston, Idaho, replacing **W. K. THOMAS,** resigned to set up tv-radio agency in Spokane, Wash. Both stations are part of Cascade Broadcasting Co., which also includes KEPR-TV Pasco and KBAS-TV Ephrata, both Washington.

RONALD J. KAHN, formerly with McLendon Stations in executive capacity, named director of sales for KYA San Francisco, Bartell Family station. Other KYA appointments: new account executives include **CHARLES W. JOHNSON,** former sales manager of KVSM (now KOFY) San Mateo, Calif., and **GARY GARLUND,** former sales manager of KSFO San Francisco. **WILLIAM C. JONES,** previous program director of Bartell's Eastern Div., to similar job at KYA. **JAMES SPARROW,** previously program director of KRUX Glendale, Ariz., named assistant program director and chief announcer. **SEAMUS O'HARA** transfers from WOKY Milwaukee. **MARK ADAMS,** formerly chief of Denver news department of Intermountain Network, appointed news director. **ROBERT ANDERSON,** formerly with WQXR New York, named director of merchandising, promotion and publicity. **MISS NORMA ROBINSON,** previously with NBC in San Francisco and Los Angeles, appointed administrative assistant to general manager.

JULES L. MAYEUX named sales manager of WBRZ (TV) Baton Rouge, La., replacing **GUY CORLEY.**

CHARLES S. COOPER, formerly sales manager of WMVA Martinsville, Va., to WFLB Fayetteville, N. C., in similar capacity.

JACK BROWN, formerly with KOBY San Francisco, to KROW Oakland, Calif., as assistant general sales manager.

BERNARD HIRSCH, formerly eastern advertising manager, *Gentlemen's Quarterly, Esquire* publication, to WXIX (TV) Milwaukee as account executive.

WES BOWEN to KNOB (FM) Long Beach, Calif., as program director, replacing **DAVE LARSON,** going on active duty with Marine Corps.

CARL H. WESSER named chief facilities engineer for WWJ-AM-FM-TV Detroit. **OLIN J. LAPHAM** appointed WWJ-AM-FM chief studio engineer and **LEO E. RYMARZ** to WWJ-TV studio engineering supervisor.

JOHN HINKLE named chief accountant of WISN-AM-TV Milwaukee, replacing **JOSEPH SERGIO,** to devote full time to duties as stations business manager.

JOHN SMITH, KTRH Houston director of news, elevated to director of local sales. **DAN RATHER** moves up from newscaster to director of news.

TOM B. HAWKINS, formerly with Coca-Cola Co. in Baltimore, to KGFJ Los Angeles as public relations director.

ROBERT BUNNELL, sports director, KACE Riverside, Calif., has joined KFXM San Bernardino, Calif., as head of its new Riverside office. **MRS. JAN DE LOE,** formerly with Gage, Booth and West Adv. Agency, Beverly Hills, Calif., has joined Riverside sales staff of KFXM and will also serve as station's women's director.

PAT McGUINNESS, newscaster at KFWB Los Angeles, joins news bureau of KNX Los Angeles-CBS Radio Pacific Network Nov. 10. **PAUL UDELL,** newswriter-editor previously in public relations work in Chicago and Beverly Hills, Calif., becomes KNX-CRPN staffer today (Oct. 27).

DONALD BATTING, formerly with WFAH Alliance, Ohio, as news editor, to WICE Providence, R. I., as assistant news editor, replacing **WILLIAM T. STEFFY,** resigning to become city editor of *Alliance Review.*

LEONARD M. ZELICK, formerly news specialist and announcer for WFBG-AM-TV Altoona, Pa., named news editor of WBZ-WBZA Boston-Springfield, Mass.

JAMES L. SNYDER, KDKA Pittsburgh news director, adds duties as assistant program manager.

EUNICE SCHNEIDER, formerly with WFBR Baltimore as continuity director, joins WBAL-AM-TV Baltimore as promotional assistant.

JAMES L. MILLER, formerly with WQED (TV) Pittsburgh, named commercial coordinator for WTVN (TV) Columbus, Ohio.

BETTY FARBER, freelance radio-tv producer and publicitor, named coordinator of WCFL Chicago's *Bob Elson at the Pump Room* show and also to handle station's publicity.

WILL PITTENGER, Northwest Schools, Portland, Ore., graduates to KDIX-TV Dickinson, N. D., as floor manager. Other Northwest graduates and their placements: **CARL H. WENZEL** to WMBV-TV Marinette, Wis., working on floor, camera and as director; **JOHN MILLER** to floor director at WFLA-TV Tampa, Fla.; **ROBERT CYPHERS** to KICA-TV Clovis, N. M., as sales representative, and **PETER WOOLEY** to KKEY Vancouver, Wash., as sales representative.

FRED FISCHER, formerly at WLWC (TV) Columbus, Ohio, in sales, to WATE (TV) Knoxville, Tenn., sales department.

CHRISTOPHER DRAKE, formerly district manager for Capitol Records, to WILD Boston sales staff.

JERRY LIPMAN, previously account executive with WCOL Columbus, Ohio, to WCAR Detroit sales staff.

ROBERT LEWIS, formerly at KAMO Rogers, Ark., to KODE Joplin, Ark., in sales department.

CLETE ROBERTS, KTLA (TV) Los Angeles newscaster, has left on reporting trip which will take him around world. Stops at Paris, Rome, Baghdad, New Delhi, Tokyo and Honolulu are planned as well as trips to other news-making capitals of world.

JOSEPH LEEMING, formerly public relations director of WHCT (TV) Hartford (which has suspended operations), named to information services department of CBS-TV Stations, assigned to CBS-TV Film Sales.

ALAN HERBERT, previously in charge of tv relations for Air Materiel Command's public information office at Wright-Patterson AFB, to WHIO Dayton, Ohio, as news reporter-caster.

ART CURLEY, formerly announcer-m.c. with WCBM Baltimore, to WJBR (FM) Wilmington in similar capacity.

BILL JOHNSON, formerly with WOCH North Vernon, Ind., as news director, to WMTL Leitchfield, Ky., as air personality.

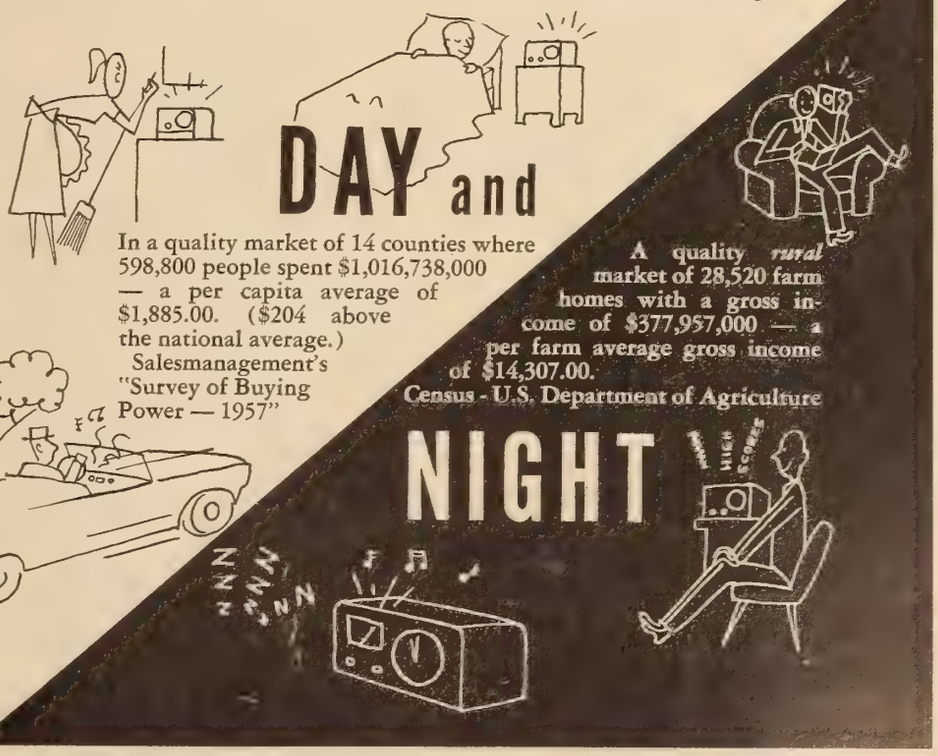
BOB FRIEND, Pittsburgh Pirates' star pitcher, signed by KDKA Pittsburgh to host weekly 15-minute Saturday program about baseball.

JOHNNY GRANT, KMPC Los Angeles d.j., notified by Dept. of Defense of acceptance of his offer to tour military installations in Far East with his "Operation Starlift" during coming holiday season. Mr. Grant and his 17 member entertainment unit will leave U. S. Dec. 15 and return Dec. 31.

JOE O'NEILL joins WWDC Washington as head of record library.

J. E. O'NEILL, president-owner of O'Neill Broad-

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Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

casting Co. (KJEO-TV Fresno, Calif.), named to Fresno State College advisory board.

PROGRAM SERVICES

PAUL MAMORSKY named sales v.p. of Plandome Productions Inc., N. Y., recently-established firm specializing in musical scores for radio-tv shows and commercial jingles.

ALEX LESLIE, formerly with Modern Teleservice, appointed national coordinator of Bonded Tv Film Service, Philadelphia.

RALPH PORTER joins Van Praag Productions, N. Y., as producer-director. First assignment is Ed Sullivan-Mercury spots.

REPRESENTATIVES



MR. WEEKS

PAUL R. WEEKS, v.p. of H-R Representatives Inc. and H-R Television Inc. announces his retirement effective today (Oct. 27). **JAMES ALSPAUGH,** manager of H-R's San Francisco office, elected v.p. Mr. Alspaugh's previous experience includes KYA San Francisco, KJBS San Francisco and John Blair & Co., same city.



MR. ALSPAUGH

WILLIAM P. PIPHER, formerly sales manager of WTVH (TV) Peoria, Ill., joins Edward Petry & Co. as midwestern manager for radio, effective Nov. 3, replacing **JOHN ASHENHURST,** promoted to assistant to executive v.p.

LUANNE FALK, formerly with CBS Television Film Sales Inc., to Chicago staff of Barry-Grafman & Assoc., tv program and sales representative firm, as public relations and publicity assistant.

PROFESSIONAL SERVICES

ROBERT J. POLINGHORN, formerly director of publicity and public relations at Dresser's Mfg. Div., Bradford, Pa., appointed account executive in Public Relations Counselors Div. of Vic Maitland & Assoc., Pittsburgh.

ELISHA GOLDFARB, Mutual Radio general counsel since 1950, and **WILLIAM M. REGAN,** RKO Teleradio and WOR-AM-TV New York general counsel, have joined with **LOUIS POWELL,** experienced in tax law, and **PAUL J. QUINN,** specialist in motion picture law, to form law firm for general practice. Called Regan, Goldfarb, Powell & Quinn, firm is located at 1270 Avenue of Americas, N. Y.; telephone: Judson 6-5322.

MAX LEVINE resigns as public relations director and radio-tv time-buyer for Ritter-Lieberman Inc., Allentown, Pa., advertising agency, to open his own public relations agency in Allentown at 137 N. 7th St.

MANUFACTURING



MR. BROUGH

WALTER L. BROUGH, formerly with Hercules Motors Corp., Canton, Ohio, as executive v.p., named manager of manufacturing division of ORRadio Industries Inc., Opelika, Ala. Mr. Brough was previously with Timken Roller Bearing Co., Canton, and was also chief engineer of Union Drawn Steel Div., Republic Steel Corp.

G. W. TUNNEL, formerly merchandise manager, test and measuring equipment, RCA Industrial Electronics Products Div., to manager, broadcast systems and shop repair service sales, technical products service, RCA Service Co., Camden, N. J.

DR. PHILIP N. HAMBLETON, previously with Sylvania Electric Products and Philco Corp., named supervisor of research and development of tubes, CBS-Hytron, Danvers, Mass.

JOHN E. JOHNSON, formerly marketing v.p. for datamatic division, Minneapolis-Honeywell Regulator Co., named manager of marketing department, RCA electronic data processing division.



MR. DRISCOLL

HAROLD F. DRISCOLL, formerly with Bell & Howell Co., Chicago, in marketing consumer products section, appointed advertising manager of Zenith Radio Corp., Chicago [AT DEADLINE, Oct. 13]. Mr. Driscoll began his business career as retail salesman and store manager for Iowa Furniture Co., Belle Plaine.

GORDON W. JOHNSON, formerly senior project engineer for Research Inc., Minneapolis, appointed director of engineering at Pacific Magnetic Corp., Romoland, Calif.



MR. ADAMS

ROBERT ADAMS, former executive in sales, engineering and manufacturing with such firms as Bendix Radio, RCA and General Electric, to Packard-Bell Electronics Corp. as manager of eastern operations. Mr. Adams, to headquarter in Washington, D. C., replaces **COMMODORE A. J. SPRIGGS,** USN (Ret.) P-B v.p. now on loan to U. S. Dept. of Commerce as adviser to director, electronics division [PEOPLE, Oct. 20].

KENNETH C. MORITZ resigns as export sales manager for Philco's government and industrial products to join Semiconductor Div. of Raytheon Manufacturing Co. (Waltham, Mass.) as sales manager.

R. H. BENEDICT JR. named field sales manager and **A. T. MASTERS** appointed manager of product evaluation of Ramset Fastening System, Olin Mathieson Chemical Corp., N. Y. Mr. Benedict had been assistant field sales manager, Mr. Masters assistant manager of product evaluation.

TRADE ASSNS.

GEORGE COMTE, general manager of WTMJ Milwaukee, named to Radio Advertising Bureau board of directors, by bureau's executive committee. Mr. Comte, member of RAB's plans committee for past two years, replaces **DONALD W. THORNBURGH,** who resigned from board with sale of WCAU Philadelphia. Mr. Comte is also director of Journal Co., owner of *Milwaukee Journal,* which in turn owns WTMJ-AM-TV.

EDUCATION

CLOID WADE, formerly studio supervisor, WUNC-TV Chapel Hill, N. C., named production associate. **G. RICHARD HESS,** former cameraman, named to succeed Mr. Wade. Changes in WUNC-TV engineering section: **JACK C. PENN,** assistant engineer for Chapel Hill studio; **ROBERT RABB,** formerly with WAIM-TV Anderson, S. C., to transmitter engineer, and **PEARLY MODLIN,** formerly with WFLB-TV Fayetteville, N. C., to kinescope engineer. **JAMES E. STUDDIFORD,** with WUNC-TV for two years as scenic designer, lighting director and producer-director, promoted to director of special projects.

GOVERNMENT

FRANK MARX, ABC v.p. in charge of engineering, and **RAYMOND F. GUY,** NBC senior staff engineer, left Oct. 18 on six-week tour to inspect worldwide facilities of Voice of America. Mr. Marx and Mr. Guy, both members of broadcast advisory committee of U. S. Information Agency, plan to evaluate ability of Voice facilities to meet "challenge of the Communist barrage." Their itinerary will include Lisbon, Tangier, Madrid, London, Munich, Athens, Rhodes, Salonika, Colombo (Ceylon), Singapore, Hong Kong, Manila and Honolulu.

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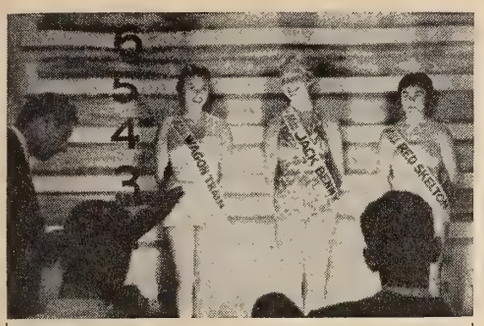
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EACH of the "suspects" in the lineup above was interrogated by a KIMA-TV Yakima, Wash., "detective" in a special half-hour show promoting the Cascade station's "Fall Lineup." Taking its cue from the CBS-TV program *The Lineup,* KIMA-TV climaxed its fall promotion as 10 girls, depicting programs from all three networks, appeared one by one to "spill" the time, day and theme of the show each represented. On another set the girls were quizzed further on program highlights by another "detective." Earlier KIMA-TV program promotions included on-air announcements, remote telecasts, lobby displays and a booth at the Central Washington Fair.

UN's Role in World Affairs Told in Broadcasters' Series

Commemorating United Nations Day Friday (Oct. 24), the first in a series of 26 quarter-hour programs entitled *Dateline: UN* was telecast on 60 stations in the U. S. The series, being produced by the newly-formed United States Broadcasters Committee for the United Nations, is designed "to give the American viewing audience an understanding in depth of the role which the UN has assumed in world affairs." While avoiding live news, "because networks and stations are doing an excellent job in this area," the series will aim to "supply a graphic interpretative background for current developments."

Committee headquarters are located at 422 Madison Ave., New York, office of Frederick Kugel, *Television* magazine, committee chairman. P. A. (Buddy) Sugg, NBC, is vice chairman, and David C. Moore, Transcontinent Television Corp., is secretary-treasurer. Executive committee members include: Roger W. Clipp, Triangle Publications; R. E. Dunville, Crosley Broadcasting Corp.; Harold Grams, KSD-TV St. Louis; Jack Harris, KPRC-TV Houston; Donald McGannon, Westinghouse Broadcasting Corp.; C. Howard Lane, KOIN-TV Portland; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; James G. Riddell, ABC; J. S. Sinclair, WJAR-TV Providence; George Storer Jr., Storer Broadcasting Co.; Robert D. Sweezey, WDSU-TV New Orleans; E. K. Wheeler, WWJ-TV Cleveland; George Whitney, KFMB-TV San Diego.

Working with the broadcasters on production of the series are the following principals in the United Nations Radio and Visual Services Div.: Frank Passigli, deputy director; William Henson, chief of UN television; Mavor Moore, production; Arnold Rabin, associate producer-director; Michael Hayward, chief of operations.

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Group Discussions to Follow WMAL-TV's 'Talk Back' Series

A television program designed to help people solve their own problems is scheduled for the first and third Sundays of each month at 12:30 p.m. on WMAL-TV Washington, D. C. Entitled *Talk Back,* the program is part of the *This We Believe* series and will start Nov. 2.

The experimental format of the new series includes a 12-minute dramatic sketch filmed in Hollywood to present a basic problem, a 15-minute televised panel of qualified persons discussing the problems, and discussion groups around tv sets to continue after the show concludes each Sunday. The viewer groups are being organized by churches and community agencies.

Talk Back is filmed by the Methodist Television Ministry; released through the National Council of Churches, and produced locally through the Dept. of Radio and Television of the Council of Churches, National Capital Area.

KDKA Inaugurates Disc Clinic

Representatives of Pittsburgh record distributors have been invited to audition their latest releases with KDKA Pittsburgh music programming personnel in a new system of Monday night "Record Clinics," Program Manager Guy S. Harris has announced.

Under the clinic plan disc jockeys and record men will exchange ideas, give opinions and bring each other up to date on what listeners are requesting and what customers are buying, Mr. Harris said. Because of the constant rise in the number of records produced, KDKA expects to improve programming through discussions of the records. Record companies are not restricted to bringing in their releases on Monday evenings, Mr. Harris pointed out.

WHB Puts Check Artists on Run

A program that broadcasts the names and modes of operation of known bogus check artists is credited by Kansas City police and businessmen as being "one of the greatest strides taken in years to help stamp out the menace of these criminals," according to WHB Kansas City. Entitled *Check-Alert,*

WELCOME TO
THE
"Tops in Towers"
CLUB

WISK ST. PAUL, MINN.
added 5 towers for 6 tower array. Completed July 1958.

WHYL CARLISLE, PENNA.
2 tower directional array. Completed August 1958.

WLST ESCANABA, MICH.
3 tower directional array. Completed Sept. 1958.

WFGM FITCHBURG, MASS.
3 tower directional array. Completed Sept. 1958.

KLIF DALLAS, TEXAS
4 tower directional with overhead counterpoise. Completed Sept. 1958.

KOCS ONTARIO, CALIF.
3 tower directional array with overhead counterpoise. Completed Aug. 1958.

WFKB KEY WEST, FLA.
3 tower offshore directional under construction.

WGOK MOBILE, ALABAMA
2 tower directional 50# towers. Completed Oct. 1958.

UTILITY TOWER COMPANY
Box 7022
OKLAHOMA CITY, OKLA.

WHB's twice-daily program also broadcasts the description and numbers of stolen checks to make identification easier if presented for payment. WHB quoted one police official who said "[WHB] is accomplishing in minutes what might take us years to do. It's just not humanly possible for us to call all merchants in time to catch these phonies."

WEEI Probes Creative Expression

Exploration of the creative personality, its problems and methods, is the subject of the series, *The Creative Way,* which started its second season on WEEI Boston Oct. 17, 9:30-10 p.m. The programs feature guest "creators" who discuss the birth of their ideas, obstacles they had to surmount in producing their works and general principles which may aid others who seek insight and creative expression. Moderator of the series is Dr. Kenneth D. Benne, director of the Boston U. Human Relations Center, who also is producing the series with Mitzie Kornetz, radio and tv editor of the Boston U. News Bureau.

Welcome Wagon Introduces KROC

KROC-AM-TV Rochester, Minn., hitched a promotion campaign to Welcome Wagon Service Inc., whose hostesses present letters and gifts to newcomers, new parents and newly engaged girls. In addition to introducing the stations in a friendly fashion, Welcome Wagon hostesses also do valuable survey work during their calls, KROC-AM-TV reports. All questions are asked before the KROC letter and gift are presented, and before the individual is aware that KROC is a Welcome Wagon sponsor.

Stars Plug NTA Films on Tour

Coincident with the start of the NTA Film Network programming schedule, the first of a series of nation-wide personal appearances by stars of the shows began this month. The first unit consisted of Lori Nelson, Merry Anders and Barbara Eden of *How to Marry a Millionaire,* and they are being followed by Patty Ann Gerrity and her dog Hector of *This Is Alice,* and John Conte of *Tv Hour of Stars.* The appearances are scheduled in more than a dozen major cities throughout the country.

WLW Farm Radio Survey Released

Peak radio listening periods by farm families are from 6 to 8 a.m., again around noon and in early evening about 6 p.m., according to a farm radio survey report sponsored by WLW Cincinnati for distribution to advertisers and agencies. Radio listening habits and programming preferences in the WLW coverage area are analyzed in the report prepared by the American Advertising Service, Cincinnati. Survey results are based on 1,126 returns from farm residents out of a total of nearly 22,000 questionnaires mailed to rural route boxholders in April and May. 67% of total survey respondents reported that they usually listen to WLW.

Kiwanis Plans Tv Week Salute

National Television Week (Nov. 16-22) is being saluted this year by Kiwanis International, which has prepared kits to help local Kiwanis clubs pay tribute to the television stations of their community. Each kit contains letters from Harold E. Fellows, president of NAB, Kenneth Loheed, president, Kiwanis International, and O. E. Peterson, Kiwanis International secretary. Also included are fact sheets, "how-to-do-it" sheets on presenting a National Television Week program, and two sample press releases. Kiwanis clubs are urged to emphasize this year's special-week slogan, "Nothing brings it home like television."

WBAL Animals Court Clients

WBAL Baltimore is currently promoting its "Full Range Programming" through the use of colorful animal paper cutouts in a series "from the zoo to you."

Among the animals thus far distributed are the "Rubberneckus-Newzus," which "Eats choice news morsels—provided by Maryland's largest radio new staff;" and the "Mastodonic Kilocyclus," which is an "amiable ambulatory giant" travelling "over all of Maryland, all of Delaware and parts of Pennsylvania, Virginia and West Virginia." Each of these cutout animals, which resemble an oddly colored giraffe and elephant, respectively, come mounted in trophy-like fashion suitable for hanging on the wall. Each is supposed to represent some of the advantages of WBAL.



KETV (TV) OMAHA took advantage of its floor-to-ceiling lobby windows facing well-traveled Douglas St. to announce an additional 3½ hours of air time, Monday through Friday, and a new lineup of daytime shows. The billboards were displayed prominently on all the front and side windows of the lobby. KETV's full-time operation includes the new daytime shows of ABC-TV, of which KETV is a basic affiliate, and NTA Film Network programming, Eugene S. Thomas, station vice president and general manager, said.

In an "8:55 Baby" contest, more than 125 prizes were awarded the couple whose child was born closest to the new Oct. 13 starting time.

Hoops Announce WWDC Rating

In letters to advertisers and agencies last week WWDC Washington asked "What's all this hoopla?" With small plastic hoops attached, the letters announced that the station has placed first in Washington in share of total radio audience rating for the month of September, according to Pulse Inc. WWDC's reported percentage is 19.3. The letter explains that just as chubby ladies slim down with hoops . . . so WWDC was supplied with hoops in case it's "considered fat and sassy" with its No. 1 rank.

S.F. Agency Visitor Bears Gifts

San Francisco agency rating authorities were treated to gifts delivered by Miss Bennie Morgan (39-22-36), theme girl of *Fabulous Features* movies on KPIX (TV) San Francisco. Dressed in a swim suit, Miss Morgan visited the city's agencies and tv columnists to present products donated by sponsors of the Sunday evening movie program.

Best Letter Wins KTIX Contest

KTIX Seattle, Wash., listeners who completed the sentence, "I like KTIX because . . ." in 25 words or less had as an incentive the chance to win a four-day, all-expense paid vacation for two persons in San Francisco. The final winner will be chosen from a list of weekly winners in the contest,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

which closed Oct. 15. The best entry each week has received a record album of the winners' choice. Judges selected from Seattle advertising agencies will choose the best letter submitted by the weekly winners.

WWJ Describes Selling Service

"RadioVision," a colorful brochure highlighting WWJ Detroit's advertising-merchandising service at Detroit's Northland and Eastland shopping centers, has been distributed to agency executives and Peters, Griffin, Woodward Inc. sales representatives. The four-page brochure illustrates the display space available to WWJ advertisers at the station's two permanent remote studio locations in the shopping centers. WWJ personalities Bob Maxwell, Dick French and Jim DeLand originate broadcasts twice daily from the glass-enclosed remote facilities.

Susskind Hosts WNTA-TV Program

Well-known television producer David Susskind is featured as host on a weekly, interview program, *Open End,* which had its premiere last Tuesday (Oct. 14) on WNTA-TV Newark, N. J., starting at 11 p.m. An unusual aspect of the program is that Mr. Susskind may stay on the air as long as he chooses. The format of the program involves interviews with provocative individuals. The first program was a remote from New York's Chinatown and spotlighted guests associated with the new Broadway production, *The World of Suzie Wong.*

KBIG Offers Flight to Paris

A vacation flight for two over the North Pole to Paris is first prize in a contest designed for agency personnel by KBIG Avalon, Calif. Tied in with the station's fall "refreshing sound" promotion campaign, the competition requires the completion in 15 words or less the statement "KBIG—as refreshing as. . . ." The contest was announced in a direct mail campaign to advertising agencies utilizing giant two-and-one-half-foot postcards. The winner's flight is arranged with Scandinavian Airlines.



In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Models Introduce WTAR 'Blend'

Two 6-ft. models representing WTAR Norfolk recently visited Norfolk advertising agencies and sponsors to hand out cards which read "Look—I'm full size . . . Listen —WTAR's new programming is too! Have you tried 790 this week?" The station's restyling of its programming to what it calls "Full Size" was adopted, WTAR announced, on the theory that independents offer only local service and networks offer only general service, but WTAR's concept presents a "perfected blend of both."

WWRL Issues Negro Market Report

WWRL New York is distributing to its clients a six-page monograph on various aspects of the structure of New York's Negro market. The report breaks down the distribution of the population by county; analyzes such things as the Negro birth rate as compared to that of the white population; breaks down population into age groups, etc. A similar report on New York's Spanish-Puerto Rican population also will be issued by the station.

Contest Marks WOHO Milestone

A fourth anniversary promotion contest at WOHO Toledo, Ohio, which garnered more than 200,000 entries, offered week-long Miami Beach vacations for the winner and a companion and duplicate prizes for the owner or manager of the store in which the contestant had submitted his entry. WOHO sold spot packages to participating advertisers and supplied them with entry blanks, window banners, cards and deposit boxes. The station utilized on-air promotion with break spots and advertiser tags during the September offer.

WCSH-TV to Telecast Debate

The outdoor patio studio of WCSH-TV Charleston, W. Va., tonight (Oct. 27) will be the scene of a telecast debate on *The Issues of 1958,* with four senatorial candidates participating. Republican Sens. Chapman Revercomb and John D. Hoblitzell will discuss the issues with their Democratic opponents Robert C. Byrd and Jennings Randolph. An old-fashioned torchlight political parade through the streets of downtown Charleston will precede the debate, which is scheduled from 7:30 to 8:30 p.m.

WNHC-TV Extends News Coverage

The use of three local newscasters on overseas assignments for world-wide news coverage has been inaugurated by WNHC-TV New Haven, Conn., announced General Manager Edward D. Taddei. The newscasters who will travel to the world's news centers to cover headline stories for WNHC-TV and the other Triangle Stations are all with WFIL-TV Philadelphia. They are Gunnar Back, director of news and special events, John Raleigh, director of newscruiser operations, and Allen Stone, reporter. Mr. Raleigh recently presented audio reports direct from Taipei, Formosa.

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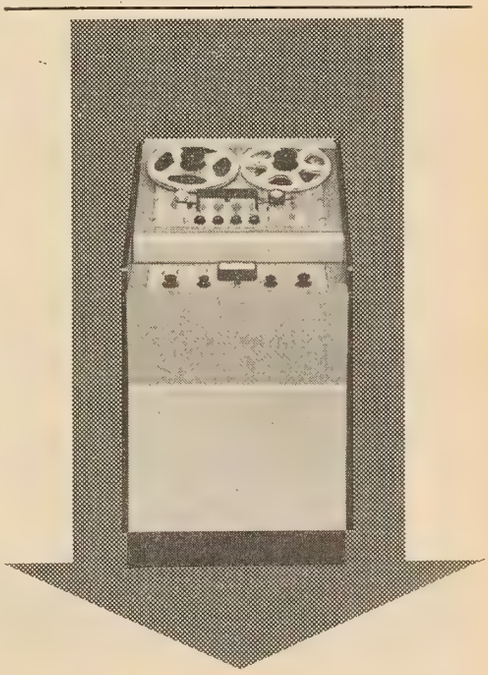
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Pre-Dawn Tv Spots Rocket Sales

"Will tv spots sell at 3:30 a.m.?" To the surprise of WSPA-TV Spartanburg, S. C., and local advertisers the unheard of idea worked effectively during the station's live coverage of the Cape Canaveral launching of the "Pioneer" rocket to the moon. WSPA-TV promoted several times on station-breaks the preceding evening that it would offer some "unheard of values" during its "Moonshoot" coverage. With one station break spot and two 60-second adjacencies, advertisers sold 15 ladies' coats, 11 pairs of jeans, three electric trains and other merchandise, the station reported. The advertisers had instructed their sales people not to offer the particular merchandise used on "Moonshoot" at the advertised price unless the prospective buyer mentioned the word "Moonshoot" voluntarily, as they were asked to do by the commercial announcer.

WPIX (TV) Produces Hitler Film

An hour-long documentary film, *The Private Life of Adolph Hitler*, has been produced by William Cooper, film manager of WPIX (TV) New York and Walter Engels, the station's news director, for showing on WPIX at a date to be announced shortly. The station said that much of the footage never before has been shown on tv, and includes sequences on the fall of Berlin shot by Russian combat cameramen.

The program is the station's second venture into the documentary field, preceded by *The Russian Revolution*, telecast last April, which has been syndicated to other markets in the country. WPIX is beginning work on another special film show project, *The Secret Life of Eva Peron*.

Houston Income in KNUZ Brochure

Results of a Pulse survey are being released by KNUZ Houston in a brochure designed to enable advertisers to determine the spendable income and audience composition of the area's radio stations. Using *Sales Management* and A. C. Nielsen Station Index figures, KNUZ estimates its share of the Houston market.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 16 through Oct. 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Lakewood Center, Wash.—Clover Park School District #400—Granted ch. *56, ERP 23.4 kw vis., 12.6 kw aur., ant. 160 ft. P.O. address % T. O. Hageness, 5214 Steilacoom Blvd., Tacoma, Wash. Announced Oct. 22.

Existing Tv Stations

ACTION BY FCC

WCTV (TV) Thomasville, Ga.—Granted waiver of Sec. 3.652 (a) to permit WCTV to identify itself as **Tallahassee, Fla.**, as well as Thomasville. Announced Oct. 22.

Translators

Spencer Area Television Inc., Spencer and Spirit Lake, Iowa—Granted cp for three new tv translator stations—two to serve **Spirit Lake** on chs. 75 and 77 to translate programs of **KTIV** (ch. 4) **Sioux City**, and one to serve **Spencer** on ch. 83 to translate programs of **KELO-TV** (ch. 11) **Sioux Falls, S. D.** Announced Oct. 22.

New Am Stations

ACTIONS BY FCC

Spokane, Wash.—Christian Services Inc.—Granted 1330 kc, 5 kw D. P.O. address Box 81, Spokane, Wash. Estimated construction cost $43,715, first year operating cost $66,575, revenue $91,364. Owners are **Roger L. Stensland, Norman H. Huff, Everett J. Armstrong, Gordon Paul, Larry Anderson** and **Arnold Van Dyke**. This is nonstock corp., each owner has one vote. Mr. Stensland is in books and church supplies; Mr. Huff is attorney; Mr. Armstrong is in drugs; Mr. Paul is in auto electric service; Mr. Anderson is in hardware; Mr. Van Dyke is cpa. Announced Oct. 22.

Tomah, Wis.—Jack L. Goodsitt—Granted 1460 kc, 1 kw D. P.O. address 818 Empire Bldg., Milwaukee, Wis. Estimated construction cost $27,279, first year operating cost $42,000, revenue $55,000. Mr. Goodsitt, sole owner, is attorney. Announced Oct. 22.

APPLICATIONS

Blythe, Calif.—Riverside Bcstg. Co., 1380 kc, 500 w D. P.O. address Route 1, Box 479, Blythe. Estimated construction cost $15,000, first year operating cost $30,000, revenue $40,000. Motel and ranch owner **James S. Kipp**, owns 60%; **James W. Gardner**, chief engr., Imperial Bcstg. System, owns 40%. Announced Oct. 16.

West Covina, Calif.—Robert Burdette & Assoc., 900 kc, 500 w D. P.O. address 108 N. McCadden Place, Los Angeles. Estimated construction cost $38,500, first year operating cost $48,000, revenue $60,000. Owners are Mr. Burdette, sole owner of **KOWL Bijou-Lake Tahoe, Calif.**, 52%, and **L. Paul Resnick**, physician, and **Edward Resnick**, cameraman with KTLA (TV) Los Angeles, each 24%. Announced Oct. 16.

Tampa, Fla.—Tanmark Bcstg. Co., 810 kc, 1 kw unl. P.O. address % Dale D. Mahurin, 605 Southern National Bldg., Little Rock, Ark. Estimated construction cost $48,000, first year operating cost $120,000, revenue $145,000. **Southern National Insurance Co.**, 50.98% owner of applicant, also owns 85.66% of **KVLC Little Rock** and 50.99% of **KIKS Sulphur, La.** Announced Oct. 16.

Boise, Idaho—John B. Klukkert, 860 kc, 1 kw D. P.O. address 176 Winema Way, Medford, Ore. Estimated construction cost $12,508, first year operating cost $42,000, revenue $75,000. Mr. Klukkert, sole owner, is in construction. Announced Oct. 17.

Winston-Salem, N. C.—Harry A. Epperson Sr., 1550 kc, 5 kw D. P.O. address Ararat, Va. Estimated construction cost $40,000, first year operating cost $42,500, revenue $48,800. Mr. Epperson, sole owner, also owns **WBRG Lynchburg, Va.**, and cp for am stations in **Plymouth, N. C.**, and **Lawrenceville, Va.** Announced Oct. 21.

Hudson Falls, N. Y.—Ralph N. Romano, 1350 kc, 1 kw D. P.O. address 47 Coleman Ave., Hudson Falls. Estimated construction cost $16,732, first year operating cost $52,000, revenue $72,800. Mr. Romano, sole owner, is with WWSC Glens Falls, N. Y. Announced Oct. 16.

Waco, Tex.—Radio Bcstrs. Inc., 940 kc. 1 kw D. P.O. address % D. B. Kultegen, 804 Medical Arts Bldg., Waco. Estimated construction cost $49,880, first year operating cost $106,730, revenue $110,000. Owners are **Harlon Fentress** of Newspapers Inc. and **Wilton Lanning**, in sporting goods (25% each), wholesale auto supply man **Joe L. Ward Jr.** (16.67%), and others. Announced Oct. 16.

Existing Am Stations

ACTIONS BY FCC

KJEF Jennings, La.—Granted change on 1290 kc from 500 w DA-N, 1 kw-LS to 1 kw D. Announced Oct. 22.

WANN Annapolis, Md.—Granted change on 1190 kc from 1 kw D to 10 kw DA-D; engineering conditions. Announced Oct. 22.

WBFC Fremont, Mich.—Granted application to change station location to **Whitehall** (1490 kc, 250 w unl.). Announced Oct. 22.

WLBL Auburndale, Wis.—Waived Sec. 3.30 (a) of rules to permit WLBL to originate majority of its programs from studios in **Madison**, and granted application to change frequency-control equipment; engineering condition. Announced Oct. 12.

APPLICATIONS

WMMB Melbourne, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WAKE Atlanta, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDUN Gainesville, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

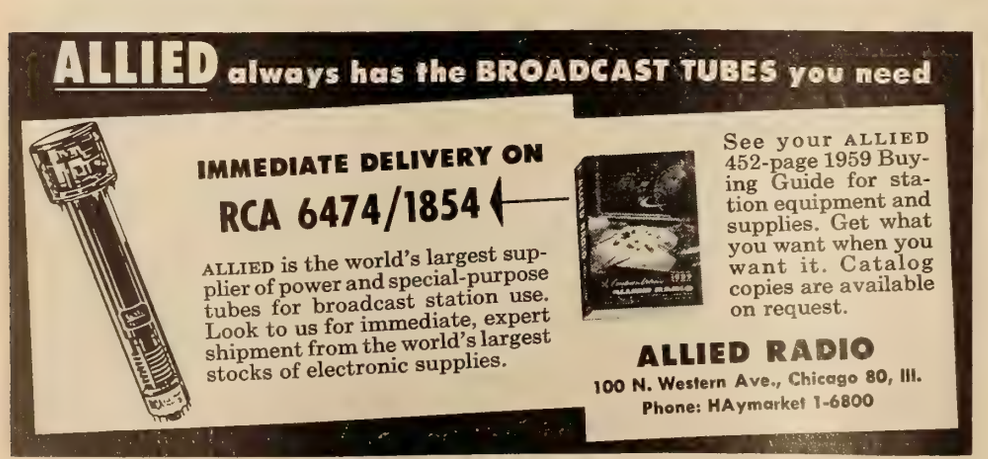
KGMO Cape Girardeau, Mo.—Cp to change frequency from 1220 kc to 1550 kc; increase power from 250 w to 10 kw; install directional ant. daytime and install new trans.

KDON Omaha, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 (c) [10% Rule].)

WINE Kenmore, N. Y.—Mod. of license to change studio location to 13 South Cayuga St., Amherst, N. Y., and station location from Kenmore to Amherst (1080 kc).

WSLB Ogdensburg, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFNC Fayetteville, N. C.—Cp to change frequency from 1390 kc to 940 kc; increase daytime power from 5 kw to 10 kw; change from employing DA-2 to DA-N; make changes in nighttime directional ant. system; make changes in ground system and install new trans.



WBBW Youngstown, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESC Greenville, S. C.—Cp to increase power from 5 kw to 10 kw (daytime), install directional ant. daytime and new trans.

WTHE Spartanburg, S. C.—Cp to increase nighttime power from 250 w to 1 kw and install new trans.

WBAC Cleveland, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WIGM Medford, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Topeka, Kan.—Charles Axton—Granted 100.1 mc, .760 kw. P.O. address Box 538, Topeka. Estimated construction cost $7,250, first year operating cost $6,000, revenue $9,000. Sole owner Mr. Axton, also owns **KTOP Topeka.** Announced Oct. 22.

Westerville, Ohio—Otterbein College—Granted *91.5 mc, 10 w. P.O. address % Dr. James Grissinger. Announced Oct. 22.

Existing Fm Stations

ACTIONS BY FCC

WHFM (FM) Rochester, N. Y.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 22.

KTWT-FM Tacoma, Wash.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 22.

Ownership Changes

ACTIONS BY FCC

WAPX Montgomery, Ala.—Granted assignment of license to **Ralph M. Allgood** and **Grover Wise**, d/b as **The Southland Bcstg. Co. of Montgomery, Ala.** (WDNG Anniston, Ala.); consideration $125,000; conditioned that assignee dispose of all interest in notes of licensee of WRMA Montgomery, held by it prior to consummation of WAPX assignment. Announced Oct. 22.

KWIP Merced, Calif.—Granted assignment of license to **HDH Stations Inc. (Maxwell Hurst,** president); consideration $141,500. Announced Oct. 22.

KDAD Weed, Calif.—Granted assignment of cp to **John H. McAlpine** and **Jay C. Lemire**, d/b as **KDAD Bcstrs.**; consideration $6,000. Announced Oct. 22.

WSEB Sebring, Fla.—Granted assignment of cp from **George W. Fee** and **Claude C. Tillman Jr.**, to latter and **Dorothy T. Wasdon**, d/b under same name; consideration $500 by Dorothy Wasdon for Mr. Fee's 50% interest. Announced Oct. 22.

KVNI Coeur D'Alene, Idaho—Granted assignment of license to **Rex Koury** and **Howard Flynn**, d/b as **Rexard Co.**; consideration $80,850. Announced Oct. 22.

KXEL Waterloo, Iowa—Granted assignment of license to **Cy N. Bahakel (WABG-AM-TV Greenwood, Miss.; WLBJ Bowling Green, Ky.; WRIS Roanoke, Va.; WWOD Lynchburg, Va.; WKIN Kingsport, Tenn.,** and **WKOZ Kosciusko, Miss.)**; consideration $350,000 plus five-year lease for studio premises at monthly rental of $1,000 and agreement to purchase property for $150,000 prior to end of lease term with credit equal to 25% of rent paid under lease. Comr. Robert Bartley dissented. Announced Oct. 22.

WMRC Milford, Mass.—Granted transfer of control from **David M. Myers** to **WHAV Bcstg. Co.** (WHAV Haverhill, Mass.); consideration $25,000. Announced Oct. 22.

KLEC Jonesville, La.; WNAT Natchez, Miss.—Granted transfer of control from **Mrs. Laurie G.** and **Charles Everette Ratcliffe** and **Mrs. Edna R. Lambert** to **W. S. Perkins**; consideration $39,100. Announced Oct. 22.

KGMO Cape Girardeau, Mo.; KCOB Newton, Iowa—Granted (1) transfer of control of KGMO from **Richard C. Brandt, William M. Bryan** and **Eddie Erlbacher** to **William C.** and **John J. Brandt** and (2) assignment of license of KCOB from **Richard C.** and **William C. Brandt, William M. Bryan** and **Eddie Erlbacher** to **Richard C. Brandt**; rearrangement of ownership through transfer and sale of stock. Announced Oct. 22.

WSEN Baldwinsville, N. Y.—Granted relinquishment of positive control by **Robert L. Stockdale** through surrender of stock subscription and issuance of stock to himself (41½% interest), **Donald C. Menapace** (25⅛%), and **James A. Lowery Jr.** (newcomer, 33⅓%); consideration involves payment into corporation of $10,000 by Mr. Stockdale and Mr. Menapace, proportioned to their interests, and $10,000 by Mr. Lowery. Announced Oct. 22.

KUIK Hillsboro, Ore.—Granted assignment of license to **George I. West, James L. Dennon, John P. Gillis** and **Donald F. Stellges**, d/b as **KUIK Bcstrs.**; consideration $62,500. Announced Oct. 22.

WKTF Warrenton, Va.—Granted transfer of negative control from **Rountree Productions Inc.**, and **Mrs. Ruth Montgomery** to **Harry Wismer**; consideration $32,000. Announced Oct. 22.

APPLICATIONS

WXAL Demopolis, Ala.—Seeks acquisition of negative control (50%) of licensee **(Demopolis Bcstg. Co.)** by **W. P. Thielens** (interest in **WJBB Haleyville** and **WPBB Jackson,** both Alabama) through transfer of stock from **T. H. Gaillard Jr.** to satisfy debt. Announced Oct. 22.

WHIP Foley, Ala.—Seeks assignment of license from **Ala.-Gulf Radio Inc.** to **Southwest Ala. Bcstg. Co.** (licensee of **WBCA Bay Minette, Ala.**) for $45,000. **James H. Faulkner,** 60% owner of purchaser, owns *Baldwin* (Ala.) *Times.* Announced Oct. 17.

KBAB El Cajon, Calif.—Seeks transfer of control (75%) of licensee **(Balboa Bcstg. Corp.)** from **University Motors, Snowflake Baking Co., Kinrok Co.** and **A. W. Carey** to **Dandy Bcstg. Co.** for $204,000. Purchaser also owns **WPEO Peoria, Ill.,** and **WQEO Albuquerque, N. M.** Announced Oct. 17.

KVFM (FM) San Fernando, Calif.—Seeks assignment of cp from **Walter Gelb** and **Ted Bolnick** d/b as **Valley Fm Bcstg. Co.** to **San Fernando Valley Bcstg. Co.** Messrs. Gelb and Bolnick retain positive control, but nine new stockholders added. Announced Oct. 22.

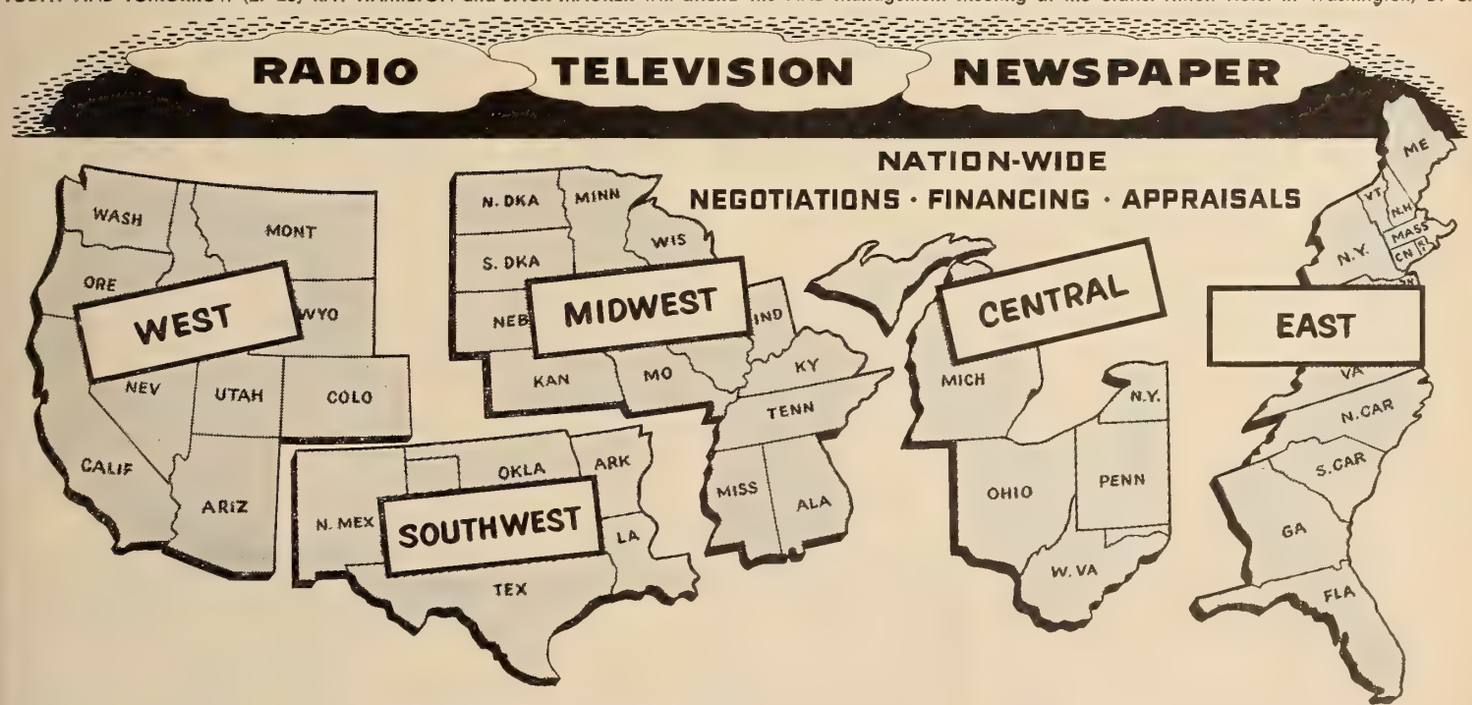
WRWH Cleveland, Ga.—Seeks relinquishment of negative control of permittee **(Newsic Inc.)** by **Donald J. Stewart** and **William C. Strange** (each holding 50%) through sale of one-third to **George R. Wilkes** for $333. Each will own one-third. Announced Oct. 22.

WLAW Lawrenceville, Ga.—Seeks assignment of cp from **Eathel Holley, Leslie E. Gradick Jr.** and **Stephens B. McGarity**, d/b as **Radio Gwinnett** to **Radio Gwinnett Inc.** Corporate change. No control change. Announced Oct. 17.

WAIN Columbia, Ky.—Seeks transfer of control (50.7%) of licensee **(Tricounty Radio Bcstg. Corp.)** from **S. C. Bybee** to **Lindsey Wilson College** for $22,000. Purchaser, non-profit institution, already owns 16.3%. Announced Oct. 22.

WGLC Centerville, Miss.—Seeks transfer of control of licensee **(Southern Bcstg. Co.)** from **James Dowdy, Don Partridge** and **Paul D'Antonio** to **Frederick A. W. Davis** (90%), **Mrs. Davis** (5%)

TODAY AND TOMORROW (27-28) RAY HAMILTON and JACK MAURER will attend the NAB Management Meeting at the Statler-Hilton Hotel in Washington, D. C.



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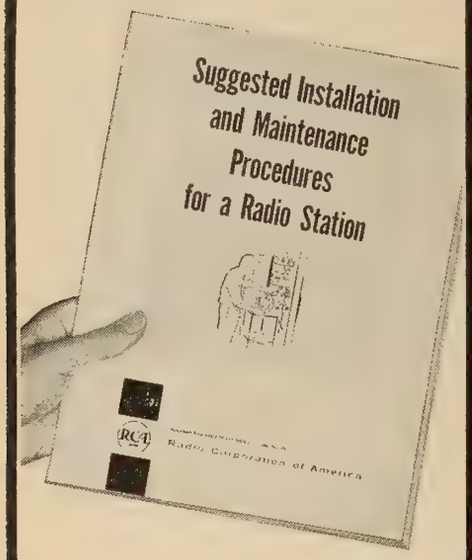
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and **Mrs. J. M. McCraine** (5%) for $25,000. Mr. Davis is head of Pensacola Dons Inc. Mrs. McCraine is with WGLC. Announced Oct. 17.

KLRS Mountain Grove, Mo.—Seeks assignment of license from **Kickapoo Prairie Bcstg. Co.** to **KLRS Bcstg. Co.** Corporate change. No control change. Announced Oct. 22.

KXLO Lewistown, Mont.—Seeks assignment of license from **Central Montana Bcstg. Co.** to cattleman **Asger Mikkelson** for $100,000. Announced Oct. 16.

WDLA Walton, N. Y.—Seeks relinquishment of negative control of licensee **(Del. County Bcstg. Corp.)** by **E. Ogden Bush** and **Elmer J. Kellam** through transfer of one-third of corporation stock to **Michael J. Cuneen,** station gen. mgr. No consideration involved. After approval each will own one-third. Announced Oct. 17.

WHGB Harrisburg, Pa.—Seeks acquisition of positive control of licensee **(Kendrick Bcstg. Co.)** by **Herbert Kendrick** (present 50% owner) through purchase of remaining 50% from **Triangle Publication Inc.** for $75,000. Announced Oct. 21.

WTRB Ripley, Tenn.—Seeks assignment of license from **Shelby McCallum, Smith Dunn** and **L. B. Fuqua,** d/b as **Lauderdale Bcstg. Co.,** to Messrs. McCallum and Dunn and **John L. Stewart** d/b under same name. Mr. Stewart is purchasing Mr. Fuquas one-third interest for $8,000. Announced Oct. 16.

KEBE Jacksonville, Tex.—Seeks assignment of license from **KEBE Inc.** to **Wells, Waller & Ballard Inc.** for $75,000. **Ray H. Wells** and **William D. Waller** were with Magnolia (Ark.) Bcstg. Co. **John E. Ballard** is independent oil operator. Announced Oct. 17.

KPLT Paris, Tex.—Seeks assignment of license from **North Star Bcstg. Co.** to **Ron Litteral of Paris Inc.** (owner of **KGKB Tyler, Tex.)** for $70,000. Announced Oct. 16.

KPEP San Angelo, Tex.—Seeks assignment of license from **David P. Pinkston** and **C. H. Treadway** d/b as **Concho Bcstg. Co.** to Mr. Pinkston as sole owner. Mr. Pinkston (now 75% owner) acquires Mr. Treadway's 25% in payment of $4,000 debt. Announced Oct. 22.

KDXU St. George, Utah—Seeks assignment of license from **Jeanette B. Arment** tr/as **St. George Bcstg. Co.** to **Roy C. Winkelmann,** former gen. mgr. of KCAL Redlands, Calif., for $45,000. Announced Oct. 17.

KLUX Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Franke McDole Enterprises Inc.** for $25,500. **Walter Francke,** physician, and **Robert H. McDole,** who has done radio work in Montana, each own 44%. **W. V. Moore,** attorney, owns 12%. Announced Oct. 21.

Hearing Cases

INITIAL DECISION

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **L & B Bcstg. Co.** for new am station to operate on 1320 kc, 500 w DA, D, in **Hemet, Calif.** Announced Oct. 16.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition for review of hearing examiner's ruling filed by **Eastern States Bcstg. Corp.** and permitted that company to amend its application for new tv station to operate on ch. 6 in **New Bedford, Mass.,** to reflect resignation of **Charles W. Steadman** and correct errors in computing stock interests of two stock subscribers, but denied that portion relating to selection of **Alfred Morton** as director. Comr. Bartley not participating. Application is in consolidated hearing with similar applications of Wilson Bcstg. Corp., E. Anthony & Sons Inc., and New England Television Co.

By memorandum opinion and order, Commission granted petitions by **Alfred Ray Fuchs (KTJS), Hobart, Okla.,** and **Joseph S. Lodato, Santa Rosa, N. M.,** to remove their am applications from consolidated hearing, and return them to processing line. Issues have been resolved by dismissal of application of **Garrison-Huntley Enterprises** for new am station in **Lubbock, Tex.** (KTJS seeks increase in power from 250 w to 1 kw, continuing operation on 1420 kc D; Lodato seeks new station on 1420 kc, 1 kw D.) Announced Oct. 22.

By memorandum opinion and order, Commission denied petition by **KBR Stations Inc.** to enlarge issues in proceeding on its application for new am station to operate on 1010 kc, 1 kw D, in **Keene, N. H.,** and that of **Kenneth E. Shaw** seeking same facilities in **Newport, N. H.;** struck Shaw reply to KBR reply. Comr. Bartley not participating. Announced Oct. 22.

By memorandum opinion and order, Commission granted motion by **Pan American Radio Corp.** and enlarged issues in proceeding on its application for new am station to operate on 1600 kc, 1 kw D, in **Tucson, Ariz.,** and that of **Vernon G. Ludwig** seeking same facilities in **Benson, Ariz.,** to determine facts relating to applications filed by Mr. Ludwig for am station in Benson and Wickenburg. Announced Oct. 22.

By memorandum opinion and order, Commission acted as follows on pleadings in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill., Radio Wisconsin Inc.** (WISC), **Madison, Wis.,** and **Logansport Bcstg. Corp., Aurora-Batavia, Ill.,** involving 1480 kc: (1) struck July 3 reply to Fox Valley; (2) denied petitions to file additional pleadings by Logansport on May 26 and June 27, by Broadcast Bureau, May 28, and by Fox Valley, June 6; (3) struck pleadings filed with those petitions; (4) denied Fox Valley, May 19 petition for review of hearing examiner's ruling, and (5) denied March 20 petition of Fox Valley for enlargement of issues except to extent of adding two new issues relating to financial qualification and sufficiency of funds of Logansport. Comr. Bartley issued concurring statement. Announced Oct. 22.

Commission scheduled oral argument for Nov. 20 on application of **Ben Hill Bcstg. Corp.** for mod. of cp to change trans. location and ant. system of station **WBHB Fitzgerald, Ga.** Announced Oct. 22.

Ralph Luke Walton, Indianapolis, Ind.—Designated for hearing application for new am station to operate on 800 kc, 250 w D; make WAKY Louisville, Ky., party to proceeding.

Frank James, Redwood City, Calif.; San Mateo Bcstg. Co., San Mateo, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 107.7 mc.

Routine Roundup

By notice of proposed rule making and orders to show cause, Commission invites comments by Nov. 21 to proposal by **WREC Bcstg. Service** (WREC-TV, ch. 3-minus), **Memphis, Tenn.,** to change offset carrier requirements for ch. 3 from minus to even at Memphis, and **Louisville, Ky.,** and from even to minus at **Harrisburg, Ill.;** ordered WREC-TV, WAVE Inc. (WAVE-TV, Louisville, and **Turner-Farrar Association** (WSIL-TV), **Harrisburg,** to show cause why their authorizations should not be modified accordingly. Comr. Lee dissented. Announced Oct. 22.

By letter, Commission further waived Sec. 3.651 (c) and granted request of **Bay Area Educational Television Assn.** (KQED, ch. *9), **San Francisco, Calif.,** for six months extension of authority to rebroadcast, on weekly basis, stereophonic concert program of KPFB (FM) Berkeley. Comr. Bartley dissented. Announced Oct. 22.

ACTIONS ON MOTIONS

By Judge Horace Stern, Presiding Officer, on October 14

Accepted stipulations entered into by parties and submitted on Oct. 14 in Miami tv ch. 10 proceeding, closed record, briefs to be filed by Nov.

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3; scheduled oral argument for Nov. 17 at 11 a.m. with each party being allowed one-half hour.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted motion by St. Anthony Television Corp., for extension of time for filing proposed findings of fact and conclusions from Oct. 20 to Oct. 27 on its application for new tv station to operate on ch. 11 in Houma, La. Action Oct. 20.

Dismissed with prejudice am application of Columbia River Bcstrs., and retained in hearing status L. Berenice Brownlow, both St. Helens, Ore.; pending motion by Brownlow to default Columbia application is dismissed as moot. Action Oct. 21.

By Hearing Examiner Jay A. Kyle on Oct. 20

On own motion, ordered that hearing will be resumed on Oct. 24 in proceeding on Evansville Television Inc., to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation in ch 31 in lieu of ch. 7.

Granted motion by WSBC Bcstg Co. for continuance of date for exchange of exhibits in affirmative case from Oct. 20 to Nov. 3 on its application and that of Electronic Music Co. for fm facilities in Chicago, Ill.

By Hearing Examiner H. Gifford Irion on October 20

Granted petition by Plough Bcstg. Co., for additional time to file proposed findings in proceeding on am application of Town and Country Radio Inc., Rockford, Ill.; final date for such filing is extended from Oct. 15 to Oct. 20.

By Hearing Examiner Thomas H. Donahue on October 20

On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of record of Sept. 26 prehearing conference is corrected in various respects in Eugene, Ore., tv ch. 9 proceeding.

By Hearing Examiner Forest L. McClenning on October 20

Scheduled prehearing conference for 2 p.m., Oct. 29, on applications of Cookeville Bcstg. Co., and Carthage Bcstg. Co., for am facilities in Cookeville and Carthage, Tenn.

By Chief Hearing Examiner James D. Cunningham on dates shown

Hearing scheduled for Oct. 17 was continued indefinitely in proceeding on Evansville Television Inc. to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch 31 in lieu of ch. 7. Action Oct. 17.

Scheduled hearings in following am proceedings on dates shown: Dec. 8—Jeannette Bcstg. Co., Jeannette, Pa., and Carnegie Bcstg. Co., Carnegie, Pa.; Dec. 10—Central W. Va. Service Corp., Weston, W. Va., and Clarksburg Bcstg. Corp., Clarksburg, W. Va.; Dec. 12—Irving Braun (WEZY) Cocao, Fla.; Dec. 16—Cherokee Bcstg. Co., Centre, Ala. Actions Oct. 16.

Granted motion by Marshall County Bcstg. Co., Arab, Ala., for continuance of hearing scheduled for Oct. 20 to a date to be specified by the Examiner in proceeding on its am application and that of Walter G. Allen, Huntsville, Ala. Action Oct. 17.

By Hearing Examiner J. D. Bond on Oct. 17

Scheduled hearing for Jan. 6 in proceeding on am application of Donald W. Huff and Equitable Publishing Co., both Lansdale, Pa.

By Hearing Examiner Forest L. McClenning on Oct. 17

Granted request of Darwin Bcstg. Co. for extension of time from Sept. 8 to Nov. 7 to submit information specified in Sept. 8 Order in connection with proceeding on revocation of license of KHCD Clifton, Ariz.

By Commissioner Frederick W. Ford on Oct. 15

Granted petition by Capitol Bcstg. Co. for extension of time to Oct. 27 to file oppositions to petition for reconsideration and rehearing by Deep South Bcstg. Co. (WSLA, ch. 8), Selma, Ala., in proceeding on its application of mod. of cp.

By Hearing Examiner Thomas H. Donahue on Oct. 15

On own motion, advanced hearing from 10 a.m. to 9:45 a.m., Oct. 20, in proceeding on application of Pacifica Foundation, Pasadena, Calif.

By Hearing Examiner Herbert Sharfman on Oct. 16

Hearing scheduled for Nov. 10 is rescheduled for 10 a.m., Nov. 12, in proceeding on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, for station license.

By Hearing Examiner J. D. Bond on Oct. 16

Continued further hearing to 10 a.m., Nov. 19, in Vail Mills, N. Y., tv ch. 10 proceeding (Veterans Bcstg. Co. and Capital Cities Television Corp.).

By Hearing Examiner Forest L. McClenning on Oct. 15

Continued hearing scheduled for Nov. 21 to date to be fixed by subsequent order in proceeding on am application of Shelby County Bcstg. Co., Shelbyville, Ind., and Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio.

By Hearing Examiner Annie Neal Huntting on Oct. 17

Granted petition by Palm Springs Community Television Corp., and informal request by Palm Springs Translator Station Inc., for continuance from Oct. 17 to Oct. 22 to file proposed findings of fact and conclusions in proceeding on applications of Palm Springs Translator Station Inc., Palm Springs, Calif. for cps for new tv translator stations, et al.

By Hearing Examiner Thomas H. Donahue on Oct. 16

Continued hearing from Oct. 24 to Nov. 21 on

continued on page 113

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 22

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	41	101	565
FM	681	29	103	68
TV (Commercial)	428[1]	80[2]	110	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 22

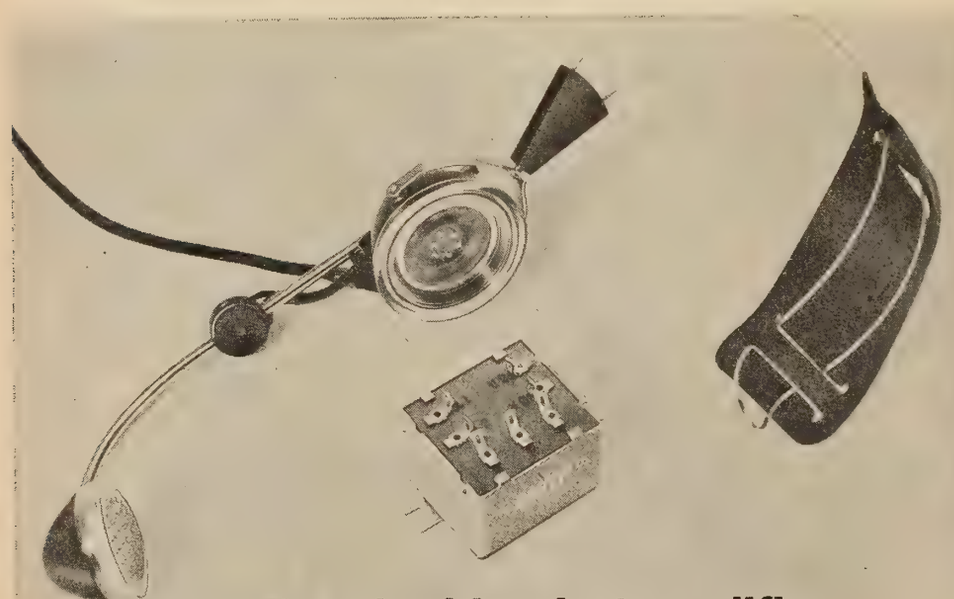
	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.



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Manager wanted for good small market daytime radio station. Strong on sales. Prefer young family man with proven sales ability seeking first management opportunity. Salary $8,000 to $10,000, annually plus fringe benefits. Furnish detailed information in reply. Box 428G, BROADCASTING.

Quarter interest available to manager desiring to invest and manage with absentee partners. West Coast metropolitan market. Box 462G, BROADCASTING.

Sales manager for independent music and news metropolitan market. Box 472G, BROADCASTING.

Sales

Opportunity radio salesman. Salary plus commission. Good market. ABN Texas Station. Box 334G, BROADCASTING.

Western Pennsylvania—independent new station needs a sales manager who wants to become part of the community. Good money. Box 424G, BROADCASTING.

Salesman to become sales manager of suburban daytimer in West Coast major market. Confidential. Box 425G, BROADCASTING.

Salesman wanted experienced all phases of radio, who is real producer for well established independent North Carolina station. Must be sober, reliable man looking for good permanent place. Right man will have opportunity to become general manager. Send full information, including photo. Box 443G, BROADCASTING.

Aggressive young man. Also combination salesman-announcer. Box 473G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Immediate opening for permanent salesman single station market. Prefer family man. Salary plus commission. Contact Commercial Mgr., Bob Benedict, KNCM, Moberly, Mo.

Expanding Northern California adult music-news station wants to add experienced salesman to staff. One of California's fastest growing markets and year-round recreational area. This is for the man ready to move up to management and ownership. We want the best. Salary open. Contact Doug Walker, KPAP, Redding, California.

Salesman . . . one station market . . . Salary plus commission . . . good opportunity . . . send details to WMFG. Hibbing, Minnesota.

Announcers

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 343G, BROADCASTING.

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Announcer, experienced and preferably with some sales ability. Position available for man who wants a secure job in a progressive and growing Smoky Mountain community in western N. C. Management possibilities, no drifters, please. Box 444G, BROADCASTING.

Morning man southeastern six station market. Station going independent offers $550 per month to right man. Send tape, photo, references first letter. Box 448G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Leading independent in No. 1 southeast Georgia market has opening for dependable, aggressive morning man. Good hours and fine working conditions. Start $100.00. Send audition tape, resume, and references with first letter. Box 464G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Announcer or announcer-salesman for semi-flexible format type station in Virginia. Send resume to Box 487G, BROADCASTING.

Need 2 announcers for nighttime "Good Music" dj show. 1st class phone a must. Should be available to report to southwest U. S. approximately November 30. Rush tape, snapshot, references, financial requirements, etc. to: Box 490G, BROADCASTING.

We are looking for an all-around professional broadcaster who enjoys his work. He must have a friendly, mature voice and be believable. This is a permanent, well paid position with a major station in a large midwestern metropolitan city. The person we employ will have staff responsibilities plus a featured dj show and some news. Send complete personal and professional resume with picture and tape to Box 499G, BROADCASTING.

North Alabama. Need announcer with first phone ticket. Immediate. $60 to $85 to start. Box 502G, BROADCASTING.

Combo first phone with experience. Announcing experience either country or pop. Permanent position available immediately. 1000 watt independent. Must be experienced. Salary $100 per week. Call collect Richland, Virginia, Woodlawn 1-4066.

KBKC modern radio for Kansas City is looking for two top caliber men, a news director and an announcer. A good future with an adult programming station. If you feel you qualify, send tape, picture and full particulars to Roy Stanley, Station Manager, KBKC, Mission, Kansas.

Top Texas independent needs combination announcer-engineer for midnight to 6 A.M., six days weekly. No maintenance, must have first class ticket. Send tape or write: William Duke, KDSX, Denison, Texas.

$500 or more to the dj who can produce results. We want no high pressure or production. Must have experience and show it. Daytime operation. Send tape and resume to KDOV, P.O. Box 869, Medford, Oregon.

Wanted—staff announcer for KLOV, Loveland, Colorado. Contact Bill Vogel.

KBKC, modern radio for Kansas City has an immediate opening for a staff announcer with professional, mature delivery, plus a good background of experience. Send tape and background information to Station Manager, KBKC, Mission, Kansas.

Wanted immediately. Announcer with first phone, emphasis on announcing. Excellent opportunity with well established station. Call KOJM, Havre, Montana. Phone 1096.

Central California radio station KSBW has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW Radio, P.O. Box 1651, Department D, Salinas, California.

RADIO

Help Wanted—(Cont'd)

Announcers

Staff announcer specializing news upstate CBS outlet. Send tape Dick Stewart, WENT, Gloversville, New York.

WFRL, Freeport, Illinois, is increasing staff and wishes to hire an experienced announcer for straight staff work. 48 hour week, overtime after 40 hours. Paid vacations, free insurance, straight shifts, daytime operation with chance of new man being assigned to sign-on. Write or call Bud Walters.

Announcers . . . 80 to 120 weekly . . . depending on ability. 5 days . . . 40 hours. Ideal working conditions. . . . Send tape, resume and photo to Bob Aro, WMFG, Hibbing, Minnesota.

New Jersey daytimer needs announcer with some sales experience. Tape, experience, and references. WNNJ, Newton, New Jersey.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

We're expanding and need two versatile announcers, one announcer with technical ability, another with selling experience. Good pay, excellent working conditions. Send resume and tape to Lloyd Harris, General Manager, WRPB, Warner Robins, Georgia.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Girl dj's wanted. We need 3 attractive female dj's for pop music stations in our chain. Following are musts: Attractive, pleasing voice, over 18 and under 36, experienced in commercial air work, able to run own board, willing to travel some, available approximately November 24. Sorry, no jobs for husbands, boy friends or expectant mothers. Rush full resume, character and ability references, photo, tape, financial and other requirements to (Mr.) Connie B. Gay, Town & Country Network, Arlington, Va.

Technical

Radio operator. First class license. AM-fm transmitter experience. Eastern New York area. Send resume and salary requirements. Excellent opportunity. Box 398G, BROADCASTING.

Have immediate opening at $500.00 per month for family man who can fill chief engineer position and do good job of short announcing shift. Contact Jim Lipsey, Mgr., KNCM, Moberly, Mo.

Want a chief engineer. No announcing. Mainly preventive maintenance for 250-watter in pleasant living area of 15,000. Send resume, including salary requirements to G. P. Richards, WCEM, Cambridge, Maryland.

Chief engineer. Must do maintenance! Announcing helpful. Top pay for right man. Immediate opening. WLAS, Jacksonville, N.C.

Production-Programming, Others

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Needed: Aggressive radio program director with ideas and enthusiasm; also salesman, one for radio and one for television; also man for tv audio and double in some copywriting. Business is good and we need more people. Call, wire or write Wendell Elliott, 705½ Second, Dodge City, Kansas.

Situations Wanted

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

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Grantham School of Electronics *specializes* in F.C.C. license preparation, teaching you either by correspondence or in resident classes. Correspondence training is conducted from Washington, Hollywood, and Seattle; also, resident DAY and EVENING classes are held in all three cities. Regardless of whether you enroll by correspondence or in a resident class, we train you quickly and well—NO previous training required. A beginner may qualify for his first class F.C.C. license in as little as twelve weeks.

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SEATTLE WASH. — Grantham School of Electronics, 408 Marion Street, Seattle 4, Washington

MAIL TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

To: **GRANTHAM SCHOOL OF ELECTRONICS**
DESK 89-S • Washington • Hollywood • Seattle

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name _____ Age _____

Address _____

City _____ State _____

I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom. Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Manager—sales manager nine years management and sales experience same employer. Best of industry references. Married, college. Can make small investment. Small, medium market New England. Box 421G. BROADCASTING.

Tired of the road. Management consultant seeks permanent berth. Box 440G, BROADCASTING.

Red inkers—small market specialist now booking. Reasonable—confidential—result. Box 441G, BROADCASTING.

Manager, 1st phone—prefer southwest or Rocky Mountains—prefer personal interviews. Box 447G, BROADCASTING.

Wanted job with opportunities. Small market management or sale. Employed in Texas market of 40,000, married, 6 years of experience, some managing, college graduate. First phone, active in church and community. Replies answered. Box 450G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignments. Box 485G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Sportscaster, morning man and staff announcer with present 1 kw station five years. Musical background, trumpeter and vocalist with Lawrence Welk and others. Married, one child. Location unimportant. Desire change to do more play-by-play. References. Box 409G, BROADCASTING.

When the lights go on I go to work and, "Music is my beat." Relaxed late evening jockey—single but dependable. Box 427G, BROADCASTING.

Experienced basketball, football, baseball. Former pd, newsman. Likeable dj. Currently network football. East, New England only. Box 430G, BROADCASTING.

Experienced sports announcer, newsman, numerous interviews, special events. Tape, references. Box 435G, BROADCASTING.

DJ, 1 year experience. Married, 21, draft free. Will consider any locality. Box 437G, BROADCASTING.

Deejay, newsman, first phone, six years experience. Pleasant voice. Tape. Box 445G, BROADCASTING.

Trained negro announcer. Good board. Friendly style. Travel anywhere. Tape. Box 449G, BROADCASTING.

Sportscaster, strong play-by-play. Experienced all phases tv—directing, news director, writer, experience. Good board and news. Steady. Box 451G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Salesman—announcer. Married. Excellent references. Southeast or west preferred. Box 453G, BROADCASTING.

Morning man with 15 years of know-how available. Cue-ins, etc. Box 454G, BROADCASTING.

Country music D.J. Recording artist, nationally known, top rated, 29, sober, reliable, best references . . . desire to relocate. Box 455G, BROADCASTING.

Announcer—1st phone, no maintenance, 2 years direct selling. Three years university radio television. Complete resume, tape and photo available. Presently part-time radio. Available one week for dj, news, sales. Preferably warm climate. Box 456G, BROADCASTING.

Mister versatility. An afternoon or evening deejay who can make and keep you number one in your major market. A man to take over transcription, production. For the last five years I've been gaining diversified experience as preparation for working with you. Box 458G, BROADCASTING.

Florida night D.J.—38, with family—experience, personality, sales. Box 461G, BROADCASTING.

Seeking permanent berth in radio news department. Employed. Alert. Tape-man. Box 475G, BROADCASTING.

In Washington, D. C.—Need permanent position as radio or tv announcer. Two years radio experience. If you can use a good straight announcer who can read commercial copy and news well, please contact me now. Box 463G, BROADCASTING.

Start your day right. Bright wide-awake manner for early listeners. Box 476G, BROADCASTING.

Young, mature, announcer, 5 years experience in radio and tv, wants permanent position in northwest. No small stations or towns, please. Excellent delivery, news preferred. Don't include me in blanket answers. Box 465G, BROADCASTING.

Flexible mike manner—wide-awake am relaxed evening classics delivery. Box 477G, BROADCASTING.

Announcer with proven ability and quality sound experience for news, commercials, disc jockey. Box 468G, BROADCASTING.

Classical music and commentary for late hour listeners. Tape-man. Employed. Box 481G, BROADCASTING.

Bright, personable record player for your recorded formats. News. Employed. Box 474G, BROADCASTING.

Conscientious, wide-awake newscaster. DJ companion of early am risers. Employed. Box 480G, BROADCASTING.

Announcer-dj; ready for larger market. Music, news, commercials, copywriting. Box 482G, BROADCASTING.

Let me speak for myself. Tape and photo waiting. Employed. Box 479G, BROADCASTING.

Attractive lady dj, announcer available. Experience, run board, good news, strong commercials, prefer northeast. Box 486G, BROADCASTING.

Announcer-dj; operate board. Strong copy, sales gimmicks. Cooperative, reliable. Box 483G, BROADCASTING.

It's what's in front of the mike that makes sense. Box 478G, BROADCASTING.

Announcer, light but good experience, desires music, news, indies, strong news, dj, much potential, travel. Box 498G, BROADCASTING.

You can have original talent that sells on your station. Write for your tape and listen to one of the hottest hillbilly's you have ever heard. No tape to return. If you want a man that can take the town, give me a listen. Honest, sober and plenty of experience. Box 501G, BROADCASTING.

New personality seeks announcing position in radio or tv. Will relocate. Salary open. Call STerling 9-2068 New York City.

Bob Prescott of WGEE, Indianapolis, is being replaced by a combo engineer-announcer for reasons of economy. Bob is a good, practical, conscientious, sincere announcer who will make someone a good dj staff or news man. For more details please contact Arnold C. Johnson, General Manager-Vice President, WGEE, Indianapolis, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj. Run own board. Working. Ready to move up north. Guy Moody, 906 N. Broad, Edenton, N. C. Phone 2178.

Experienced staff announcer seeks job in well rounded station preferably in the mid-west. Jack J. Quirk, 1410 Byron Street, Chicago, Illinois.

DJ . . . young, warm and female. Texas personality without Texas accent. Employed, not looking . . . except for publicity. (Am own press agent) Remember me. Sylvia, KNIT, Abilene, Texas.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Deejay, announcer control board operator. Strong commercials, flexible. Tape, resume. Joel Wood, 168 Benziger Ave., Staten Island 1, New York. Gibraltar 2-5647.

Technical

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Transmitter position wanted, 1st radiotelephone, 2 years directing experience, 36, car. Box 488G, BROADCASTING.

Experienced engineer, degree, good maintenance on RCA, Raytheon, Gates, WE, W, GE, Collins, composite, good announcer, design experience, directional experience am-fm to 50 kw. First class telephone, telegraph license. Consider only South America, Central America or extreme southern U.S.A. Box 495G, BROADCASTING.

Engineer, 1st ticket wants job. Leave telephone number to call. Box 500G, BROADCASTING.

1st class engineer (announcer) married. Excellent references. Donald Nistl, 305 Burgess, St. Paul 3, Minnesota.

Desire chief's position Texas. References. Contact Ben Walker, 415 W. Berry, Fort Worth 10, Texas.

Production-Programming, Others

Radio-tv producer, director, writer, college graduate, ivy, honor, heavy experience, college station, wrote series for CBS affiliate, will relocate. Box 416G, BROADCASTING.

Program director, news director, dj, baseball, football, basketball. Sports essential. Middle Atlantic or New England. Box 429G, BROADCASTING.

Experienced radio program director, announcer, dj, with five years metropolitan and smaller station background, desires connection with California station with investment possibilites. Box 432G, BROADCASTING.

Five solid years behind mike in all phases of programming. Mature young man looking for step up to program director. Box 457G, BROADCASTING.

Business affairs—labor relations. Experienced young, energetic woman executive—able negotiator—capable productive operation, seeks well-paying position where contact ability and building rapport on all levels important. Box 470G, BROADCASTING.

Seek to learn news directing. Young! Worker! 7 years experience theatre management. Familiar with station operation, but inexperienced. Interested? Box 496G, BROADCASTING.

Dynamic sportscaster—salesman—newsman. "de-Soto"—1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592. References.

Veteran sports and news director with actual competitive background whose dignified mike and on-camera work sells, has the rare commendations to prove it. The solid organization will profit by writing, Director, E 8909, Knox, Spokane 6, Washington, or phone Walnut 4-5221.

Music librarian—10 years experience all phases of programming with KMBC, Kansas City. Desire librarian position well-established mid western station. 27 years old, single, dependable, excellent references on request. Available immediately. For resume, write Janet Wootten, 5 West 57th Terrace, Kansas City 13, Mo.

TELEVISION

Help Wanted

Management

Immediate opening for experienced general manager of vhf television and radio stations in eastern market serving half-million people. Wire Box 493G, BROADCASTING detailing experience, recommendations and desired salary.

Sales

Full power vhf in south has good openings for experienced salesmen and beginners in regional and local selling. Box 169G, BROADCASTING.

Technical

Expanding south Florida vhf has opening for two engineers. Car and first phone necessary. Will consider inexperienced men with good technical background. Box 467G, BROADCASTING.

Chief engineer for am-fm and uhf-tv. Must be good technician and not meter watcher. Good salary. Insurance and benefits for right man. WAIM-TV, Anderson, S. C.

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

New vhf require experienced xmtr and studio personnel between November 1 and November 15. State experience and salary requirements with resume. WKBW-TV, Inc., Buffalo, New York.

Production-Programming, Others

Accountant/office manager. Tv/radio. Live in beautiful Cedar Rapids. Only first rate man experienced in all phases accounting need apply. 5½-day week. State experience and requirements. Contact Redd Gardner. General Manager, KCRG-TV, Cedar Rapids, Iowa.

Situations Wanted

Management

Present station manager and technical director of successful metropolitan station desires management position with possibility of partial or full ownership. 12 years all phases of broadcasting, civic minded young aggressive family man, replies confidential. Box 446G, BROADCASTING.

Sales

Salesman-announcer, 10 years experience selling and announcing radio and television. Box 442G, BROADCASTING.

Announcers

Announcer, 3 years news, commercials, disc jockey, masters degree. Available immediately. Box 469G, BROADCASTING.

Presently doing news and sports for national sponsor on west coast tv, desire news and sports in midsouth. Handle news camera, edit news film. Management knows of this ad. Paul Barnett, KSBY-TV, San Luis Obispo, California.

Technical

TV tech available after November 15, Network O & O uhf station going dark. Five years experience in operation and maintenance vhf, uhf xmtrs, plus all phases of studio operations. Three years am experience, one as combo-announcer engineer. Have 1st class radio-telephone license, married, age 32, will travel, domestic or foreign. Box 387G, BROADCASTING.

12 yrs. radio and tv. Desire technical position with good future. Can accept responsibility. Box 422G, BROADCASTING.

1st phone, 6 years am-fm-tv experience including color. Will relocate. Married and reliable. Box 431G, BROADCASTING.

Television studio technician, first phone, presently employed, three years experience. Box 433G, BROADCASTING.

Ten years experience, all phases am-fm-tv studio and transmitter operation, installation and maintenance. Desire permanent position with station that will offer advancement. Minimum $7000.00. Married, family, presently employed, resume on request. Box 436G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Assistant production manager. NBC-trained college graduate with creative ability. 12 years radio and tv experience, including WTOP, Washington, and WCAU-TV, Philadelphia. Married, clean-cut, and capable. Box 415G, BROADCASTING.

TV production manager—7½ years—director—announcer—complete background—metropolitan area only. Box 420G, BROADCASTING.

Humble and hungry production crew available—3 announcers, 4 dir-cameramen and film director. News, kids personalities, weathermen. Can organize from ground up. Ample supervisory experience among crew. Box 423G, BROADCASTING.

Starter: Any tv production assignment, control room or studio. Writer commercial copy, news, programs. Double as announcer. College grad communications. Draft exempt. Will travel now. Best references. Box 438G, BROADCASTING.

Young executive wants to jump! Experienced all phases tv—directing, news director, writer, producer, sales, pr. Wants TV station needing assistant manager or responsible program director. $200.00 start. Box 459G, BROADCASTING.

Director-writer-announcer—television and radio. College graduate, B. of Speech. Married. Television and film production experience. Box 466G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 484G, BROADCASTING.

FOR SALE

Stations

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $20,000.00. Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

To successful operator only, kw daytimer, by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

Florida large market station, $500,000, 29% down payment; fm station, $85,000, $20,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas secondary market fulltime. Nice property with excellent potential. $47,500 with $17,500 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Upper south medium market stations (3), 50% interest for $30,000; $45,000; $150,000; all with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Southeast metropolitan market stations (2), $225,000, 29% down payment; $140,000, $37,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Regional daytimer Oklahoma single market. $47,500 with $17,500 down. Easy payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington, during NAB Conference October 27-28 and will welcome opportunity to meet persons interested in buying or selling stations.

East Texas regional daytime. Making money. $45,000. Some terms. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Equipment

RCA, BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

Complete Dumont 1 kw uhf television transmitter. Good condition. The first $5000 check buys it, subject to buyer's inspection. WNOW, Box 1747, York, Pennsylvania.

3-kw Federal fm transmitter with two bay Andrews antenna and transmission line (A-1 condition) $3,500.00. WPHB, Philipsburg, Penna.

Recorder tape Magnecorder PT6-R rack amplifier with PT6-AH drive mechanism. Best offer. Hepburn, 212 Phillips Drive, Alexandria, Virginia.

FOR SALE—(Cont'd)

Equipment

Ampex model 350 portable 3 channel stereophonic recorder. Used as a demonstrator only. Price new—$3,000.00. Will sell for $1,600.00. W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

WANTED TO BUY

Stations

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Responsible group will purchase radio station in medium or large market. We are anxious to act promptly, confidential. Write Box 417G, BROADCASTING.

Want all or part am station: prefer northeast. Down payment $20,000. Full details please. Confidential. Box 426G, BROADCASTING.

Present owners-operators wish to purchase their second small market am station. All replies in strictest confidence. Write Box 497G, BROADCASTING.

Console wanted. Good quality important. Must be reasonable. KRPM, San Jose, California.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington during NAB Conference October 27-28 and will welcome opportunity to meet with persons interested in buying or selling stations.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Need two or four bay fm antenna. State type and price. Box 489G, BROADCASTING.

Wanted. Used 250 watt fm transmitter, monitor. State price, condition. Also other studio eqiupment. Reply Box 494G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Wanted—FM frequency monitor. Prefer G. E. State condition and price. KGB, Box 2088, San Diego, California.

Small console or consolette. Cash. Bill Bigley, KVMA, Magnolia, Arkansas, CE 4-5862.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

5 kw fm transmitter or amplifier, limitor, ampex 612, fm monitor, WTMT, Louisville, Kentucky.

Tape deck to accommodate 10 or larger reel. Skruphy Studio—Rice Lake, Wis.

Wanted up to five used radio transmitters, 1, 5 and 10 kw. Supply prices, make, model and length of time in service. Amalia Gomez Zepeda, Box 1762, Mexico, D.F.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

NEEDED IMMEDIATELY

FULL STATION STAFF

Top morning man, disc jockeys, engineers, combo's, salesmen, copy and traffic girls for 5000 watt daytimer in Miami, Florida. Send tapes, resumes, and salary requirements to M. Woroner, 10485 Southwest 112 Street, Miami, Florida.

Management

Manager For Radio Station CKSL **London, Canada.** Competitive Two Station Market. Applicant Must Have Proven Sales Ability. Full Details First Letter.

Apply Box 491G, BROADCASTING

CENTRAL CALIFORNIA RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

RADIO

Help Wanted—(Cont'd)

Announcers

Combination newsman, dj needed by fast-paced top-rated central Pennsylvania news and music station. Salary and hops can earn you $5,500 per year. Reply with tape-records and news-letter and references.

Box 396G, BROADCASTING.

DJ's WANTED

The fastest growing chain of independent radio and television stations serving the three largest markets in the midwest is looking for talented, wide-awake disc jockeys with REAL ideas. Send photo, tape and resume to J. Peter Boysen, WLOL, 870 Northwestern Bank Bldg., Minneapolis 2, Minn. All tapes will be returned.

TELEVISION

Help Wanted

Announcers

The TV picture has changed in Amarillo, Texas. Now K-7 is full-powered and ABC interconnected with an exciting new complete program schedule. Our expansion warrants a new addition to the announcing staff. A versatile experienced on-camera man is needed to handle a variety of assignments, including occasional remotes and regular "host" duties on strip programs. To a mature, enthusiastic, non-temperamental man, we offer an opportunity to grow with us. Please send resume, tape, photo, kine if available, and any other information to attention Jerry Gardner, Operations Manager, KVII-TV, Box 925, Amarillo, Texas.

Production-Programming, Others

TELEVISION CONTINUITY-PRODUCTION

Must be experienced, a good typist with the ability to create selling commercials utilizing live camera techniques, slides and movies. This is a permanent position with excellent salary, benefits and future in a well established station. Send copy examples, background and photo to

KKTV—Pueblo, Colorado

TELEVISION

Situations Wanted

Production-Programming, Others

EXECUTIVE ASSISTANT

Veteran broadcaster capable of handling production, promotion or sales staff available for major market station or advertising agency. College graduate with 19 years experience at top stations in New York, Philadelphia and Washington. Married, talented and dependable personality.

Box 492G, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

EXPERIENCED FILM DIRECTOR

5 years New York City, indie TV. Purchased both for individual and group stations. Experienced with all phases of film operation. Acquainted with distributors, syndicators, etc. top references. Available immediately for any station or group who can use experienced film buyer—programming operator. Please reply to Box 218G, BROADCASTING.

FOR SALE

Stations

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

WANTED TO BUY

Stations

WANTED

Radio Station in a growing market, with $100,000 to $200,000 gross. Young men, currently holding management positions are looking for career opportunity as owner-managers. Considerable capital available for cash or term settlement. References furnished as to responsibility.

Box 418G, BROADCASTING.

MISCELLANEOUS

ATTENTION

If a **Victor Lee Adams (Vik Adams)**, SS #259-52-1301 apply for position as announcer, or a **Robert Goss Davis (Bob Touchstone)**, or you know anything of these two men, call Manager, WVMI, Biloxi, Mississippi, Idlewood 2-7001 IMMEDIATELY, collect.

Help Wanted

This advertisment is addressed to personnel in television stations who may have health problems, either personally or in their families, which require warm dry climate or elevation for cure, together with a job in tv. KIVA, Yuma, Arizona, with sales office at El Centro, California and serving Yuma and Imperial Valley with full power and carrying all three networks presently needs a good, first class engineer competent at maintenance of DuMont and GE equipment and switching. Yuma is a growing community with inexpensive housing with fishing and hunting nearby, both in Northern Mountains of Arizona and in nearby Mexico. Yuma has a climate like Miami Beach for about 8 months but in the summer it is hot. However homes, offices, tv station and many automobiles are refrigerated, so actually there is little concern for heat at the "Hottest TV station in the Nation," than in high humidity areas. In addition to present need of engineer this station wishes to build list of personnel who anticipate need of reaching kind of climate so frequently recommended by eastern and northern doctors. Whatever job you perform in TV, if you have this kind of problem in your family, let us know and, one day, we might have an opening to satisfy our mutual needs and help you solve your health problems. Applicants for open engineer job, if qualified, may call collect to Blake Ramsey, Chief Engineer, State 6-8311. Others write Harry Butcher, KIVA, Box 1671, Yuma, Arizona.

FOR THE RECORD *continued from page 108*

am applications of Donner Bcstg Co., Truckee, Calif., et al.

By FCC

Commission on Oct. 16 granted request by Metropolitan Philadelphia Educational Radio & Television Corp. (WHYY-TV, ch. 35), Philadelphia, Pa., for extension of time from Oct. 20 to Nov. 19 to file responses to petition by Joint Council on Educational Television, New York, N. Y., seeking the reservation of ch. 12 at Wilmington, Del., for noncommercial educational use.

By Hearing Examiner Annie Neal Huntting on October 14

Granted motion by Georgia-Florida Radio and Television Co., to be excused from further attendance in hearing on am application of James S. Rivers Inc. (WJAZ) Albany, Ga.

By Hearing Examiner H. Gifford Irion on October 14

Denied petition by WILA Inc. (WILA) Danville, Va., for leave to amend its application to specify frequency 1550 kc with 1 kw power in lieu of 1580 kc with 500 w power.

By Hearing Examiner Charles J. Frederick on October 15

Scheduled further hearing for Oct. 27 on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for cp to change trans. and ant. location.

By Hearing Examiner J. D. Bond on October 14

Scheduled conference for 2 p.m., Oct. 29, in proceeding on am applications of Capitol Bcstg. Co., East Lansing, Mich., et al.

By Hearing Examiner Herbert Sharfman on October 14

Issued order closing record in proceeding on am application of L & B Bcstg. Co., Hemet, Calif.

BROADCAST ACTIONS
by Broadcast Bureau

Approved specifications, as amended October 14, 1958, submitted by Turner-Farrar Association (WSIL-TV Harrisburg, Ill.) to change type trans. and ant. system.

Actions of October 17

KSJB Jamestown and Minot, N. D.—Granted assignment of licenses to **KSJB Inc.**, and **KCJB Inc.**

WMOZ Mobile, Ala.—Granted assignment of license and cp to **WMOZ Inc.**

WISK St. Paul, Minn.—Granted assignment of license and cp to **B.V.M. Bcstg. Co.**

KLAD Klamath Falls, Ore.—Granted assignment of cp to **Myer Feldman**, et. al., d/b under same name.

WYMB Manning, S. C.—Granted acquisition of negative control by each **J. M. Soles Jr.**, and **Isadore Kramer**, through purchase of stock from **Troy McPherson.**

WKYW Louisville, Ky—Granted acquisition of positive control by **F. Eugene Sandford** through purchase of stock from **Edwin E. S. Weldon** by **Radio Kentucky Inc.**

WBNS-TV Columbus, Ohio—Granted cp to maintain old licensed main trans. as auxiliary facilities at main trans. site.

WXFM (FM) Elmwood Park, Ill.—Granted authority to remain silent for a period of 60 days pending reorganization of facilities.

Actions of October 15

WTYN Tryon, N. C.—Granted assignment of license to **Henry G. Bartol Jr.**, and **Gertrude S. Taylor**, executrix of estate of **Graves Taylor**, deceased, d/b under same name.

WFSC Franklin, N. C.—Granted involuntary assignment of license to **Gertrude S. Taylor**, executrix of estate of **Graves Taylor**, deceased, **John E. Boyd** and **Henry G. Bartol Jr.**, d/b under same name.

WNAG Grenada, Miss.—Granted assignment of license to **Grenada Bcstg. Co.**

KSUM Fairmont, Minn.—Granted assignment of licenses to **KSUM Bcstg. Co.**

KREH Oakdale, La.—Granted assignment of license to **Cyril W. Reddoch**, et al., d/b under same name.

WWIZ Lorain, Ohio—Granted assignment of cp to **W.W.I.Z. Inc.**

WPAT-AM-FM Paterson, N. J.—Granted transfer of control from **WPAT Syndicate** to **Dickens J. Wright**, et al.

KVKM-TV Monahans, Tex.—Granted mod. of cp to relocate trans. on same property, change in coordinates only.

WQED Pittsburgh, Pa.—Granted mod. of cp to make ant. and other equipment changes.

KSIR Wichita, Kan.—Granted license for am station.

WCSI-FM Columbus, Ind.—Granted license for fm station.

WKMH Dearborn, Mich.—Granted license covering increase in nighttime power and changes in nighttime DA system.

KUEN Wenatchee, Wash.—Granted license covering change in frequency to 900 kc and decrease power to 500 w.

KGMC Englewood, Colo.—Remote control permitted.

WRBL Columbus, Ga.—Granted change of remote control authority while using nondirectional ant.

Following stations were granted extensions of completion dates as shown. WTLM (TV) Laurel, Miss. to 4-20-59; WJMJ Philadelphia, Pa. to 11-15.

KMOR Oroville, Calif.—Granted authority to remain silent to Dec. 14.

Actions of October 14

WBRZ Baton Rouge, La.—Granted acquisition of positive control by **Baton Rouge Bcstg. Co.** through purchase of stock from **Lewis Gottlieb**, et al.

WTMT Louisville, Ky.—Granted license for am station.

KIT Yakima, Wash.—Remote control permitted (main trans.).

KDB Santa Barbara, Calif.—Remote control permitted.

Actions of October 13

WEAR-TV Pensacola, Fla.—Granted license covering cp which replaced expired cp as modified for tv station; ERP vis. 52.5 kw, aur. 31.6 kw, ant. height 580 ft.

KID-TV Idaho Falls, Idaho—Granted license covering changes in tv station; ERP vis. 100 kw, aur. 50 kw, ant. height 1600 ft.

WTVJ (TV) Miami, Fla.—Granted license covering changes in tv station.

WEAT-TV West Palm Beach, Fla.—Granted license covering changes in tv station.

WSJV (TV) Elkhart, Ind.—Granted license covering change from ch. 52 to ch. 28; ERP vis. 204 kw, aur. 102 kw, ant. height 690 ft.

WEHT (TV) Evansville, Ind.—Granted license covering installation of aux. ant. system at main trans. site.

WDBJ-TV Roanoke, Va.—Granted license covering installation of aux. trans. and ant. at main trans. site; ant. height 1930 ft.

KOOL-TV Phoenix, Ariz.—Granted license covering maintenance of aux. ant. system at main trans. site.

WDBO-TV Orlando, Fla.—Granted license covering changes in tv station.

WFGA-TV Jacksonville, Fla.—Granted cp to change ERP to 158 kw and make minor equipment change.

WBDG-TV Cheboygan, Mich.—Granted mod. of cp to change type of ant. and other equipment; ERP vis. 21.3 kw, aur. 11 kw, ant. height 660 ft.

Action of October 10

WENS (TV) Pittsburgh, Pa.—Granted mod. of cp to change from ch. 16 to ch. 22.

Action of October 1

WAMS, WJWL Wilmington and Georgetown, Del.; WNJR, WRAP Newark, N. J. and Norfolk, Va.—Granted acquisition of positive control by **O. Wayne Rollins** through purchase of stock from **John W. Rollins** by parent corporation and retirement thereof.

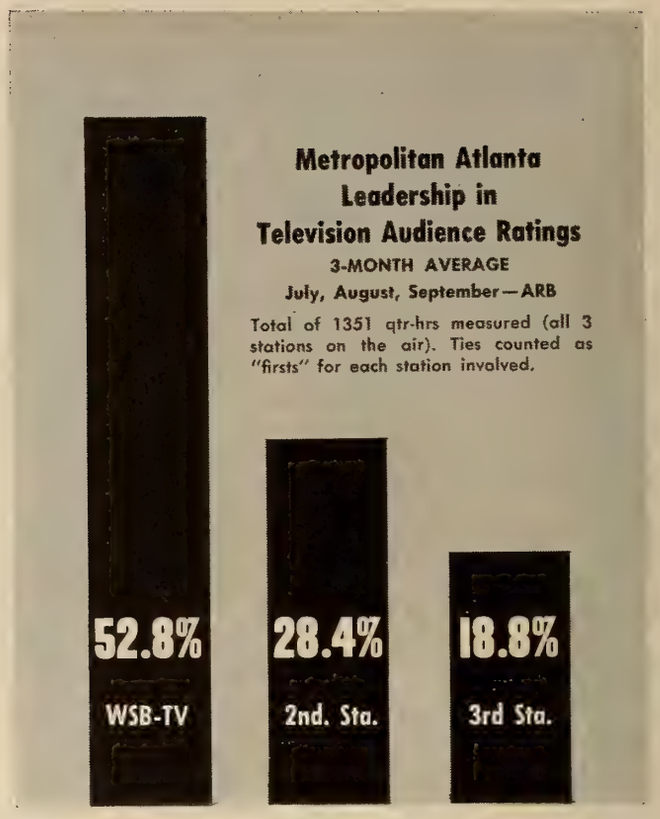
UPCOMING

Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28: Academy of Tv Arts & Sciences, N. Y. chapter, general membership meeting, Toots Shor Restaurant, New York, 8:30 p.m.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.
Oct. 30-31: IRE, electron devices meeting, Shoreham Hotel, Washington.
Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.
Oct. 31- Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.
Nov. 8-9: Illinois News Broadcasters Assn., meeting, Illinois Hotel, Bloomington.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 16-22: National Television Week.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.

NAB FALL CONFERENCE
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.



Here's how WSB-TV dominates television in Atlanta

WHEN YOU WEIGH the three Atlanta television outlets preparatory to placing a schedule remember this: Your choice of stations can make a sizeable difference in the sales your advertising produces.

One station in Atlanta, WSB-TV, is viewed by the most people 52.8% of the time. A viewer, *and buyer,* preference greater than that of the other two stations combined! Chart shown here is a 3-month average. It reflects viewing habits which hold steady month after month in Atlanta.

Superior local programming, news service which devastates competition and a deep public interest responsibility have built this massive preference for WSB-TV. Certainly your advertising belongs on WSB-TV.

WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution.
NBC affiliate. Represented by Edward Petry & Company

from **H. L. McCLINTON,** *president, Reach, McClinton & Co., New York*

Stretching the dollar in big-money tv

Last night (Oct. 26), an example of twentieth century television at its best commenced its second season. Since the sponsor, The Prudential Insurance Co. of America, is our client and since the show has not only been an award-winner but a sales-starter, I'd like to cite it as unique.

The show is, of course, CBS-TV's *The Twentieth Century,* a series of half-hour, Sunday evening documentaries about the time in which we live and about the people who shaped it. Sample subjects for the start of the '58-'59 season: drug addiction; the men and means of Red propaganda; Knute Rockne; Peron and Evita; the Russo-Finnish War. Sound interesting? Right—and the ratings prove that Americans have grown (up?) to realize that "educational" tv can be entertainment.

Of course there are other "serious" tv shows—just as other agencies have clients who are similarly conscientious about their responsibilities to the public. And so I do not intend here to pontificate about the excellence of the series—or pontificate about anything else. I'd like to *report* how The Prudential and we at Reach, McClinton have learned how to extend further the impact of an already sizable tv commitment.

All network television is costly—and getting costlier. It is, therefore, imperative that sponsors' tv investments be extended further for further effectiveness. If *The Twentieth Century* makes an impression—or a point—with its viewers, then it becomes necessary for us to take that point, extend it in space to form a line—and then take that line and extend it further to form a plane. The plane, mathematically speaking, covers space, has dimension. What The Prudential has been doing with *The Twentieth Century* also has dimension.

What The Pru's been doing is threefold:

1. It has a "Television Teaching Aid" program;
2. It has just launched a "Television Film Loan Program;"
3. And it has embarked on an extensive public service message program.

Behind all these, as you might expect, lies a story.

Years ago, when The Prudential cosponsored the beginnings of *You Are There,* it became apparent that the show's educational nature offered the sponsor a unique opportunity for extending a message to classrooms. Accordingly, the first Television Teaching Aid was issued. Soon, The Pru became sole sponsor and issuer of the Aids. From then through the rest of *You Are There,* through *Air Power,* and through the first year of *The Twentieth Century,* only those schools which actually requested the Aids were included on the lists. Today, as the Aids move into the second year of *The Twentieth Century,* 8,667 schools currently receive them—all on their own request.

Why the enthusiasm? First of all, the Aids are professionally prepared—always with the classroom in mind. They consist of (a) background information about the historical event or individual dealt with in the show; (b) suggested reading material—in effect a bibliography of books and magazine articles dealing with the subject under discussion; (c) a long list of audio-visual aids and how to obtain them, and (d) suggested classroom activities. And, since the Aids reach the teachers in advance of the show, they of course list all the CBS-TV stations showing The Prudential's program. The second reason for the enthusiasm is obvious: the shows themselves are exciting and informative, entertainment geared to the adult and the ripening mind, the kind of stuff that makes us at the agency, The Pru, CBS' News and Public Affairs Dept., and teachers all over the country proud of the potentials of television.

As fan mail on the Aids was received, The Prudential noted that more and more schools were requesting film prints of the shows. The requests kept mounting—and Prudential's interest in helping out kept mounting too. And so, just recently, The Prudential inaugurated its Film Loan Program, this time not directed only at schools, but at anyone who wanted to show *The Twentieth Century* programs before any group.

Prudential notified the schools on its Aids list about the start of the new film loan program; it also notified its 25,000 Prudential agents throughout the country. Result? In the first three months of the film loan program, a total of 7,394 film requests came in! The films, incidentally, are just as they are seen on tv—commercials included. But then The Pru prides itself on its commercials.

So much does The Prudential pride itself on its commercials that it decided this autumn to relinquish half of them. That is to say, half The Prudential's commercial schedule has been given over to "public service messages." These parallel The Advertising Council's themes. This year, Prudential will show its "Messages for Americans" on such subjects as Confidence in America, Mental Health, Conservation and Supporting our Colleges. Of these "Messages" we at Reach, McClinton are very proud indeed.

Again, we have taken our point and extended it along a line and into a plane. We have not only shown these "Messages," but have made them available to interested groups. As for sponsor-identification, that's provided at the start, when Bill Shipley opens a book which reads: "From The Prudential Insurance Company of America—A Message for Americans. . . ."

Three-fold, then, is our twentieth century extension of television into the community. That it's been effective is evident, for one thing, by Prudential's ever-increasing tv commitment. And the men who know its effectiveness best—the Prudential agents in the hometowns of America—are perhaps the most enthusiastic.

As for us here at the agency, we're proud of this extension of effectiveness for yet another reason: it proves that tv can be marketed locally. We have another client, also heavily committed to television, International Latex Corp., one of the biggest spot tv advertisers in the country. There we also—but that'll have to be the subject of a future MONDAY MEMO.



H. L. (Hay) McClinton, b. 1898, Seattle. U. of Washington. Newspaperman 13 years. Started at N. W. Ayer, Philadelphia, as public relations man. Entered radio in 1934 as producer of Ford Sunday Evening Hour *for five years, Fred Waring and other Ford shows. Became Ayer v.p. in 1937. Set up pioneer tv production unit in 1945 and managed Ayer's radio-tv-motion picture dept. 13 years. Lent to government to set up NRA publicity and produce* This Is War! *radio series. To Calkins & Holden presidency in 1950. Joined Chas. Dallas Reach in 1957 to form Reach, McClinton. Married; two children.*

Whose Birthright?

IT does not surprise us that the announcement of a radio station's willingness to accept liquor advertising has provoked cries of alarm.

We have had some experience of our own in that line, and we can freely predict that the cries of alarm will intensify before they subside. They will come from an odd, but also predictable, assortment of sources.

A year ago we published a series of editorials advocating the acceptance of liquor advertising—under appropriate self-restraint—by radio and television.

We received perhaps a dozen telephone calls and half a dozen letters approving our suggestion.

We received half a dozen phone calls and more than 3,000 letters objecting to it.

Evaluating this response simply by the numbers would suggest that we had embarked upon an astonishingly unpopular course. But, as they often are, numbers were misleading. The half-dozen phone calls which expressed opposition were from broadcasters who were horrified by the political trouble our proposal might generate. All but a handful of the letters of disagreement were from Prohibitionists who were drafted in a letter-writing campaign conducted by the Southern Baptist clergy.

The organized letter-writers can be expected to go to work again, now that it has become widely known that some stations are accepting liquor advertising. They will write their Congressmen to urge the passage of legislation outlawing liquor from the air.

But this will be nothing new. At every session of Congress since repeal of the 18th amendment there has been a flood of mail proposing similar legislation. The drys have historically carried on a vigorous campaign to reimpose prohibition by stages, the first stage being the limitation or outright elimination of liquor advertising.

It has been and will be the kind of mail which, in volume, is one-sided. There is no organized group of equal size to write letters in favor of liquor or liquor advertising. The mail which goes to Congress on the liquor subject is very much like the mail which came to us—one-sided to the point of being meaningless.

It is the vocal, organized opposition of the professional drys that is feared by those broadcast leaders who object to the admission of liquor advertising to the airways. Unhappily, those leaders are not being frank about the reason for their fear. They are citing "moral" grounds as the basis of their objections. They are talking about the ban against liquor advertising as the "birthright" of broadcasters, a tradition so sacred it cannot be questioned.

What these leaders neglect to mention is that the radio and television codes, in which the bans against liquor commercials are contained, were drawn up and voluntarily accepted by broadcasters.

The same broadcasters have the power to modify the codes.

We yield to no one in our respect for the men who fashioned the radio and television codes, but we are not naive enough to equate them with Moses or the Twelve Apostles.

What they wrote can be changed to suit changing times. There is evidence that as far as liquor advertising is concerned, times may be changing.

Dateline: Booby Hatch

NEWSPAPERS in this country have had a good deal of fun lately with stories about an English youth who was turned into a "Zombie" by television.

U. S. wire services have meticulously followed the case since the boy's father complained three weeks ago to the Wimbledon juvenile court that his son sat transfixed by tv and wouldn't work. "Zombie" is the word the father used, according to the wire services.

If this is regarded as news by U. S. newspapers, they are missing a bigger bet.

Mental hospitals right here at home are full of patients who sit staring all day at the wall.

Walls, as any alert newspaper editor ought to know, are often used for display advertising. Connect mental aberration with wall-staring and you have taken a whack at still another rival of newspaper advertising.

What a headline could be written for a story of that kind: "Wall Turns Youth Into Zombie."

It doesn't sound any nuttier than the heads which have used "Tv" in place of "Wall."



Drawn for BROADCASTING by Sid Hix

"Bad news, Irma. The studio's switching to videotape. They're taking away our darkroom."

The FCC Image

THE FCC image, sullied by the onslaughts of the House Oversight Committee, battered by the U. S. Court of Appeals, is now subjected to indignities from the highest court in the land.

In remanding to the lower court last week two television cases in the Midwest, the Supreme Court dealt the FCC prestige another blow. Both cases happened, incidentally, to involve the deintermixture of areas (Springfield, Ill., and Peoria, Ill.) to all uhf. The FCC has been berated by the Senate Commerce Committee for failing to cope with the deintermixture problem.

The reason the Supreme Court majority ordered the two cases remanded was because of reference before the House Oversight Committee to purported *ex parte* contacts with members of the FCC. But in these cases, the FCC was functioning in its legislative capacity in rule-making, and not in its judicial role in comparative proceedings.

The FCC, like all agencies of government, has blundered in the past, and probably will blunder in the future. If the FCC has been influenced, it is because of the weakness of individual members. If mere conversation by an applicant or a potential applicant constitutes overt action or improper influence, every administrative agency in Washington has flagrantly violated the law.

From the very beginning of the independent agency type of regulation, contact with their areas of activity has been the rule, rather than the exception. Most of the commissioners are selected because of their expert and specialized knowledge of the particular fields. Commissioners cannot isolate themselves from the areas they regulate and perform their jobs.

Congress created the FCC. It can abolish it or change it. We think the FCC is no worse—or better—than most of the other administrative agencies. But Congress, through the Oversight Committee, and the courts are destroying the FCC by degrees.

We think the FCC, as now constituted, is striving to perform honestly and efficiently. It deserves a chance to do its job without spending half its time preparing for congressional hearings, and a good portion of the other half re-investigating cases that the courts throw back because of congressional hearings.

Piedmont INDUSTRIAL Crescent..



Vast New Urban Complex, defined by The Ford Foundation dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing.

Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold on WFMY-TV.

*GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map and listing of the State Area

wfmy-tv

GREENSBORO, N. C.

CBS Basic Since 1949

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston

NEW YORK
CHICAGO
BOSTON
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD
DES MOINES
DALLAS

weed
and company

RADIO
and TELEVISION
STATION
REPRESENTATIVES

NOVEMBER 3, 1958

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE

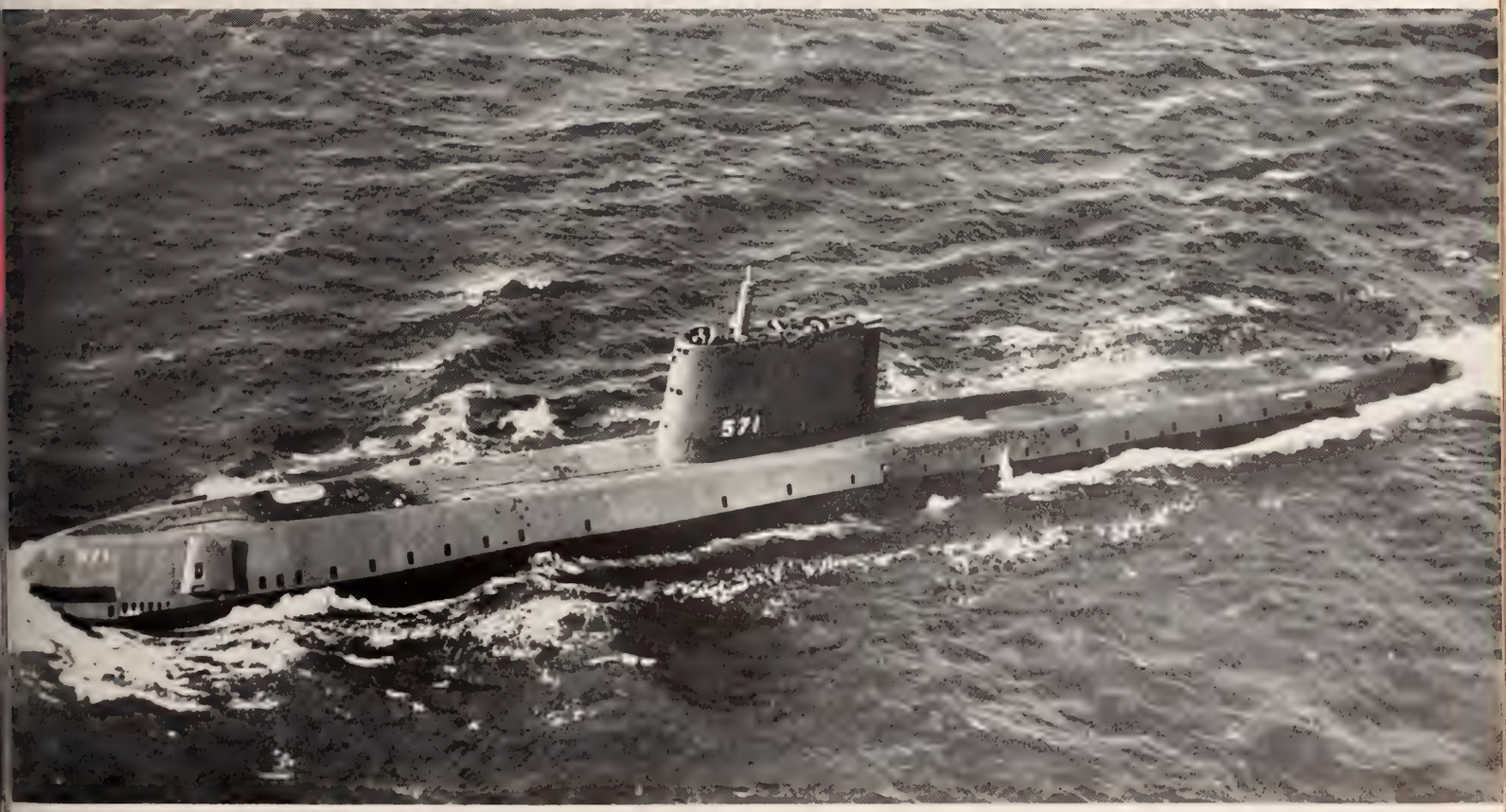
COMPLETE INDEX PAGE

CBS Radio tries new concept, old line methods to go Page 33

No boredom in the audience: tv viewing back to all-time peak Page 36

Television's seven deadly sins scrutinized by Eastern 4A's Page 46

ANA's Abrams discusses soul-searching decisions facing sponsors Page 119



Official U.S. Navy Photograph

any time is ***listening*** *time... and* ***radio*** *goes everywhere!*

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. And Radio keeps everyone at home company, too—delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturates markets profitably, economically and quickly.

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



NO. 9 IN A SERIES **TITANIUM**

Pacemaker of progress is the Titanium Metals Corporation of America. Its Toronto, Ohio, plant—in the WTRF-TV area—is the world's first plant designed and instrumented specifically for rolling and forging Titanium mill shapes such as alloy sheets, plates and billets. The hundreds of highly skilled employees of TMCA at Toronto are more reasons why the WTRF-TV market is a *super* market for alert advertisers . . . a market of 425,196 TV homes, where 2 million people have a spendable income of $2½ billion annually.

• Titanium is the 20th Century metal that is stronger than aluminum, lighter than steel, and will withstand temperatures in excess of 800°; it is resistant to salt water, and practically immune to nitric acids, moist chlorine and most chemicals. Titanium is a vital metal in the planes, rockets and missiles program.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7 CHANNEL

reaching a market that's reaching new importance!

For Action at Lowest Cost

86%* of CBS Commercial Time

is ordered on

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

WTHI-TV

CBS • ABC

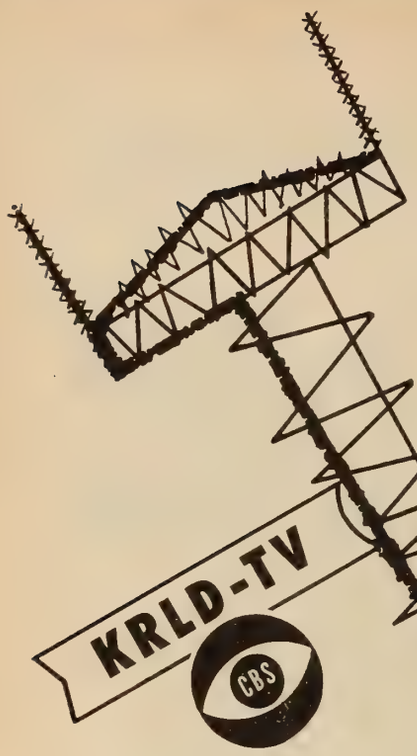
*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY



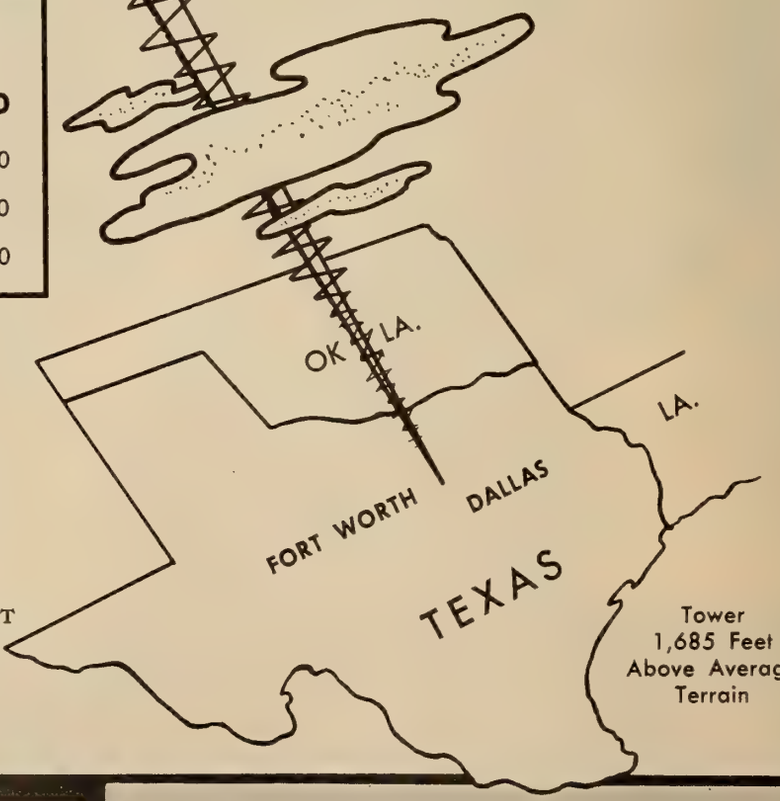
For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
. .	**299,050**	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV **CHANNEL 4**
CBS TV FOR DALLAS - FORT WORTH

closed circuit.

COWLES IN MEMPHIS • Veteran broadcaster Hoyt B. Wooten has shaken hands on deal to sell his WREC-AM-TV (ch. 3) Memphis to Cowles Broadcasting Co. for $6 million cash. Mr. Wooten, one of television's few individual proprietors (he has no corporation), established WREC in 1922 and WREC-TV in 1956. Both are CBS affiliated. Mr. Wooten would dispose of entire interest but hold office with new corporate entity to be established by Cowles.

•

Cowles just a year ago sold WNAX Yankton, S. D. and ch. 9 KVTV (TV) Sioux City Iowa to Peoples Broadcasting Corp. for $3 million and at that time announced it would seek replacement properties. Memphis transaction was negotiated with Mr. Wooten by Luther L. Hill, president of Cowles. Other Cowles stations are KRNT Des Moines; WHTN-AM-TV Huntington, W. Va.; 60% of KRNT-TV Des Moines.

•

MORE DEALING • Application for transfer of control of ch. 7 WTRF-TV Wheeling to Dix family, present 30% holders, for approximately $1.8 million will be filed with FCC within fortnight. Present holdings of Bloch-Harris interests (Mail Pouch Tobacco) and News Publishing Co. of West Virginia, would be acquired under transfer, giving Dix group all except about 8% of stock held by Robert W. Ferguson, executive vice president-general manager, who will retain his holdings and continue as operating head. Dix brothers, who now hold approximately 8% each, are Albert D., Martins Ferry; Gordon C., Defiance; Raymond E., Wooster; and Robert C., Ravenna-Kent, all Ohio. Dix family owns newspapers in each of cities, plus WWST Wooster.

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In addition to impending sale of ch. 10 KBET Sacramento to Corinthian for $4.5 million, and upcoming sale of WREC-AM-TV to Cowles Broadcasting Co. for $6 million (both subject to usual FCC approvals), half dozen transactions involving tv-radio properties currently are in negotiation. They involve stations in East, South, Midwest and Pacific Coast, with prices ranging from $2.5 million to $12 million.

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THE DISSENTERS • There was no official word on who made up opposition in CBS Radio affiliates convention's 86-to-9 endorsement of network's new "Program Consolidation Plan" (see page 33), but from sources inside that meeting comes report that dissenters were KFRE Fresno, KTHS Little Rock, WHAS Louisville, WWL New Orleans, KWKH Shreveport, KOTK Oklahoma City, WRVA Richmond, WTAG Worcester, Mass., and WJR Detroit.

Seven of eight stations that abstained from balloting on CBS Radio plan (see above) were reported, also unofficially, to be WLAC Nashville, WBRY Waterbury, Conn.; KFH Wichita, KIRO Seattle, KOIN Portland, Ore., WBIG Greensboro, N. C., and WBEN Buffalo. While approval of CBS Radio's new plan was overwhelming, action does not necessarily mean shift to PCP will become effective on all stations Jan. 1. Several stations, notably in Southwest, apparently feel that their affiliation agreements cannot be modified without their consent. Upshot could be changes in outlets in such markets.

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LIQUOR ADS • At least one of top six distillers in country and also member of Distilled Spirits Institute now is convinced that liquor advertising will eventually be admitted to television. Distiller privately is giving close once-over to tv as vehicle for liquor advertisers, already feels that tv must take "new" ad money as well as cause some shifting of current ad budget allocation.

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Another sign of possible breakthrough of liquor advertising ban is seen in New England where firm now engaged in bottling of ready-mixed highball is understood to be quietly feeling out station reaction in that part of country. Though its agency has received several standing offers, it's learned that it fears possible adverse public reaction in puritan New England might hurt initial consumer acceptance. Agency may change its mind if its feelers sense sufficient support, would not slot any radio commercials before 8 p.m.

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RESPITE • FCC lawyers working on political broadcasting problems were looking forward Friday to first non-working weekend in months, following what one attorney called "heaviest" load of Sec. 315 matters in years. He explained FCC this year was on receiving end of more sustained political inquiries and complaints than he could remember. With few exceptions, he pointed out, all questions were answerable by reference to previous FCC rulings.

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FCC staff study into tv allocations is going beyond technical aspects and into economics. Staff has sent to all operating uhf stations and all vhf stations in intermixed markets request for six-month annual financial statement covering January through June 1958, with request that reports be filed by Nov. 15. Specific mention is made of supplying profit and loss items. FCC assures stations that individual replies will be kept confidential and presumably only weighted averages will be used in its study.

PEEK INTO TASO • While result of two-year-old TASO (Television Allocations Study Organization) have not been published, there's indication that enough has been gleaned to indicate entirely new methods of evaluating tv station coverage and co-channel interference. TASO, initiated in 1956 as "crash" program to develop propagation data for reevaluation of tv allocations, already has spent about three-quarters of million dollars in money, manpower and services; is seeking additional funds or contributed services from industry sources to complete more detailed directional antenna field tests for its report.

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Although deadline for supplying FCC with field data tentatively had been set for year-end, there's some doubt this will be met on nose. U. of Texas is correlating panel reports and it's felt final report will be ready by year-end—but only for printer, not for submission to FCC. Projected directional antenna studies in several areas may extend final, final report several months, it's understood. TASO will not make specific recommendations as to changes in existing standards and criteria but, rather, will supply material on which FCC can determine, after appropriate proceedings, what changes should be made to improve allocations and perhaps pave way for closer operations which would mean accommodation of additional stations. Knowledge acquired regarding precision offset carrier already is proving useful in tightening of operations, it's learned authoritatively.

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REHEARING SCHEDULE • FCC's staff of ex parte investigators—Messrs. Holtz, Solomon and Brennan of general counsel's office—have almost completed their Boston ch. 5 chores. All signs point, it's understood, to rehearing along lines of Miami ch. 10 proceeding early in January. There's hope, too, that Orlando ch. 9 hearing can be begun during first quarter of 1959. On verge of issuance is notice of inquiry on Miami ch. 7 influence charges.

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Dismissal of community antenna test case in Montana still leaves whole question of broadcast property rights unsettled. Montana case was dropped [CLOSED CIRCUIT, *Oct. 20*], *when CATV operator agreed to stop "pirating" programs without permission of originating station (KXLF-TV Butte, Mont.), but this isn't any help to NAB in exploring tv field for appropriate test case. NAB board last June authorized CATV test but legal staff is still weeks, maybe months, away from filing suit it hopes will definitely establish station property rights.*

WJBK-TV

consistently Detroit's #1* station

Channel 2's on view to 9-billion dollars worth of purchasing power—dominate this potential with **Detroit's Dominant Station.**

Fine facilities, strong programming balanced between CBS and outstanding local features have made WJBK-TV Detroit's No. 1 station consistently over its 10-year history.

Michigan's **only fully equipped color station** and Michigan's first television station with **Video-Tape facilities**, WJBK-TV's progressive leadership will continue to give the finest -most advanced television to the nation's **fifth market.**

**And again in August, September 1958 ARB*

CBS' address for 1,900,000 Television Homes!

100,000 watts
1057-foot tower
Represented by
the KATZ AGENCY

New York Sales Office:
625 Madison Ave., New York 22
Plaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit · WSPD-TV Toledo · WJW-TV Cleveland · WAGA-TV Atlanta

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

THE WEEK IN BRIEF

CBS Radio Salvage Plan—Hoping to get out of the red, network proposes and affiliates endorse plan to "consolidate" and trim programming, eliminate station compensation but substitute free programming for stations to sell locally. Page **33.** Move points up financial plight of radio networks in general. Page **35.**

Cunningham's New Look at Tv—Viewing is at a peak level. There's been no "drop off" says C&W's president, who finds westerns still on top of men viewers' program diet. And radio scores with the housewife in the morning. Page **36.**

Rating Rumble—ANA members will hear it next week at Hot Springs when researcher Myles A. Wallach sets off bombshell with report that tv advertisers aren't getting all they think. Page **38.**

Looking Over the Writer's Shoulder—Is the sponsor a meddling censor? Agency, network and production executives debate that point at Hollywood session. Page **40.**

More Instant Ratings—Nielsen officials hope to have Instantaneous Audimeter ready for commercial service in New York by end of winter, in Chicago soon afterward. Page **40.**

AAAA Eastern Convention — Television commercials, "deadly sins" to avoid in producing them, ways to make them better and NBC Radio's new "memory-vision" concept get attention at annual meeting in New York. Page **45.**

Higher Cost in '59—So predicts Benton & Bowles in estimating advertisers' time and talent tab for network tv shows. Page **48.**

Sheraton Underwrites 'Use Certificates'—Sheraton Corp. of America, hotel chain operator, acquires 51% interest in World Travelers Club Inc., burgeoning due-bill advertising organization for advertisers and media. Page **48.**

Loew's Divorce Plan—Company's board of directors approves proposal to spin off U. S. and Canadian theatres and WMGM New York from Loew's other interests—motion picture studio, tv distribution company, and phonograph record and music publishing companies. Page **52.**

RCA, U.S. Come to Terms—RCA signs consent decree in four-year-old patent antitrust suit brought by government; one provision sets up patent pool for color tv which has possibilities for breakthrough in color set production. RCA fined $100,000 in criminal antitrust indictment. Page **58.**

Still Remanding—Supreme Court returns another tv case because of charges of pressures on FCC; Orlando ch. 9 case sent back to appeals court in light of allegations aired last June before House Oversight Committee. Page **60.**

FCC Opposes Prodding on CATV—Commission tells appeals court it's under no legal obligation to act on individual microwave applications by common carriers serving community antenna systems until it decides overall legal and policy questions in its current inquiry. Page **60.**

Conelrad Crusade—FCC Comr. Lee, "circuit riding" in behalf of Conelrad, urging establishment of emergency communications systems via fm and tv stations for use in case wire lines go out. Page **66.**

Oversight Returns to Ch. 4 Case—Subcommittee headed by Rep. Oren Harris (D-Ark.) to resume probe of Pittsburgh ch. 4 case Nov. 12. Former FCC Chairman George C. McConnaughey to be among witnesses. Page **68.**

Case for WITI-TV Sale—Storer replies to FCC inquiry about proposed Milwaukee purchase, saying no concentration of control is involved, that Storer won't fix rates in combination with its other stations and that WITI-TV offers more chances of survival as an independent than the company's now-dark WVUE (TV) Wilmington. Page **70.**

Power at Stake—Reply comments on FCC clear channel rulemaking indicate the question of higher power for Class I-A stations is a primary concern—even though rulemaking doesn't encompass proposed power boosts. Page **72.**

NBC Again Answers AFTRA Chapter—Network says union wants FCC to interfere in station management and programming, sends FCC copy of its reply to complaint by Sen. Paul Douglas (D-Ill.) Page **74.**

VTR Top Conference Topic—NAB winds up annual series of fall meetings at Washington. Most of all, broadcasters wanted to know about videotape recording. Interest in editorializing was demonstrated by active participation in panel discussions of this subject. Page **81.**

Fm National Network?—Proposal is offered by Ray Stone, Maxon timebuyer. Page **84.**

Competition for the Radio Dollar—Network sales and spot sales must realize they are competing for the same advertising dollar, Arthur Hull Hayes, CBS Radio president, tells CBS Radio Spot Sales meeting. Page **86.**

Radio Networks Aid Tv Networks?—CBS Inc.'s Salant says economic plight of radio networks may prompt Washington regulatory powers to be liberal to tv networks in order to assure radio's well-being. Page **88.**

ABC-TV Fanfare in Pittsburgh—Recites Pittsburgh's industrial growth and ABC-TV's advances there and elsewhere in network presentation at studios of WTAE (TV). Page **88.**

Keep the Customers Yukking—That's the philosophy of Blair-Tv's Bill Vernon as he combines humor with selling along Madison Avenue. Page **95.**



MR. ABRAMS

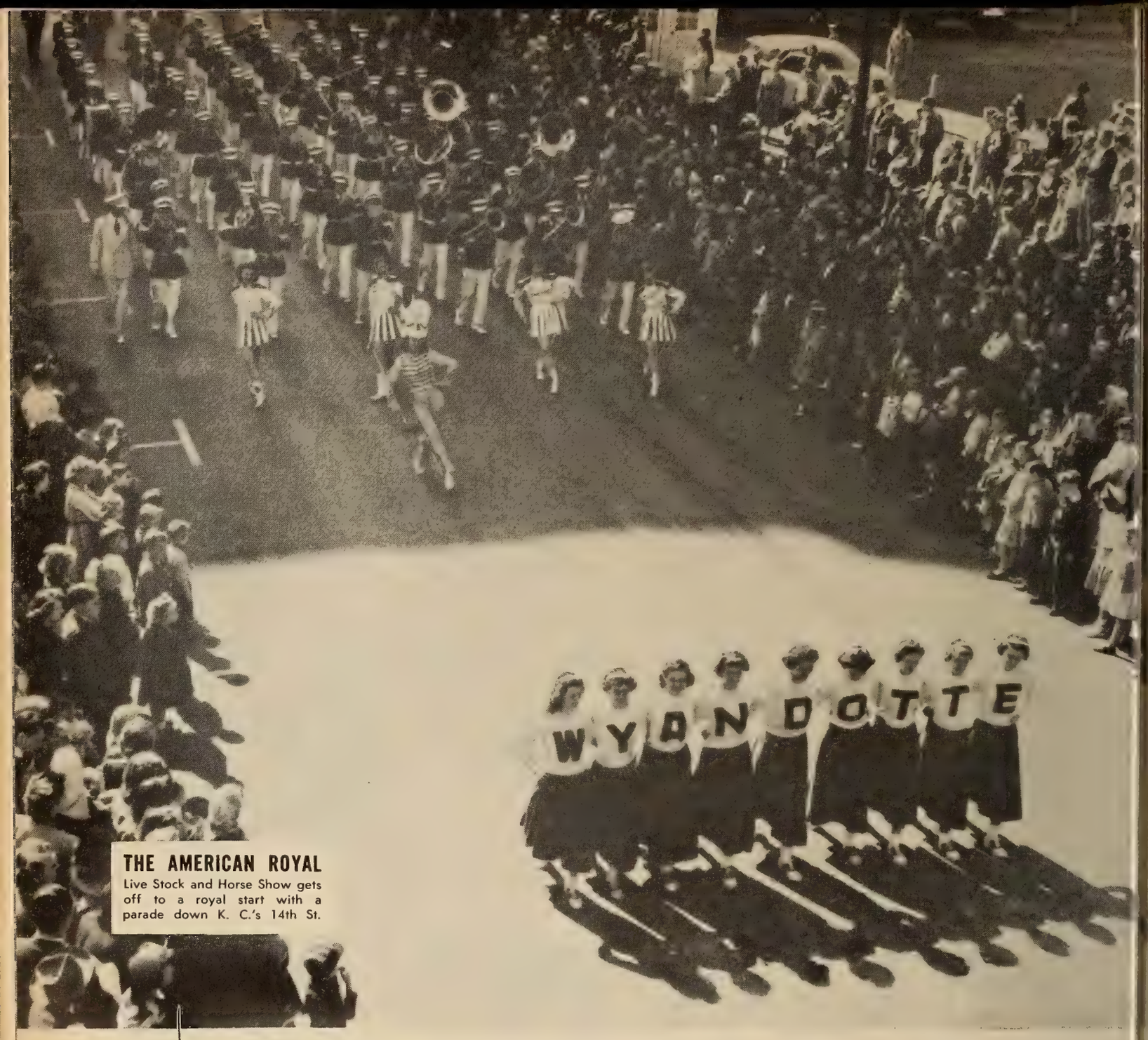
Jackpot Question—"What's right?" not "Who's right?" is the question to apply in soul-searching advertising decisions, says Revlon's advertising vice president, George J. Abrams, who also serves as ANA radio-tv committee chairman. With the ANA convention less than a week away, he writes in MONDAY MEMO. Page **119.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



THE AMERICAN ROYAL
Live Stock and Horse Show gets off to a royal start with a parade down K. C.'s 14th St.

Kansas City loves a parade

Whether it's a parade of mounted policemen and the FFA marching band downtown or Santa Claus arriving at the suburban Prairie Village shopping center.

And Kansas Citians are more than a little fond of the continuous parade of entertainment, news, sports, and public service broadcasting that marches their way over KCMO-Radio.

They like it because KCMO-Radio is tuned to all the family — tots, teenagers, adults with money to spend. And they get the good word clear and strong from KCMO-Radio. It's Kansas City's only 50,000-watt station. It reaches into rural counties in four states.

So why not get on the bandwagon in Kansas City? Up at the head of the parade with KCMO-Radio.

BASIC CBS RADIO
810 kc.
50,000 watts



Kansas City MO-radio

Joe Hartenbower, General Manager

R. W. Evans, Commercial Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations are affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

at deadline

LEE PROPOSES MOVE OF ALL TV TO UHF

Move of all tv to uhf "from many considerations . . . may be the most attractive and practical expedient to a situation which worsens daily," FCC Comr. Robert E. Lee told 1958 eastern women's conference of Advertising Federation of America Saturday (Nov. 1) in Washington.

Comr. Lee said it was "still premature" for him to conclude this is only "reasonable" course left to FCC, but that he's not ready to concede costs of moving to uhf over 5- to 10-year period should "prevent or deter" moving if this is found only practicable way to preserve tv in 470-890 mc band. Average family wouldn't feel too much pinch in paying for uhf conversion, he said.

Referring to plight of uhf broadcasting, Comr. Lee said FCC "is now faced with saving the baby. The medicine may not be pleasant for any concerned. If a major operation is necessary, the prospects of successful surgery must be reasonably clear and imminent." He said he felt confident uhf could be made to work under present difficulties of reception, but thought "adequate field-testing" by either government or industry should come before judgments are imposed on public. Time is "over-ripe" for deciding these questions, he said. He felt there is need for more intensified research to determine dependability of uhf in providing efficient system for tv.

Comr. Lee said that regardless of whether enough frequencies can be obtained from military for 25-vhf-channel tv service, he "seriously questions" whether these will provide "expansion space that the new era demands." Voicing concern over educational tv reservations, he said if uhf were abandoned, fate of these reservations would be "highly conjectural."

Robert R. Newell Elevated To Presidency of C&W

Elevation of Robert R. Newell, executive vice president responsible for administration of Cunningham & Walsh's operations, to president of agency is announced today (Nov. 3). He succeeds John P. Cunningham who continues as chairman of board. Also elected to new posts: William W. Mulvey, senior vice president in charge of marketing services, to executive vice president, and Carl R. Geigerich, senior vice president, to chairman of executive committee.

In statement accompanying Mr. Cunningham's announcement Mr. Newell emphasized Cunningham & Walsh's "new four-man operating team to face the future growth and development of the agency." C&W's team: Messrs. Cunningham, Newell, Mulvey and Geigerich.

Mr. Newell has been with C&W over 25 years, serving in several capacities including copy chief, then director of creative services and executive vice president in 1955. He also has been chairman of C&W's operations and finance committees and director of client service. Mr. Mulvey, whose agency background includes BBDO, Kenyon & Eckhardt and Maxon, joined C&W in 1954; was elected vice president in May, 1956; senior vice president, member of executive committee and board of directors six months later; has account responsibilities and has been in charge of marketing services (marketing, merchandising, research and media departments). Mr. Geigerich served agency more than 24 years, principally in creative and contract areas, is director of all creative services and continues to direct and supervise important client business.

BITERS OF HANDS

In instance of biting hands that feed them, number of well-known radio-tv stars are teaming up in new editorial promotion film by Shamus Culhane Productions for Curtis Pub. Co. Film, written by *Satevepost* cartoonist Ted Key, is satirical "adult eastern" titled *Showdown at Ulcer Gulch* (Madison Ave., that is) and stars Orson Bean, Bing Crosby, Bob Hope, Ernie Kovacs, Groucho Marx and "other friends" of magazine. It will be screened tomorrow (Nov. 4) to various advertising executives who, Curtis said, have "tired blood" from watching too many statistical reports.

RCA Sees 'Sound Investment' In Expenditures for Color

RCA issued statement Friday to clarify some newspaper reports it had lost $130 million on color tv, references having been made on accounts of RCA-Justice Dept. consent decree (see page 58). Statement declared RCA and NBC have spent almost $130 million in development and introduction of color tv, including scientific and engineering development, manufacturing facilities, broadcast facilities, and programming and promotion.

"We regard these expenditures as a sound investment," RCA said, "in pioneering a new and important service to the public." Statement declared that RCA spent more than $50 million in pioneering black-and-white tv and "that investment was returned many times over." RCA said it expects investment in color tv to produce similar results. "RCA believes today, more than ever before, that the future of television lies in color," company said.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

ELECTION SPECIAL • P. Lorillard Co. (Kent cigarettes) and Whitehall Labs. Div., American Home Products (Anacin) signed for sponsorship of CBS-TV news coverage of 1958 elections. Coverage starts 9 p.m. tomorrow (Nov. 4) until control of 86th Congress has been decided. Lennen & Newell is Lorillard's agency; Ted Bates services American Home.

COCOA PUFF TEST • General Mills (Cocoa Puff cereal), Minneapolis, set to launch test tv campaign this week in 100 scattered markets throughout country, buying into children's programs. Agency: Dancer-Fitzgerald-Sample, N. Y.

SPOTS FOR GENIE • Colgate-Palmolive's answer to Lestoil, Genie, starting to sign 52-week spot schedules this month in both radio and tv, already is understood to have lined up 50 markets. Agency: Street & Finney, N. Y.

GENERAL FOODS BUYING • General Foods Corp. (Minute potatoes), White Plains, N. Y., is beginning five-week spot tv campaign in six scattered markets today (Nov. 3), utilizing daytime minutes. Agency: Foote, Cone & Belding, N. Y.

HOLIDAY PUSH • Bourjois Inc. (Evening in Paris perfumes,) launching three-week pre-Christmas tv spot push in excess of 100 markets starting Dec. 1. Buying, not yet completed, being done by Lawrence C. Gumbinner Adv., N. Y.

DUPONT ADDING • E. I. DuPont de Nemours Inc., Wilmington, Del., which earlier in fall began using tv spot to promote nylon carpeting, supplementing present schedule with additional markets, concentrating on women's shows. Agency is BBDO, N. Y.

WCHV Charlottesville, Va., Sold

WCHV Charlottesville, Va., sold by Charles and Emmalou Barham to Eastern Broadcasting Corp. for $200,000, it was announced Friday. Eastern's principal stockholder is Roger A. Neuhoff and wife. Mr. Neuhoff is sales planning coordinator at WRC-TV Washington. Station, ABC affiliate on 1260 kc with 5 kw day, 1 kw night, had been sold to Nash L. Tatum Jr., announcer at WCHV, but sale was not consummated. Current sale handled by Blackburn & Co.

at deadline

Independent Senate Candidate Held Entitled to Equal Time

FCC Friday knocked the props from under argument by KBMB-TV Bismarck, N.D., against giving free time to A. C. Townley, independent candidate for U. S. Senate, equal to that given Democratic candidate Raymond Vendsel. Both seek to unseat incumbent GOP Sen. William Langer.

Station had refused time to Mr. Townley, taking position he was not legally qualified candidate because he was not "duly nominated" by "commonly known" political party, did not have permanent residence in North Dakota, his eligibility to serve if elected was questionable, and he did not appear on KBMB-TV in his own behalf as candidate.

FCC contacted state attorney general, who said records show Mr. Townley to be legally qualified. FCC relayed this information to KBMB-TV, adding that "any appearance" on radio-tv by candidate constitutes use under Communications Act.

AT&T Files Temporary Boost In Rates for Teleprinter Service

AT&T filed Friday new temporary teleprinter rate increases, following FCC permission last week to withdraw earlier tariff which has been target of more than 20 individual protests. New tariff meets conditions imposed by FCC. New charges will go into effect Dec. 1 unless suspended by FCC; if allowed, rate increases will boost AT&T's earnings about $8.4 million annually, with average increase about 19%. Last summer AT&T asked FCC to approve $11 million increases averaging 25%, but Commission suspended tariffs pending hearing. Among objectors is NAB which last week sharply criticized AT&T effort to raise teleprinter rates on temporary basis without waiting for action on higher permanent basis. NAB called for "full and adequate" hearing upon nature and justification for interim rate increases. FCC hearing on increases is scheduled for Nov. 12.

HOW IT HAPPENED

They said in Great Britain "it will never happen here" when charges of irregularities were made against the United States *Twenty-One* quiz program. A British competitor, Stanley Armstrong, charged he had been supplied advance tips to questions on the contest in that country. Mr. Armstrong complained to Independent Television Authority which called in former attorney general, Sir Lionel Heald to make investigation. Complainant was bumped off show after winning 30 pounds ($84).

FCC Claims Inability to Act On California Clergy Protests

FCC Friday told protesting California clergymen—all of whom raised ned about injection of "religious bigotry" in radio spots on controversial Proposition 16 (see page 74)—that its hands were tied since there wasn't time to follow procedure in this instance.

Proposition 16 provides for repeal of tax exemptions for private and parochial schools. Adherents, through paid radio copy which ran last week, charged Roman Catholic hierarchy had issued orders to all Catholics in California to oppose referendum and implied President Eisenhower and Vice President Nixon favored item.

Telegram sent to eight ministers—not all RC clergy—and one organization stated it is FCC practice to advise stations of complaints and afford them opportunity to comment. Since protest telegrams did not identify stations, Commission said it was unable to act. Telegram related provisions of no censorship section of Communications Act, advised that selection of broadcast material is responsibility of licensee and that Commission has held that when licensee broadcasts one side of controversial issue he has responsibility to see that opposing viewpoint is presented.

NBC Appraises CBS Radio Plan

"I sincerely hope that every network can finalize on a formula which will make it a strong competitor," Matthew J. Culligan, executive vice president in charge of NBC Radio, said Friday. He was commenting on CBS Radio's new "Program Consolidation Plan" (early story page 33). "The NBC Radio Network developed its pattern for progress over two years ago," he continued, "and proved the logic of that pattern by moving to a point where NBC Radio now has 48% of the sponsored hours on three networks (figures for other network, Mutual, are not available)." In past, CBS has challenged NBC Radio's 48% claim as meaningless, on grounds that commercial formats are not comparable.

ABC-TV Plans Co-Op Promotion

New co-op audience-promotion advertising campaign authorized by ABC-TV in meeting last week with managers and promotion men from affiliates in number of so-called "Trendex cities" (those covered in Trendex multi-city surveys, where all three networks compete). Officials say meeting was held to discuss promotion, exploitation, advertising and programming—for nighttime programs as well as day—and also to prepare for meeting of all ABC-TV primary affiliates Nov. 19 in New York.

PEOPLE

MANN HOLINER, onetime partner in Lennen & Mitchell (now Lennen & Newell) and producer of such radio programs as *Hollywood Playhouse* and *Bob Benchley Show,* shot and killed himself late Thursday in Hollywood. He was 60.

THOMAS C. DILLON, vice president and director of BBDO, Los Angeles, named head of marketing, research and media for agency, effective Jan. 1, 1959, assuming responsibilities in these areas which have been held by **FRED B. MANCHEE,** who last week submitted his resignation as executive vice president-treasurer of BBDO, New York, effective Dec. 31 (see story, page 48).

RAYMOND W. WILD, vice president, MCA-TV, to Gross-Krasne-Sillerman Inc., as vice president for central division, Chicago.

CALVIN MERRICK, formerly art director and supervisor for Grant Adv. and Leo Burnett Co., announces opening of own specialized art consultant service in Pure Oil Bldg., Chicago, effective today (Nov. 3). He has planned and directed such accounts as Dodge, Pure Oil, Quaker Oats, Meat Institute, RCA, Admiral Corp. and Firestone.

ROBERT B. TWIDDY, formerly advertising director of Philip Morris, N. Y., has joined Kenyon & Eckhardt, N. Y., as account executive.

DONALD C. PALMER, former account executive at KGFJ Los Angeles and KFOX Long Beach, to manager of newly-opened L.A. office of Meeker Co., station representative, at 6362 Hollywood Blvd.

Miami Deadline Deferred

Deadline for filing briefs in Miami ch. 10 rehearing was moved from today (Nov. 3) to next Monday (Nov. 10). Judge Horace Stern, special examiner who heard case in September, approved Friday request by Justice Dept. for extension. Justice is *amicus curiae* in proceeding. Date for oral argument still remains Nov. 17.

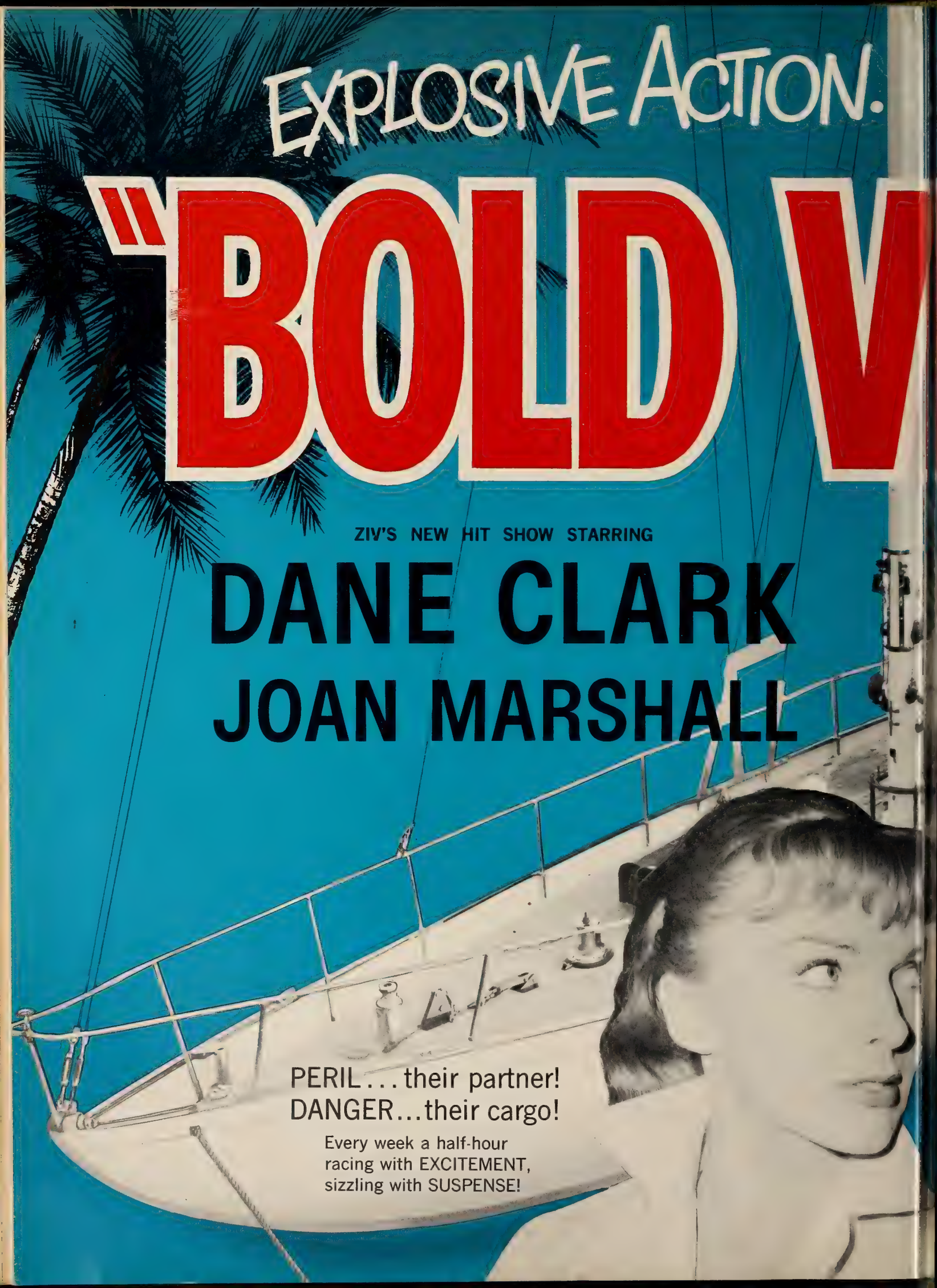
AFTRA Alerts Locals to Strike

American Federation of Television & Radio Artists is understood to have instructed local leadership in New York, Los Angeles and Chicago to begin making preparations for possible radio and tv network strike after Nov. 15, when current pact with networks ends. Main stumbling block in negotiations: rate and method of payment for videotaped programs and commercials.

D. C. Bar Group to Meet

J. Sinclair Armstrong, assistant secretary of Navy and former chairman of Securities & Exchange Commission, will address Administrative Law Section of District of Columbia Bar Assn. Nov. 6 at Mayflower Hotel, Washington. His subject will be "Who Oversees the Oversighters?"


MYSTERY!
SUSPENSE!
INTRIGUE!
RACING SEAS!
CALYPSO!
NEW... from
ZIV
A FRESH NEW
EYE-FULL!
A THRILLING NEW
EAR-FULL!
TV's MOST
ACTION-FULL
NEW SERIES!


EXPLOSIVE ACTION.
"BOLD V
ZIV'S NEW HIT SHOW STARRING
DANE CLARK
JOAN MARSHALL
PERIL... their partner!
DANGER... their cargo!
Every week a half-hour
racing with EXCITEMENT,
sizzling with SUSPENSE!

IN THE COLORFUL CARRIBBEAN!

ENTURE"



From the Florida Keys to Trinidad...

ADVENTURE

in every port of call!

A HERO you'll always remember . . .

A HEROINE you'll never forget!

ZIV Television

ZIV'S NEW ONE-OF-A-KIND SERIES . . .

"BOLD VENTURE"

MORE
ACTION
PER MINUTE!

MORE
OUTDOOR ADVENTURE
PER HALF HOUR!

MORE
HEROIC DRAMA
PER WEEK!

. . . to give YOU More VIEWERS!
More SALES! More PROFITS!

Compelling **MERCHANDISING** and **PROMOTION AIDS** help you win immediate audience acceptance, build market-wide interest and enthusiasm, pave the way to greater selling success!



ZIV Television

starring DANE CLARK • JOAN MARSHALL

BELL SYSTEM SCIENCE SERIES

The bold imagination which made the first Bell System programs exciting adventures into unknown worlds for the home viewer was unhappily absent Oct. 23, when the first of this season's series, "Gateways to the Mind," was broadcast on NBC-TV. What had been looked forward to as an interesting, informative hour turned out to be an exposition of the physical-physiological-psychological process by which physical sensations are translated into mental experiences. The subject is standard high school fare and, presented simply and factually, is of interest to most teenage students. But the process is generally understood and nothing new was added by "Gateway," either by the sprightly educator Frank Baxter or the producers. Personifying the senses by giving each a cartoon character who traveled from a sense organ through the nervous system to the brain (pictured as a sort of master control room) did more to reduce the proceedings to the juvenile level than to make them interesting to adults. All in all, "Gateways to the Mind" was an elaborately presented bore.

Production costs: Approximately $375,000.
Sponsored by The Bell Telephone Companies through N. W. Ayer & Son, N. Y., on NBC-TV, Oct. 23, 8-9 p.m., EST, in color and black-and-white.
Produced on film by Warner Bros. under personal supervision of Jack L. Warner; producer-director: Owen Crump; writer: Henry F. Greenberg.
Special advisers: Dr. George Wald, principal adviser; Dr. Frederick Crescitelli, consultant; board of scientific advisers: Dr. Ralph Bown, chairman; Dr. Warren Weaver, vice chairman; Dr. George W. Beadle, Dr. John Z. Bowers, Dr. Paul Burkholder, Dr. Farrington Daniels, Dr. Maurice Ewing, Dr. George R. Harrison, Dr. Clyde Kluckhorn, Dr. John R. Pierce; executive co-ordinator: Donald Jones.

THE HIDDEN REVOLUTION

"Man, having conquered the physical world, has failed to conquer himself. That is the tragic paradox of this atomic and sputnik age." These words of Prime Minister Nehru of India suggested the theme for *The Hidden Revolution*, a six-part Unit One production of CBS News' public affairs department.

If man has been unable to meet the challenge created by accelerated technology, CBS News, at least, can be praised for its outstanding analysis of the hidden forces (social consequences of scientific discovery) at work in America today. Narrator Edward R. Murrow was at the helm of this "journey through change," which took cognizance of the unprecedented demands on America's social institutions.

Taped statements by leaders in both the scientific and non-scientific fields were tied effectively by Mr. Murrow into provocative discussion. Ports of call on CBS' itinerary: natural resources (plundered); the "exploding metropolis" ("blacktop" culture); "corporate living" (conformity); politics (today's politician lacks the scientist's curiosity); government (complex life acquires more of it); national defense (nuclear age weapons controlled by horse-and-buggy-day thinkers); agriculture (fewer but larger farms); future space age developments (fresh water from the seas, electricity from controlled nuclear fusion), and others.

Deep research, superb editing and the remarkable sense of urgency in Mr. Murrow's delivery were successfully combined in a realistic appraisal, as concise but yet complete as is possible in a one-hour presentation.

Production costs: Approximately $10,000.
Sponsored by Nationwide Insurance Co. through Ben Sackheim Inc. on CBS Radio in six one-hour parts, subsequent times to be announced. Started Oct. 22, 8-9 p.m. EDT.
Executive producer and writer: James Flemming; associate producers: Richard F. Siemonowski, Arthur Rabin.

THE RED SELL

It is ironic that a nation of supersalesmen and advertising tycoons should find itself stultified in the international battle for the mind of man. More so when one considers the crudeness and baldness of Soviet propaganda since it is manufactured, assembly-line style, by men and women who only yesterday emerged out of their dark ages.

This, in essence, was "the message" contained in a two-part study of "The Red Sell." The first part—premiering the second season of CBS-TV's award-winning *The Twentieth Century*—was shown Oct. 26. A sequel, "Report From the Targets," was seen last week in the 6:30-7 p.m. EST slot.

Part I — subtitled "The Propaganda Mill"—was fast-moving, exciting and raw stuff detailing not only the workings of Agitprop, the central committee's propaganda arm, but also showing heretofore classified films produced in Moscow and secreted across the Iron Curtain by sources CBS producer Burton (Bud) Benjamin declines to identify. Part II—in which a host of CBS newsmen commented on the effectiveness of the Soviet program to isolate and discredit the West—failed to live up to the crispness and pace of Part I of the show. There was too much hedging, too little concrete sampling of the Soviet successes. Only Cairo correspondent Frank Kearns was frank enough to admit to USIA's failure and Agitprop's triumph. Said he: "I'm depressed and tired . . . of watching the Communists win almost every single battle. . . . It's not only later than we think. . . . It's almost too late."

The stock list of superlatives hardly covers *The Twentieth Century*. Suffice to say—even with the inherent weakness of the follow-up report—these two programs did not detract from the standing of the series. It's a good thing the Prudential Insurance Co. of America does not maintain a Moscow bureau; surely it, too, would be closed this day.

Production costs: Approximately $85,000 for two-week sequence.
Sponsored by Prudential Insurance Co. of



MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio



How
DEEP
is the
MARKET?



How
HIGH
is the
COST?

PETERS, GRIFFIN
S P O T R A

NEW YORK 250 Park Avenue Yukon 6-7900	**CHICAGO** Prudential Plaza Franklin 2-6373	**DETROIT** Penobscot Bldg. Woodward 1-4255	**HOLLYWOOD** 1750 N. Vine St. Hollywood 9-1688
ATLANTA Glenn Bldg. Murray 8-5667	**DALLAS** 335 Merchandise Mart Riverside 7-2398	**FT. WORTH** 406 W. Seventh St. Edison 6-3349	**SAN FRANCISCO** Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both–is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

The PGW Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

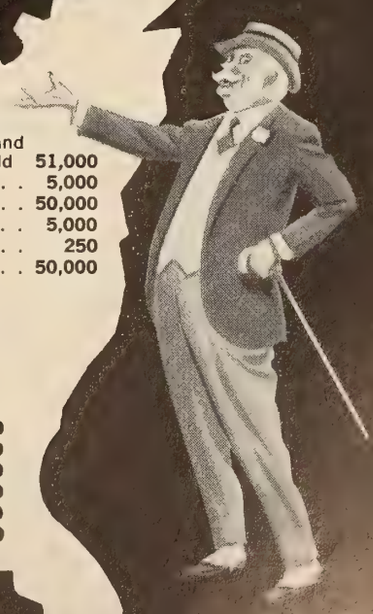
WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

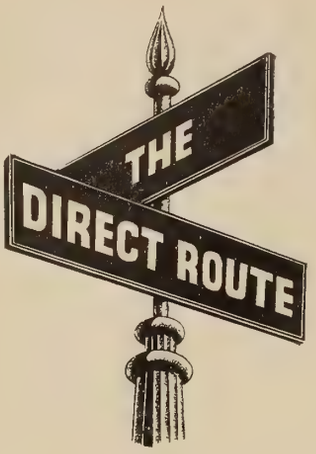
Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000



WOODWARD, INC.

D I O



Smart advertisers take the KOA-Radio route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA for:

COVERAGE: KOA travels into 302 counties of 12 states . . . covering over 1,100,000 square miles and populated by approximately 4½ million people.

POWER: KOA's powerful 50,000 watt voice is heard throughout the West . . . reaching listeners on *both* sides of the Continental Divide.

ACCEPTABILITY: KOA programming is carefully planned for listener enjoyment. Since 1924, KOA-Radio has been a respected friend to Westerners. They have learned to depend on popular KOA and NBC personalities and programs for truly informative and entertaining radio listening.

SALES: The KOA-Radio route is the West's best way to sell your product to over 4 million potential customers. Remember, it's *results* that count!

GET ON—
STAY ON*—KOA-RADIO!
It's the only station you need to route your product directly to the entire Western market.

*(*most advertisers do!)*

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC
Represented nationally by
Henry I. Christal Co., Inc.
9/58

America through Reach, McClinton & Co. on CBS-TV, Sunday, 6:30-7 p.m., EST. Oct. 26 and Nov. 2.

Producer: Burton Benjamin; associate producer: Isaac Kleinerman; writers: Marshall Flaum, Marvin L. Kalb; photographers: Wade Bingham, Paul Bruck, Martha Talreja, Veikko Itkonen, Peter Glushanok; film editors: Robert Collinson, Aram Boyajian; film researchers: Mel Stuart, James McDonough; production manager: Robert Asman; narrator: Walter Cronkite.

77 SUNSET STRIP

ABC-TV's entry into the crime-with-sophistication program class, *77 Sunset Strip,* started its regular weekly 60-minute telecasts Oct. 17, following a 90-minute introductory program, made for theatre exhibition but used on the air at the sponsors' insistence, despite a somewhat different line-up of characters than is employed in the tv series.

In "Lovely Lady, Pity Me," which began the hour-long program the following week, a lovely lady in distress (Jeanne Cooper) is rescued from the clutches of a dastardly blackmailer (Peter Breck) by the blackmailer's employer, private detective Efrem Zimbalist Jr. In the process Mr. Zimbalist, or Stuart Bailey as he is called in the series, finds himself entwined with a voluptuous blonde (Kathleen Crowley), embarrassed by the dead body of the blackmailer in his (Bailey's) office and almost imprisoned for the murder by the blonde's machinations.

Co-star Roger Smith, as Jeff Spencer, Bailey's partner, did not have a great deal to do in the initial show, but did that little pleasantly. Edward Byrnes, as a jive-talking parking lot attendant, and Jacqueline Beer, as the detectives' secretary and switchboard operator, are unusual characters that make attractive members of the continuing cast. Another regular is Barney Phillips in the role of Police Officer Coletti, an essential staple of all crime shows.

Characters in *77 Sunset Strip* hang out in Dino's, a reasonably accurate copy of an actual establishment on the actual Sunset Strip owned by Dean Martin, who may actually make an appearance some time during the series. If *Strip* maintains its starting pace, it could provide some good relaxed televiewing, at a strictly noncerebral level.

Production costs: Approximately $82,000. Sponsored by Whitehall Lab. Div. of American Home Products, Carter Products and American Chicle Co. through Ted Bates, Ford Div., Ford Motors through J. Walter Thompson, and Harold F. Ritchie Co. through Kenyon & Eckhardt, on ABC-TV, Friday, 9:30-10:30 p.m. EST. Started Oct. 10.

Produced by Warner Bros.; executive producer: William T. Orr; producer: Howie Horowitz; director: Douglas Heyes; written by James O'Hanlon and Douglas Heyes, based on a novel by Roy Huggins.

BOOKS

TELEVISION ADVERTISING by Clark M. Agnew and Neil O'Brien. Published by McGraw Hill Book Co., New York City. 330 pages. $9.50.

Mr. Agnew and Mr. O'Brien take the reader on a tour of the television campaign in preparation—from the writing of different types of commercials to the creation of storyboards and their use by agency, sponsor and producer, through planning, production, media selection, merchandising and public relations. Pointers on all phases of live and film production are given as well as tips on camera shots, lighting, makeup, techniques, equipment and even cost-cutting. Motivation studies and "ratings" are discussed thoroughly with emphasis also put on color, pay tv, subliminal advertising and videotape. This volume should be useful to both the beginner in the field and to the specialist for an insight into other phases of television advertising.

WISDOM, Conversations With the Elder Wise Men of Our Day, edited by James Nelson. Published by W. W. Norton & Co., New York City. 273 pages and photograph illustrations. $3.95.

NBC-TV's continuing *Wisdom* series is an impressive cultural contribution in itself. The willingness to transfer the Elder Wise Men sound tracks to print affirms the electronic backers' sincerity in the enterprise. And a successful enterprise it has been. The conversations with musicians, philosophers, architects, heads of state, writers, painters and titans of diverse fields were well realized as filmed telecast, reflecting the care taken by producer Robert Emmett Ginna, his associate, Beatrice Cunningham, and Donald B. Hyatt, head of the NBC-TV special projects unit. The distilled wisdom is still fascinating in print, as edited by the manager of program services for NBC's special projects. An especially thoughtful addition is the list of works by the subject included at the end of each printed interview. *Widsom* should prove a noble promotional asset.

THE BADGE by Jack Webb. Published by Prentice-Hall, Englewood Cliffs, N. J. 310 pages with photographs and a glossary of police terms. $4.95.

For those interested in the method of operation and lives of the Los Angeles Police Dept., Jack Webb's book offers a clear insight on the subject. The treatise might be considered a consolidation and expansion of the material gathered for presentation on Mr. Webb's *Dragnet* series on radio and tv, plus other material which understandably would not meet with the approval of the NAB codes. It is apparent from the author's writing that he has earned his LAPD lieutenant's badge and that he will continue to have access to the files of the department for his program for as long as he wants.


On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results–yes, including ratings, too–
WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.
"All I hear is wmgm"
wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts
The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.

COLONEL FLACK has success written all over him. In just sixty days on the market, Flack syndicated sales zoomed over the $1 million mark!

Big markets, small markets, *all* markets have gone Flack-happy. Sponsors? Beers, oils, foods, utilities and banks. Heidelberg Brewing in 10 markets, Pacific Gas & Electric in 8 markets, Standard Oil of Texas in 7 markets, Bell Bakeries in 6 markets, Kroger in 5 markets. Midland Federal Savings & Loan, Colgate-Palmolive, Budweiser, Blue Cross, Progresso Foods. And many others.

Why the excitement? Colonel Flack has *everything*. Comedy ("the only fresh comedy series in syndication," *Variety*); famous stars (Alan Mowbray, Frank Jenks); top-notch production (M-G-M's best); pre-sold audiences (millions of Flack readers in the *Saturday Evening Post*); plaudits ("Good clean fun," John Crosby..."A hit!" *The Billboard*).

Colonel Flack—39 furiously funny half-hours of him—is at your service. Contact...

"...*the best film programs for all stations*" **CBS FILMS**

OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS, SAN FRANCISCO, DALLAS, ATLANTA. IN CANADA: S. W. CALDWELL, LTD., TORONTO

FLACK MAKES FIRST MILLION

FLACK DRAWS BUDWEISER

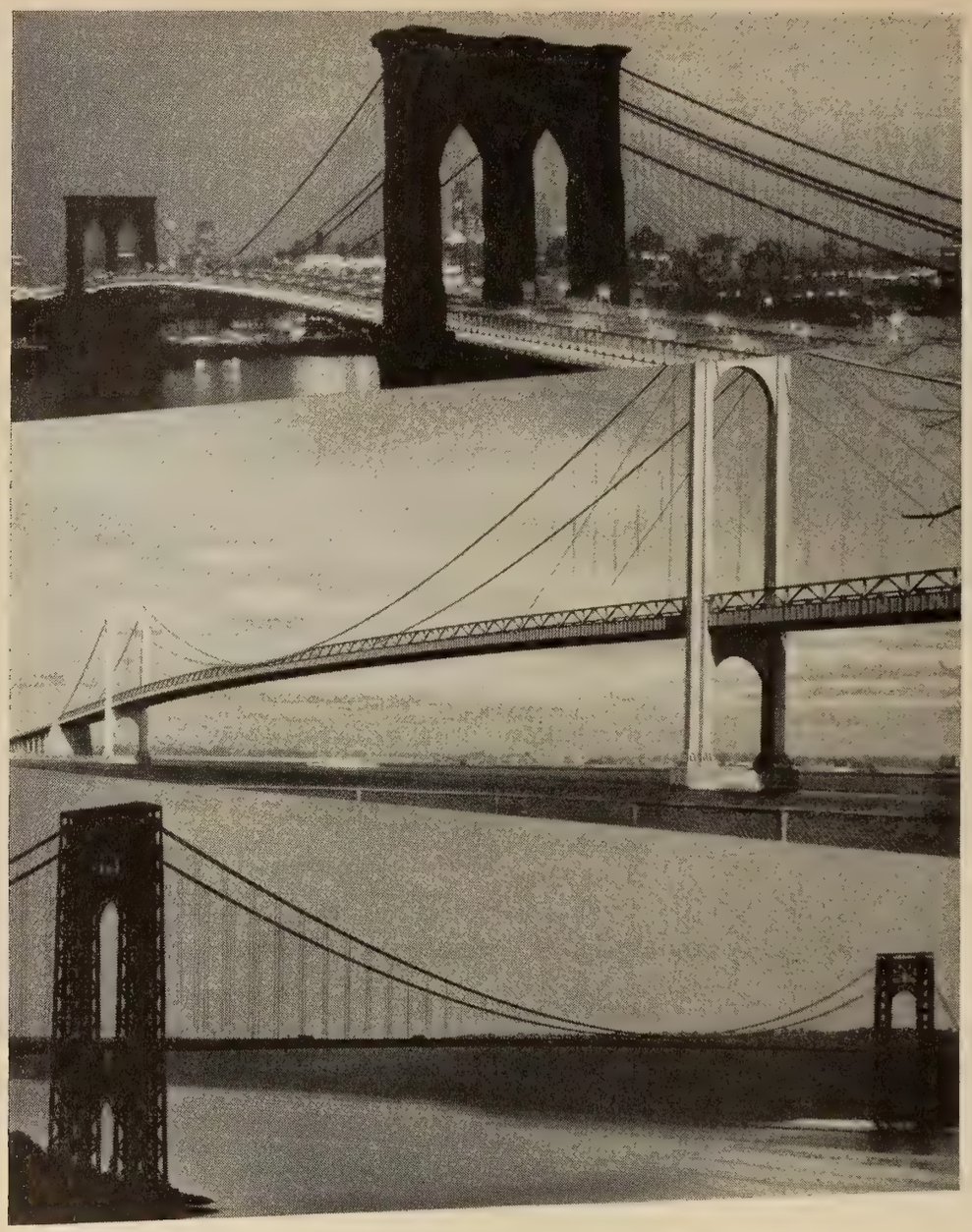
Old Heidelberg Hops

Bakery Raises Dough With Flack

BLUE CROSS BUYS FLACK

COLGATE IN


FLACK STRIKES (STANDARD) OIL
Kroger And The Colonel
FLACK CORNERS UTILITIES
MIDLAND BANKS ON COLONEL FLACK
With Flack
PLAN
A LATHER OVER FLACK
PROGRESSO: FLACK MÒLTO BÉNE



NO MATTER HOW YOU STACK'EM...

you'll find that the best bridge to the huge New York audience is

wmca

The Voice of New York

wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!



When you want us call collect MUrray Hill 8-1500 or contact AM Radio Sales

OPEN MIKE

Ammo for Radio Time Salesmen

EDITOR:

Please send 50 reprints of your sensational "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20]. This success story should make life easier for many a radio time salesman!

L. H. Thesman
General Manager
WCOA Pensacola, Fla.

EDITOR:

As one of the stations participating in the current Wanamaker's screen and storm window campaign for the Philadelphia Wanamaker's store, we were most happy to see the article. There is no doubt whatsoever that the agency, Gresh and Kramer, has hit on a solid radio approach for selling this type department store merchandise. Incidentally, please send 25 reprints.

David A. Moss
Commercial Manager
WKDN Camden, N.J.

EDITOR:

Please send ten copies of "Radio: Wanamaker's Hot Salesman" and five copies of "Radio Adds High Octane To Clark Sales Strategy." [ADVERTISERS & AGENCIES, Oct. 20].

Jim Larkin
WFCR Fairfax, Va.

EDITOR:

Please send us 50 reprints of "Radio—Wanamaker's Hot Salesman."

Fred W. Wagenvoord
General Manager
WKAT Miami Beach, Fla.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

On File at BBDO . . . Also

EDITOR:

Over the past years, we have enjoyed your magazine and gleaned some interesting information from its pages. We also keep an up-to-date file of the magazines.

Joanne Russell
Radio-Tv Dept.
BBDO San Francisco

A Household Must

EDITOR:

Please send a personal copy of the 1958 YEARBOOK. Although we have a copy at the station, I find it a handy little thing around the house. I don't think there is a day that I do not refer to it for something concerning this business . . .

Fred Pelger, Commercial Manager
KYUM Yuma, Ariz.

Accentuate The Positive

EDITOR:

Tom O'Dea of H-R Representatives has very effectively brought into the open one of the primary ills of commercial radio [TRADE ASSN., Oct. 13]. A lack of good



Hardly seems like ten years since Blair-TV became

television's first exclusive national representative

The cake says "Anniversary"—just ten years since Blair-TV began operations in November of 1948, as television's first exclusive national representative.

In those ten significant years, television has outdistanced all other forms of national advertising.

The TV-homes total has leaped from 172,000 in early 1948 to more than 43,500,000.*

Spot television, barely started with 9-million-dollar volume in 1949, is headed toward a 400-million dollar year in 1958.

Yes, in ten significant years television has proved itself the most powerful selling force ever developed. In that development, Blair-TV has taken an active part.

From the outset Blair-TV followed principles thoroughly proved by the experience of John Blair & Company in station representation, including:

Development of a mature staff to concentrate on television exclusively.

Constant selling-through to decision-levels both with agencies and advertisers.

Limitation of our list to stations and markets we could sell effectively.

The start of our next ten years provides a fitting occasion to express our deep and sincere thanks to the stations listed below—stations whose alert cooperation has enabled us to help advertisers take full advantage of the almost-limitless selling power inherent in Spot Television.

*TvB estimate — 10/15/58

BLAIR-TV

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WJZ-TV—Baltimore
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WABC-TV—New York
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

THE BIGGEST NEWS



now it's WTCN-TV



OF ALL-THIS FALL

Buying

IS THE TIME ^ CHANGE THIS FALL

IN THIS INCREASINGLY IMPORTANT TWIN CITIES MARKET

MINNEAPOLIS-ST. PAUL

all the way

BIGGEST SHOWS OF ALL – THIS FALL
BIGGEST AUDIENCE INCREASE OF ALL – THIS FALL
BIGGEST BUSINESS INCREASE OF ALL – THIS FALL
LOWEST COST PER 1,000 OF ALL – THIS FALL

CHANNEL 11

WTCN-TV
ABC TELEVISION
MINNEAPOLIS-ST. PAUL

SEE YOUR KATZ MAN RIGHT AWAY FOR REMAINING AVAILABILITIES

NOW WWTV IS A FETZER STATION—
SERVING THE
"Solid Gold Cadillac"
MARKET!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

YOU need only WWTV, Cadillac, for *effective, low cost coverage* of 36 rich counties in Northern Michigan. Even to approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

NCS No. 3 verifies WWTV's unmatched coverage. Pulse rates WWTV tops in *popularity*, too, with 152 quarter hours out of 168 surveyed.

Check *now* about WWTV and the "Solid Gold *Cadillac*" Market! Add WWTV to your WKZO - TV (Kalamazoo - Grand Rapids) schedule and get all the rest of Michigan worth having!

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

AM – TV – FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

OPEN MIKE CONTINUED

business judgment is shown when stations fight each other for a miserable 5% or 10% of a budget rather than go after a larger share that usually goes to print media. At KNOE . . . we tell our story in such a positive way as to preclude the need for discussing other media.

We sell our station, not our rates, We sell on our merits, not on other stations' demerits. And it's paying off.

Edd Routt, General Manager
KNOE Monroe, La.

The Forgotten Man

EDITOR:

The writer was on vacation at the time information was furnished you for the BROADCASTING YEARBOOK. In sending in the names of personnel my name was omitted through oversight. I have been station manager of KVOX since 1937, a position which I still hold in addition to being a vice president of the corporation.

M. M. (Manny) Marget
KVOX Moorhead, Minn.

Sees Red at 'Yellow' Charge

EDITOR:

Congratulations on the excellent Oct. 13 editorial entitled "Yellow Journalism." Apparently the print media are finding it difficult to realize they are in second place after so many years of domination. *Newsweek*, which I had always regarded as an ethical magazine, showed a remarkable lack of ethics in its recent front page story deliberately knocking television. I agree that every television station should fight back.

Geoff Stirling, President
CJON-AM-TV St. John's, Nfld.

Spirits of The Past

EDITOR:

Back in 1937 or 1938, when I was on the staff of WOMT Manitowoc, Wis., the station carried liquor advertising. Francis Kadow [general manager] may not remember it, but I do; I wrote the copy.

Calo O. Mahlock, program director
WKJG-TV Fort Wayne, Ind.

[EDITOR'S NOTE: WOMT more recently created a stir with its announced intention of accepting hard liquor advertising (LEAD STORY, Oct. 20, 13)].

Fuel for Auto Prospects

EDITOR:

. . . Client of this agency has requested 20 reprints of "More Support For Auto Buys on Tv" [LEAD STORY, Oct. 13].

J. G. Fedun
McConnell, Eastman & Co. Ltd.
Edmonton, Alta.

EDITOR:

This is to request reprints of "More Support For Auto Buys on Tv". 50 . . .

L. Thomas Christison
Promotion Manager
KOB-TV Albuquerque, N. M.

[EDITOR'S NOTE: Reprints are available at ten cents each.]

a unique new(s) service with new techniques—available by wire, tape or FM.

First time for Independents—World-wide news and feature coverage comparable to finest network news service. A fresh program source—a new idea—at realistic cost—to help you sell more and make more money.

Top Overseas and national stories with full Washington coverage.
• schedule is flexible for late-breaking news • daily, short-wave or telephone reports by correspondents in world capitals and trouble spots • excerpts from Presidential, Pentagon and Cabinet news conferences • verbatim highlights of Congressional hearings • important exclusives • actual voices of news makers.

For full details contact: **RADIO PRESS** headquarters,
18 East 50th Street, New York 22, New York—PLaza 3-3822

Correspondents in London, Paris, Rome, Tokyo and major news capitals.

George Hamilton Combs, President • Stewart Barthelmess, Vice Pres. and General Mgr.

NOW... TODAY'S NEWS TODAY!



exclusive for your market...by expert newsmen and well-known newscasters.

RADIO PRESS

RP-1

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER



WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

OUR RESPECTS

to Larry Walker



THE enthusiasms of Larry Walker, president of WSOC-AM-TV Charlotte, N. C., are varied and highly contagious. He is enthusiastic at his desk, at conferences, at meetings. He is especially enthusiastic when he sits on the 55-foot porch at his Blowing Rock, N. C., mountain home, contemplating the hills, the wind and his garden.

At the age of two in Manning, S. C., Larry demonstrated potential piano prowess by playing two solos at a church benefit. The inducement was a toy placed near the piano. Gifted with perfect pitch, he took naturally to music and at the age of nine was playing piano with a summer pop orchestra at Asheville, N. C.

He moved to Troy, N. Y., in 1916 at age 16 (born Nov. 5, 1899), studying at Troy Conservatory. The next year he entered Comstock musical school in New York City, supplementing his musical studies with coaching in college subjects.

The big day came in 1920 when he gave a concert in Aeolian Hall, New York. A year later a theatrical agent heard him in a concert with a symphony orchestra and called on him backstage. The agent told Larry something he had known all along and was beginning to worry about—there's no money in classical music. Paderewski, famed Polish pianist, was in the audience that night. He and Larry had become friends, often having dinner together.

Financial lures were persuasive and Larry opened a piano-vocal routine at the Grand Theatre, Albany, on the Keith circuit. Within a year he was back on Broadway, joining Ned Wayburn, producer of Ziegfeld Follies and other musical shows. Larry's job was to work the music into shape and rehearse the musical numbers.

The excitement of vaudeville was still in his system and in 1925 he went back on the road, playing top theatres in most principal cities. Three years later, when CBS was in its infancy, he started a network program, *Patterns and Prints.* His singing and playing were popular. The network had a programming problem at that time for its Dixie hookup—inability to bring this leg into the regular service. To bolster its Dixie programming, Larry was assigned to WBT Charlotte, N. C., CBS-owned at the time, feeding a nightly program to the southern hookup.

BY that time Larry Walker was a veteran trouper despite the fact he was just in his late twenties. He had accompanied George Jessel on the comedian's first program and had played with Edgar Bergen, Jack Benny, Ethel Barrymore, Ben Bernie and many other famed entertainers.

In 1933 he married Pat Curlis, also a musician, whom he had met at Irving Berlin's office in New York. They went to Miami for a honeymoon but stayed three years, including work at WQAM there.

Carolina was in his blood, however, and he returned to Charlotte. At WBT he performed as announcer-entertainer, producer and director, did odd jobs and became familiar with every operation in a major (50 kw) radio station. Eventually he became program director and began to show an interest in the executive end of the station. After Jefferson Standard Life Insurance Co. bought WBT from CBS, he became a vice president of the broadcast subsidiary as well as assistant manager and secretary-treasurer.

When WBTV (TV) went on the air in 1949, he found a new and stimulating interest. After two years he accepted a job with WSOC Broadcasting Co., becoming vice president of one of three applicants for ch. 9 in Charlotte.

WSOC won the three-way battle and Executive Vice President Walker put the station on the air a year-and-a-half ago.

Larry Walker has the type of personality that dominates a roomful of people. He radiates charm and his manner is friendly—unusually friendly. He no longer plays the piano because of thrombosis in his right arm, but this doesn't get him down. Actually, he had decided years ago that he had overplayed his pianistic quota and had abandoned the keyboard.

Locally he serves on the boards of Charlotte Chamber of Commerce, Charlotte Symphony, National Conference of Christians & Jews, Oratorio Society, Charlotte Carrousel and Charlotte Executives Society, among others. When he's at Blowing Rock, sitting on the veranda, his troubles disappear into the mountain haze. He returns to his Charlotte desk with a new charge of enthusiasm and a new appreciation of human values.

IN THE PUBLIC SERVICE OF GREATER DETROIT

Marty McNeeley OF **WKMH**

and stars of screen and TV launch

DETROIT'S $15,000,000 TORCH DRIVE





The United Foundation's tenth annual Torch Drive in Detroit was given a rousing sendoff with some of the biggest names in show business. In a ceremony keynoted by the lighting of the huge 54-foot high torch, Ed Sullivan, Kathryn Grayson, Betsy Palmer, Monique Van Vooren and many other headline stars—with WKMH's Marty McNeeley—opened the campaign for $15,700,000 that means so much to the sick, the old, the homeless and the friendless.

Detroit's Torch Drive has set a pattern of unselfish giving for America. It is one of many worthy civic activities that WKMH gives all-out, unstinting support.

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IN PUBLIC INTEREST

HORSE SENSE • The "Hitch Horse Sense to Horsepower" traffic safety campaign conducted for the past year by the Radio & Television Division of Triangle Publications, Inc., has been adopted as the national radio campaign for 1959 by the National Safety Council. The Triangle Stations' campaign and its success prompted Roger W. Clipp, vice president of Triangle's radio and television division, to make it available to the National Safety Council.

RARE BLOOD • WCCO-TV Minneapolis-St. Paul broadcast an appeal for a rare type blood when it learned a Rock Island, Ill., woman was scheduled to undergo blood consuming corrective heart surgery in a local hospital. Over 100 persons with the needed blood type came forth as volunteers.

WORLD AFFAIRS • KGB San Diego, Calif., proved public service broadcasting doesn't have to be dull. In 15 days, KGB broadcast 30 hours from the 16th Annual Institute on World Affairs at San Diego State College. Speakers at the Institute included Nobel prize-winning chemist Dr. Linus Pauling and Rear Admiral Ellis M. Zacharias, Pacific relations expert.

SCIENCE SERIES • WRC-AM-FM-TV Washington have begun series of radio and tv shows designed to stimulate interest in science among youngsters and adults. Six weekly half-hour tv programs, *Edge of the Unknown,* and six weekly quarter-hour radio programs, *No Bounds,* comprise WRC's part in NBC's effort to focus attention on America's need for more trained scientists.

SQUARE SPECTACULAR • WCSH-TV and WGAN-TV, both Portland, Maine, combined facilities to present a tv spectacular from the city's Congress Square. The special remote helped launch the local United Fund campaign.

UNIVERSITY FUNDS • WDRC Hartford, Conn., has produced a series of one minute interviews with prominent local citizens appealing for funds for the new University of Hartford. The interviews have been made available to other area stations for their use.

BLOOD APPEAL • WWRL Woodside, N. Y., broadcast an appeal for a little Long Island girl who needed 40 pints of blood. Less than 24 hours later, listeners had furnished the full quota.

SKY LIGHT • WBZ-TV, WGHB-TV WHDH-TV and WNAC-TV, Boston's four tv stations, cancelled regular programming Monday, Oct. 13, at 7:30 p.m. to present a special United Fund telecast, *Light up the Sky,* from the historic Boston Common.

VIP D.J.'s • WSB Atlanta had 15 prominent business and government leaders take over the duties of its regular disc jockey and news staffs when it staged a special Community Services Day to help boost the local fund drive.



Kluge Radio

programmed in good taste to hold the right audience

Radio time buyers across the nation have learned from experience that the character of the programming determines the character of the listening audience. And it goes without saying that the character of the audience is the key factor in the pulling power of good radio commercials. *Kluge Radio* Stations deliver your advertising to the customers in the best position to do the most for your products.

Evening dress in gold leaf patterned SILK LAMÉ by Lee Claire. Jewelry by D'Vers.

WGAY Greater Washington, D. C. area

WEEP Pittsburgh, Pennsylvania

WKDA Nashville, Tennessee

WINE Greater Buffalo, New York area

KETV Again 1st in Omaha!

September, 1958, Metropolitan Omaha ARB* Proves KETV Consistently Delivers the Largest Audience in the Most Quarter Hours When All Three Omaha Stations Compete!

KETV 126

Station B 94½

Station C 90½

Now Four Consecutive ARB's Confirm KETV's Leadership in the Rich Omaha Market!

Contact your H-R man for full minutes in KETV's Movie Masterpiece and Famous Feature . . . Omaha's highest rated movies.

*September, 1958, Metropolitan Omaha ARB is a secret week report not initiated by KETV.

Ben H. Cowdery, President
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ABC TELEVISION NETWORK

channel 7

OMAHA WORLD-HERALD STATION

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 18 **NOVEMBER 3, 1958**

CBS RADIO TRIES A DIFFERENT TACK

Network trims schedule, will pay stations in programs they may sell

A plan to ease network radio's troubled economics by re-grouping and reducing programming and paying affiliates in free programs instead of money was advanced last week by CBS Radio.

The network's affiliates were given the plan as their fifth annual convention opened Wednesday. They threshed it over for a day and a night and approved it Thursday by a vote of 86 to 9, with 8 abstentions. The plan is slated to become effective Jan. 1, subject to exceptions for any conflicting contracts that cannot be revised by that time.

The majority approval in the New York meeting will be followed by distribution of new affiliation contracts, incorporating terms of the plan, for the signatures of affiliates individually. The network has an estimated 160 paid affiliates. The voters did not include CBS-owned stations.

Clearly dictated by economics, the move pointed up once again radio networking's severe financial plight (also see page 34)—a plight that was viewed in another way by CBS Inc. vice president Richard S. Salant in a different forum last week. Addressing the managers of CBS-owned radio stations, Mr. Salant suggested that "radio's economics may well win the industry's battle for retention of the present limit on tv-network ownership of stations" (see page 88).

CBS Radio's new concept, called the "Program Consolidation Plan" (PCP), gives affiliates approximately 8½ hours of newscasts per week to sell to local or spot advertisers. The stations will pay no co-op fee to the network for these shows. In return the stations will carry, without compensation, programming to be sold by the network. This includes two-hour morning and afternoon programming blocks and a 1¼-hour evening block, Monday through Friday; three hours on Sunday evening, some on-the-hour newscasts, and nine other five-minute newscasts on weekends. Other hourly newscasts are in the package which stations sell.

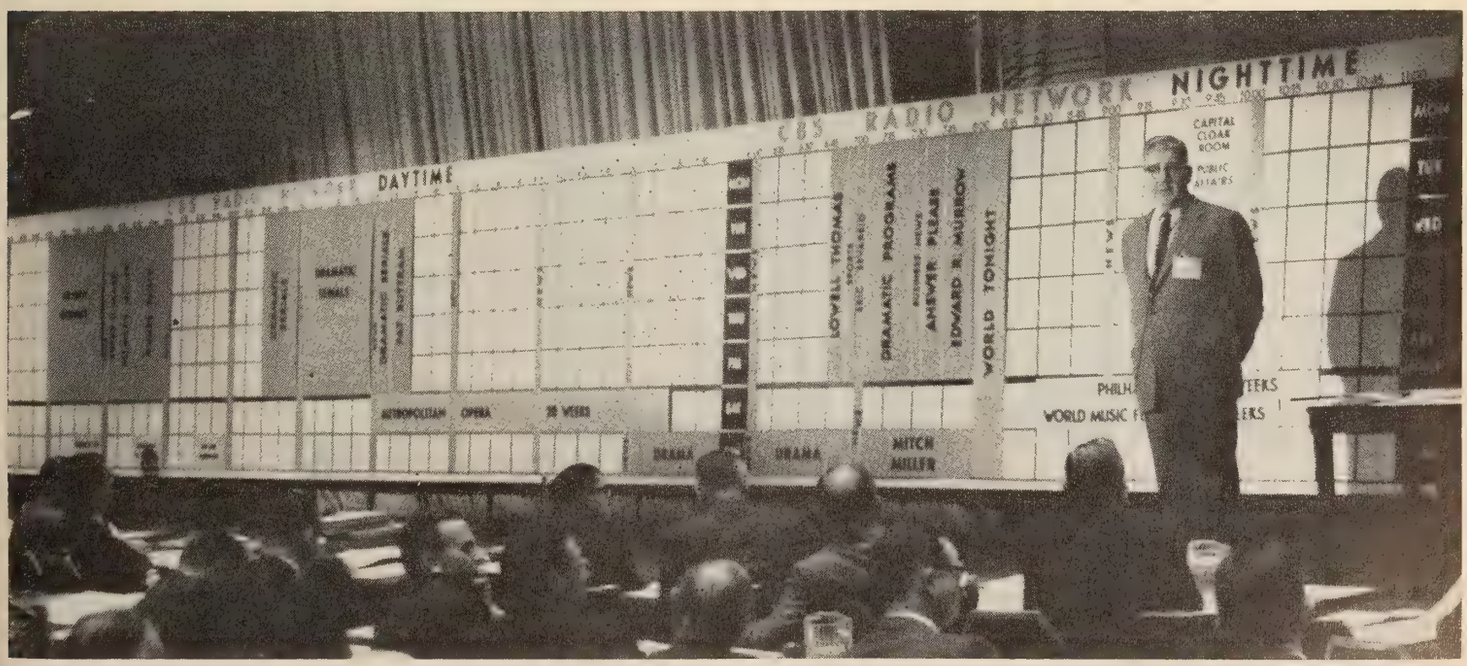
Along with four hours of special features, plus coverage of major national and international events as they occur, this will represent CBS Radio's basic schedule. The features include *New York Philharmonic, Salt Lake City Tabernacle Choir, Face the Nation, Capitol Cloakroom, Church of the Air* and *Unit One.*

The cutback in total program service from the network was estimated to be from the present figure of approximately 90 hours a week to about 50 a week.

CBS Radio officials said they fully expected the new plan to get the network into the black after years of loss operation and to enable the stations to more than recoup what they lose in way of compensation from the network. Bookkeeping will be minimized for both network and stations, officials noted. They acknowledged that some personnel reductions would be made.

Arthur Hull Hayes, president of the CBS Radio Division, told the affiliates:

"This plan is intended to strengthen the



THE CBS PLAN. Before a blown-up program schedule board, President Arthur Hull Hayes of CBS Radio spells out details of new hope for getting network into the black. Concept, endorsed later by the affiliates, calls for "consolidation" and cutback of programming and for station compensation to be replaced by the feeding of free newscasts to the stations for sale to local or spot advertisers. Programs to be supplied for sale by the affiliates consist of about 8½ hours of news including 11 newscasts scheduled on the hour. Programs available for network sale and to be carried by the stations without compensation include a 9:05-11:05 a.m. block of personality programming; two hours (12:30-2:30) of daytime serials; 1¼ hours of news and other programming at night; three hours of drama and music on Sunday evenings (5-8 p.m.) and some scheduled newscasts on the hour and nine newscasts on weekends. The network also will deliver four hours of special features and news as it occurs. The plan is to start Jan. 1.

A HISTORY OF READJUSTMENTS

CBS Radio's new move to beat the economics of radio networking is another link in a chain of readjustments forged by all radio networks over the past seven and one-half years.

Not one of the four national networks has escaped basic change since CBS Radio took the plunge and announced in April 1951 that it would cut rates for afternoon and evening time by 10 to 15%.

Not one of the four is making money. Over the years they have lost millions. Two of them barely escaped extinction.

Further rate cuts, reductions and then increases in station compensation rates, experimentation in programming and in operating concepts—that's the story of network radio since 1951.

The Mutual Pattern • There are both similarities and differences in CBS Radio's new plan and that under which Mutual has operated since June 1957. They are similar in that basic compensation to the affiliates is paid in programming, not cash. They are poles apart in that CBS Radio is cutting back to approximately 50 hours of programming a week while Mutual is on the air 17 hours a day.

Mutual's programming format, essentially news and music, evolved out of a series of changes and proposed changes hammered out by management and network affiliates over a long period. At one time RKO Teleradio, before selling the network to the Paul Roberts group for approximately $550,000, considered folding it [LEAD STORY, July 15, 1957].

Mutual officials report success for the plan to pay affiliates in programs instead of money. Since this system went into effect, they say, 103 affiliates have been added to the MBS network. These officials do not speak with equal fervor about the network's advertising income.

The owners of ABC Radio went through an agonizing reappraisal of their own earlier this year before shaking off the temptation to put the network out of business [LEAD STORY, March 17]. Instead, they cut programming essentially to newscasts, *Breakfast Club,* religious and public service shows and started to build back from there. Currently ABC Radio programs 27 hours a week.

Traditional Deals • NBC has compensation arrangements of the traditional type with its affiliates. So does ABC Radio, with a few exceptions. In the case of ABC's *News Around the World,* for example, the network sells the first five minutes and in return the stations are free to sell the rest. Similarly, ABC affiliates get no payment for carrying the first half of the Notre Dame football games but are permitted to sell the second half locally.

NBC Radio currently programs 69½ hours a week and at its meeting with affiliates 10 days ago announced plans for elaborate new programming [NETWORKS, Oct. 27]. It was indicated, however, that the new shows would preempt existing programming in one case and, in the other, be inserted into *Nightline* and the weekend *Monitor,* at least at first. Thus there was no indication that the number of program hours would be increased immediately.

NBC officials told their affiliates that in October 48% of all sponsored time on three networks (Mutual figures were unavailable) was on the NBC Radio network. CBS maintains, however, that these figures are meaningless, on the theory that NBC sells six- and ten-second announcements while CBS does not and that such diverse computations are not comparable.



SPECIAL COMMITTEE of three affiliates worked secretly with CBS Radio officials for the past two months to plan the new network operations. Members were (l-r) Charles Caley, WMBD Peoria, who is also chairman of the board of the CBS Radio Affiliates Assn.; John S. Hayes, WTOP Washington, vice chairman of the board, and Lee Wailes, Storer Broadcasting Co., director-at-large. These three plus Worth Kramer, WJR Detroit, also a director-at-large, are the officers of the CBS Radio Affiliates Assn., and they were unanimously re-elected last week for the 1958-59 term during a meeting of the affiliates association board. Other members of the board of directors of the association are: Joseph K. Close, WKNE Keene, N. H., District 1; George M. Perkins, WROW Albany, District 2; Harold P. Danforth, WDBO Orlando, Fla., District 4; Hoyt B. Wooten WREC Memphis, District 5; Joseph M. Higgins, WTHI Terre Haute, District 6; Frank Fogarty, WOW Omaha, District 7; J. C. Kellam, KTBC Austin, Tex., District 8, and Westerman Whillock, KNOI Boise, District 9. Mr. Hayes represents District 3.

audience values and the financial stability of both the CBS Radio network and its affiliates, without whose continuing strength the values of network radio to the people of this country would not exist.

"By consolidating our schedule we are enabling our affiliates to program local programs over longer periods and to integrate their programs into the network schedule, which will feature not only news in depth as in the past but a continuing schedule of on-the-hour reports by CBS news correspondents. But the audience values and the financial stability of our affiliated stations and the network will be increased."

The affiliates convention on Thursday adopted a resolution approving PCP and commending the group which developed it, and the board of directors of the CBS Affiliates Assn. issued this statement:

"The board feels that both stations and network will be strengthened through implementation of this plan. It will further stablize program structures of individual stations and the network, resulting in larger audiences for stations and advertisers and a greater service to the public, particularly in the areas of national and international news. It will also permit stations to program with even greater effectiveness with regard to special home area situations and unique community needs."

Affiliates for the most part had no inkling that the plan was coming until they reached New York for their annual session—this although it was disclosed later that a committee of affiliates and network officials had been working on it for two months.

No Revolt • Generally, reaction was favorable from the first. There was some uncertainty, and some affiliates expressed reservations. But at no time was there any indication that a revolt against the plan would develop. With relatively few exceptions, even those who felt the plan would cost them money—and there was quite a number of these—said they would go along with it. Most of these took the position that the proposal was going to be adopted anyway and that accordingly they had no alternative, except to leave the network.

But many affiliates, according to some of this group, said they voted "yes" because they had the impression that the question really was whether they wanted this plan or, alternatively, wanted to see the network go out of business.

Others, however, quoted President Hayes as telling them that if a majority rejected the plan the network would "have to come up with something else" as a substitute.

One major affiliate is known to have said he would "consider" disaffiliating—but he also indicated that it would be a difficult decision to make. But another predicted that with the newscasts to offer to local and spot advertisers he would get more new business in two or three weeks than he gets in compensation from the network in a month.

Among the majority of those who objected to the concept, the big question was not only the loss of compensation but the prospect of having to lay out more money to program the hours vacated by the net-

work. The consensus was that records would be the principal replacement.

At the other extreme, those favoring the proposal felt that the new schedule would offer all the network service they needed.

The reaction among other networks varied. NBC Radio, which had just completed an affiliates meeting at which its leaders reported gains in both network sales and station compensation [NETWORKS, Oct. 27], had no official immediate comment.

ABC Radio officials thought it "interesting" and also "amazing," while Mutual authorities—who installed the "swap time" system in lieu of station compensation more than a year ago—felt that CBS had hit upon a successful tactic in that respect.

In the station representation field, where critics have consistently accused networks of encroaching on the spot field and failing to uphold rate structures, the first reaction was that by eliminating station compensation CBS Radio had got into position to sell time at whatever rates it wanted. Network officials countered with a denial of any intention to weaken the rate structure.

Although the details are not firm and therefore are subject to change, the division between station time and network time was tentatively arranged as follows (all times are Eastern Standard Time):

Station time — *World News Roundup* (Mon.-Sun., 8-8:15 a.m.) and *World Tonight* (Mon.-Sun., 8-8:15 p.m.); five-minute newscasts at 9 a.m., 12 noon, 1, 4, 5, 8 and 10 p.m, all seven days a week except 4 and 5 p.m. when Metropolitan Opera is being broadcast on Saturdays; 6 and 9 p.m. five-minute newscasts six days a week.

Network time—9:05 to 11:05 a.m. Monday through Friday; 12:30 to 2:30 p.m. (except 1-1:05 newscast) Monday through Friday; five-minute newscasts at 3 p.m. outside its programming blocks; 6:45-8 p.m. Monday through Friday, 5 to 8 p.m. Sunday, and nine five-minute newscasts on weekends.

Into the morning block CBS Radio tentatively plans to put Arthur Godfrey, Peter Lind Hayes and Mary Healy, Howard Miller and Art Linkletter. The two-hour block in the afternoon will consist of daytime serials and the evening block is expected to include a shortened Lowell Thomas newscast at 6:45-6:55 followed by a five-minute sports roundup, plus other programming winding up with the Edward R. Murrow newscast at 7:45-8 p.m. On Sundays CBS plans to install drama from 5 to 7 p.m. and Mitch Miller from 7 to 8.

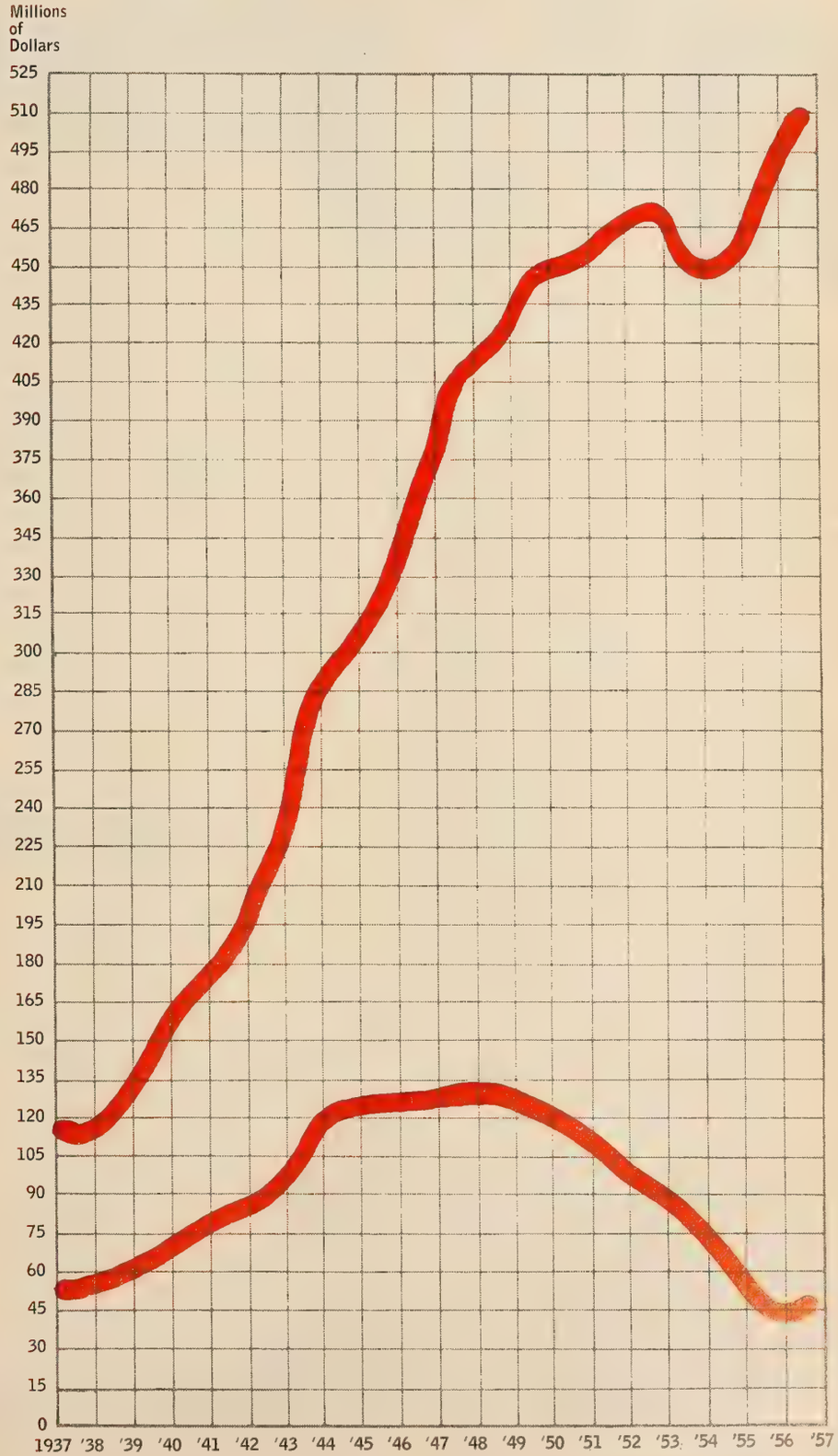
For sponsored network programs carried outside of network time, officials said, the affiliates will be paid at a rate yet to be worked out. The Metropolitan Opera broadcasts were cited as one example of programs for which stations will get compensation.

30-Year Affiliates Honored

KOIN Portland, Ore., and WCCO Minneapolis were honored Thursday (Oct. 30) for their 30 years of affiliation with CBS Radio. Trophies and citations were presented by CBS Radio President Arthur Hull Hayes to Harry H. Buckendahl, KOIN general manager, and Larry Haeg, WCCO general manager, at the closing session of the affiliates' convention in New York.

RISING WHOLE, FALLING PART

In the past two decades total radio time sales (top curve in chart below) have risen steadily, at times spectacularly, except for a dip in 1954-55. Network times sales (bottom curve) rose steadily too, until hit by the television era in 1949, but even before tv they had begun to account for less and less of the total time sales of radio. Top curve represents total net time sales (local, spot and network) after frequency and promotional discounts but before deduction of agency and rep commissions. Bottom curve represents network net time sales. All figures are from official FCC reports except those for 1957 which are BROADCASTING estimates.



TELEVIEWERS' ARDOR HIGH AS EVER

- **C&W's Cunningham recants 'boredom' forecast of '57**
- **Videotown survey to show tv sways independent voter**

Television viewing shows *no* signs of "dropping off."

That was stated by John P. Cunningham, Cunningham & Walsh president, as he addressed the San Francisco Advertising Club Wednesday (Oct. 29) [CLOSED CIRCUIT, Oct. 20].



MR. CUNNINGHAM

Mr. Cunningham said his statement was based on the 11th annual survey of "Videotown," a C&W - conducted study of tv viewing habits. The survey is slated for general release next week.

Mr. Cunningham said Videotown results showed the total viewing time per person for the entire week at 22 hours and 7 minutes (or "about 20% of one's entire waking life.") He recalled that the survey showed a drop of a few minutes per day for the past two years "but it's back to its all-time high this year."

He also noted that housewives are "back to radio—particularly in the morning . . . they listen . . . for a total of 7 hours and 54 minutes on the five weekdays, Monday to Friday—a striking increase of 60% over 1957." In the morning, he said, housewives listen to radio 6 hours and 44 minutes each week, while in tv, women watch 1 hour and 10 minutes. Highest point of radio listening in the morning: the hours between 8-10 a.m., which, he said, "is important news to advertisers who seek the attention of housewives."

Out of 22 weekly viewing hours, Mr. Cunningham reported 17 to be evening hours, or nearly 80% but, he continued, "Watching tv is lowest on Sunday morning—and one can literally thank the Lord for that!"

Mr. Cunningham, who a year ago made tv headlines and caused heads to wag along Madison Avenue by underscoring the "boredom factor" in television, took another look.

One result: "Today I would like to publicly eat that statement." Mr. Cunningham was referring to a prediction he made at the Assn. of National Advertisers meeting in Atlantic City, scene of the "boredom" speech, that he was "brash enough" to declare anyone buying another western, "unless it is a marked creative departure from the pattern, ought to turn in his grey flannel suit and go to the eternal showers."

Mr. Cunningham at that time also had seen quizzes and "singer emcees" going thataway—the way of westerns. On these two he has compiled a better score.

In reporting program preferences in greater detail, Mr. Cunningham gave these results of surveying viewer tastes:

Men viewers like westerns the best—first choice at 76%; variety is next with 41%, sports third with 30%. Women viewers put variety at the top with 46%; general drama at 39%; situation comedy at 36% while westerns trail at 27%.

Asked their dislikes, quiz programs led with both men and women while 10% of the men and 33% of the women disliked westerns.

Predicts Mr. Cunningham this year: westerns must still bite the dust eventually.

Two areas explored by Cunningham & Walsh research were children and politics:

Children—Parents deplored the effect on children of killing and gunfire; some objected to bad grammar in cartoons, some felt tv kept children indoors, others were concerned with tv exercising power over their children's credulity and their playing habits.

But, Mr. Cunningham noted, most of this negative response was parents letting off steam when given the chance. The agency's appraisal is that mothers like tv to help them tend the children; tv viewing is offered as a reward for chores or studying done and sometimes denied as a discipline. Sponsors are blamed for not giving children more education via tv rather than the parents themselves "for not leading their children to the more educational programs of which there are many."

Politics—C & W finds that at least 24% of the so-called independent vote (the independent vote represents about 30% of the electorate) "is switchable by television."

"An amazing new power has been thrust into the political scene," Mr. Cunningham asserted, adding that he has directed his research staff to look into two things more deeply: (1) a measure of the reaction of voters to candidates, and (2) what extent tv influenced the vote of independent voters who saw any of the candidates on tv during the campaign.

New Chesebrough-Pond's Lines Assigned to Thompson, Compton

Two Chesebrough-Pond's agencies — J. Walter Thompson and Compton Adv.— will benefit from additional billings as C-P last week assigned its newly-acquired Prince Matchabelli and Simonetta lines of perfumes and fragrances to JWT and the Seaforth line of men's toiletries to Compton, effective Jan. 1.

The agency assignments have followed by a month Chesebrough-Pond's acquisition of the cosmetics line of Vick Chemical Co., New York [ADVERTISERS & AGENCIES, Sept. 29]. Before C-P bought the Vick line, Morse International handled the accounts.

JWT also is the agency for C-P's Pond's product line and Compton has handled Valcreem and some other billing. (McCann-Erickson is a third C-P agency, representing Vaseline.) The newly-assigned products come under the aegis of Prince Matchabelli Inc., a wholly-owned C-P subsidiary.

DDB Opens Chicago Office

Formation of a Chicago office, its third, has been announced by Doyle Dane Bernbach Inc., New York and Los Angeles. It will open Nov. 3 and will be headed by Fred Klein, former Toni Co. advertising executive and since 1956 a vice president and account supervisor at Earle Ludgin & Co., Chicago. Office will be located at 20 N. Wacker Dr., Chicago 6.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Nov. 3-7, 10-12 (2-2:30 p.m.) *Truth or Consquences,* participating sponsors.

Nov. 3-7, 10-12 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 3, 10 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey Adv.

Nov. 3, 10 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 4 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 5, 10 (8:30-9 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Nov. 5, 12 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Nov. 6 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Nov. 6 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 7 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through K&E.

Nov. 8 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 9 (7:30-8 p.m.) *Northwest Passage,* RCA through K&E.

Nov. 9 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, Timex through Peck, Greyhound through Grey and DuPont through BBDO.

Nov. 11 (8-9 p.m.) *Eddie Fisher Show,* RCA through K&E and Liggett & Myers through McCann-Erickson.

EASY AS PIE!



WHO-TV IS FIRST
WHO-TV IS FIRST
WHO-TV IS FIRST

COUNTDOWN ON ANTI-TV BLAST?

- **Researcher claims ratings overestimate audience**
- **He'll submit shocker to ANA convention next week**

A bombshell is being wired to go off in television's face at the fall meeting of the Assn. of National Advertisers next week (Nov. 9-12).

It's a study conducted by researcher Myles A. Wallach, who says he'll demonstrate that advertisers don't get all they think they do when they sponsor television shows.

While withholding statistical findings for release at the ANA meeting at the Homestead, Hot Springs, Va., Mr. Wallach summarized in generalities for BROADCASTING some of the conclusions he will offer the assembled advertisers.

The study was made in Chicago, Philadelphia and Los Angeles between Oct. 5-16 for Ford Motor Co., Chrysler Corp., Revlon Inc. and *Reader's Digest* Assn. and employed personal coincidental interviews while these sponsors' programs were on the air. Programs involved were:

Ford's *Ed Sullivan Show* for Mercury (CBS-TV, alternate Sun., 8-9 p.m.), *Wagon Train* (NBC-TV, Wed., 7:30-8:30 p.m.) and *The Ford Show with Tennessee Ernie Ford* (NBC-TV, Thurs., 9:30-10 p.m.); Chrysler's *Lawrence Welk Show* for Dodge (ABC-TV, Sat., 9-10 p.m.) and *The Plymouth Show with Lawrence Welk* (ABC-TV, Wed., 7:30-8:30 p.m.); Revlon's *The $64,000 Question* (CBS-TV, alternate Sun., 10-10:30 p.m.) and *Garry Moore Show* (CBS-TV, Tues., 10-11 p.m.). *Reader's Digest* Assn., no longer a network sponsor since dropping its series a few years ago, agreed to sample homes tuned to these seven programs.

Mr. Wallach, founder-president of M. A. Wallach Research Inc., New York, is identified with last spring's test survey in Syracuse, N. Y., of "television personal interviews" (TPI) which employed both personal and telephone coincidental techniques [LEAD STORY, March 31]. The new study was done by Mr. Wallach's TPI Inc.

George Abrams, vice president and advertising manager of Revlon and chairman of the ANA's Radio-Tv Committee, provided some of the financing for the Syracuse pilot study last spring. At that time Mr. Abrams urged adoption of the TPI technique on a wide scale, but he received little support from other advertisers or from agencies and networks.

Here are some of Mr. Wallach's conclusions from his new study.

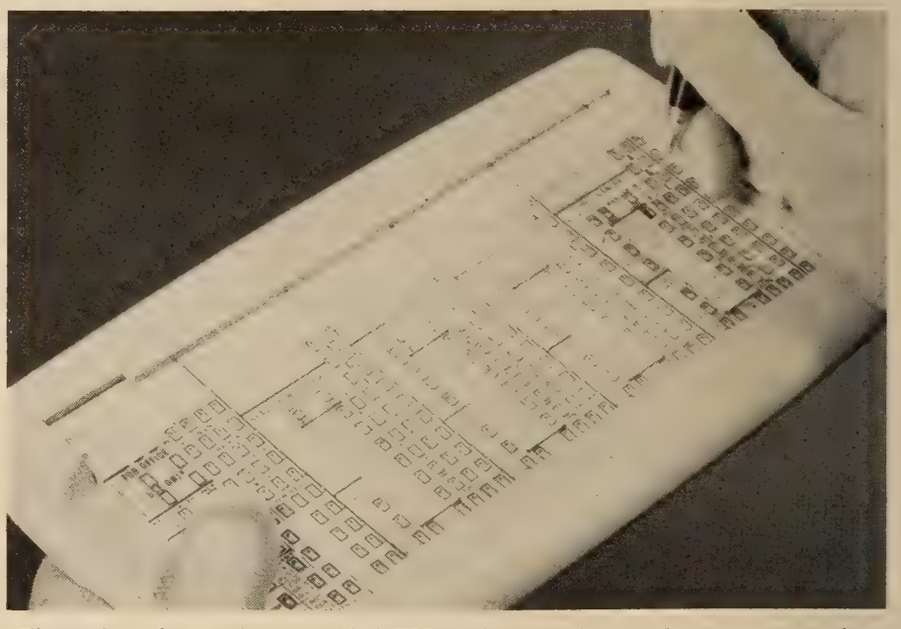
• On sets-in-use: "There is a major difference between 'set-in-use' and sets actually being viewed." He says TPI researchers found in one out of four homes tuned to tv that people were "engaged in additional activities" while watching programs; in some homes, TPI researchers found the set on but no one present in the "tv room." Were one to project this conclusion on a broad national scale, Mr. Wallach contends, then advertisers might well reconsider the validity of cost-per-thousand figures arrived at through present "mechanical" measurement methods. For "not only can you immediately eliminate at least 500,000 homes as not tuned in from a hypothetical home count of 10 million," he says, "but you can also question the concentration power of at least 2.4 million more homes."

• On viewing hours: Where "mechanical systems" show that on Saturday night "more people are watching tv than on any other night, our study showed otherwise," Mr. Wallach says. The "mechanical system" shows an increase in viewing of from 28% (6-7 p.m.) to 58% (9-10 p.m.) on Saturday night; TPI's survey showed a decline of from 40% (6-7 p.m.) to 34% (9-10 p.m.). One sampling (Sat., Oct. 11 at 9-10 p.m.) consisted of 1,298 calls; these produced 477 homes "tuned in," but "in 6% of these 477 homes no one was in the tv room," Mr. Wallach said.

• Where the set was on, but people were otherwise preoccupied, what were they doing? These "additional activities" mainly covered reading, Mr. Wallach claims. Reading preference ran from newspapers to books, with magazines second; the *Digest*—a sponsor of the survey—scored well among magazines. Depending on the day of the sample, a range of 12-35% of those found reading were reading newspapers. The 12% was found Sunday night when people had an entire day in which to conduct their "other activities." Program type affected reading habits, TPI found. Shows such as *Question* (requiring a high degree of viewer concentration) cut "additional activities"; variety shows of the Sullivan-Welk format accounted for a higher degree of reading.

• On sponsor identification: people read or sew or cook "right through the commercial," Mr. Wallach claims. In support of this conclusion Mr. Wallach offered isolated instances of viewer confusion over the names of products advertised on shows they had watched. Reportedly, he will document it in more detail before the ANA next week.

Mr. Wallach explains he "in no way seeks to discredit 'mechanical systems' nor do we intend to compete with them as a rival rating service." TPI, he says, "merely takes over where nose counting leaves off." He adds, "However, this does not prevent us from pointing up the fallacies of the techniques."



The gadget shown above enabled TPI interviewers to complete detailed, personal interviews in four minutes each, according to TPI's president, Myles Wallach. It's an IBM Port-A-Punch. Researchers merely punched holes in prearranged IBM cards to record answers to questions.

Here are the questions which TPI interviewers asked—all in four minutes: What program was being watched, time of program, sex and age of respondent, channel tuned to, program identification, sponsor indentification, whether program was liked or disliked and to what degree, who was not watching program, sex and age of those not watching, whether located before tv set or elsewhere in home when not watching, what they were doing, type of reading being done, income level of respondents, who was not at home, sex and age of those not at home.

Additionally respondents were asked what make car they owned (punched holes covered all domestic makes and some foreign brands), what make car they intended to buy, what shoe polish they used (a question geared to Revlon's Esquire brand), what lipstick they used.

For the survey which Mr. Wallach will describe to the ANA, 40 interviewers worked in each of the three markets, Chicago, Philadelphia and Los Angeles. They worked pre-arranged beats. Mr. Wallach claims each interviewer covered about six homes during a half-hour.

There was an average sampling of 720 homes in all three cities per program. Of 7,779 "contacts" (doorbells rung) about 6,000 were available for interviews.

a good quarter is always in season...



and we've had three great ones! WRCA-TV has stacked up quarterly records one after the other this year. The third quarter was the sweetest! WRCA-TV's share of audience was up a juicy 17% over last year . . . sales up a mighty 26%. It has been the biggest third quarter and the biggest first nine months in the station's history! Whatever your product, don't miss the record-breaking harvest of the last quarter . . . on the NBC leadership station in America's richest market.

SOURCE: NSI, JULY-SEPT., 1958 VS. 1957 **WRCA-TV·4** NBC IN NEW YORK SOLD BY NBC SPOT SALES

Nielsen Nearly Ready With Instant Ratings

Instant ratings by the A. C. Nielsen Co. may be offered on a commercial basis by the end of this winter, Nielsen authorities reported last week.

They said they hoped by that time to have completed installation, already under way, of Instantaneous Audimeter equipment in the New York market. They expected to have IA in commercial use in Chicago shortly after commercial operation is begun in New York.

Henry Rahmel, executive vice president and broadcast division manager of the Nielsen company, said that "central instantaneous metering systems for several markets have been completed"; that "phone lines to portions of the New York sample have been installed" and that "completion of the New York sample will go forward as rapidly as the telephone company can provide the additional lines." He also noted that Nielsen has had a pilot instantaneous system in operation in Chicago since the summer of 1957.



MR. RAHMEL

Mr. Rahmel continued:

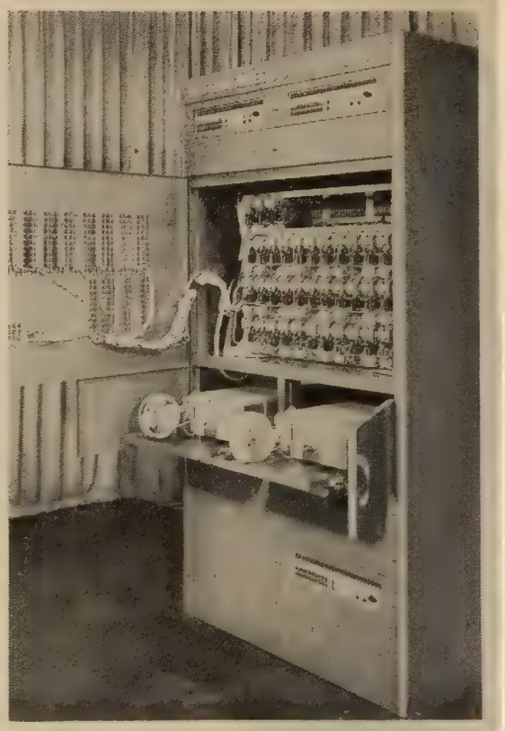
"Specifics for multi-city operations will be announced following completion of discussions with clients who have indicated interest in continuing, fast 'popularity' or 'test' ratings to supplement national Nielsen tv audience figures.

"Instantaneous Nielsen ratings—both for local and for multiple-market measurements —will be fully integrated with present NSI and NTI services. Fast ratings—as well as minute-by-minute data—will be available to Nielsen clients as optional, supplemental reports.

"As a consequence of over a year of operating experience with the latest instantaneous Audimeter, we can provide these newest Nielsen services with complete confidence in the accuracy and reliability of day-to-day home-by-home measurements. Operating costs have been reduced by developments that permit the use of lowest-rate phone lines and simplified equipment."

Currently the only instant ratings service in use is American Research Bureau's Arbitron, which started commercial operation in New York a few months ago. Nielsen sources said among the differences between Instantaneous Audimeter and Arbitron are that the former links each sample home directly to the central office whereas Arbitron links homes in groups, and that IA "queries" the sample homes by voltage rather than by tones and thus can use the cheapest lines available.

The central office of the IA New York operation will be the Nielsen headquarters at 575 Lexington Ave.



A LOOK at the inner-works of IA

SPONSORS: ARE THEY MEDDLING CENSORS?

The high cost of television may be the means of freeing writers and producers of the bugaboo of "sponsor censorship," Walter Bunker, vice president and director of Hollywood radio-tv for Young & Rubicam, told a meeting of the Academy of Television Arts & Sciences Hollywood chapter last Monday (Oct. 27).

Speaking at a panel discussion on censorship, Mr. Bunker pointed out that the high cost of tv has created a trend toward multiple sponsorship of programs and away from the tradition of single sponsorship. The single advertiser is closely associated with his program by the public, the agency executive said, and if viewers don't like what they see they may transfer that dislike to the advertiser by refusing to buy his product.

"Television is going through a state of evolution," Mr. Bunker said, "and when the time comes that the advertiser is one of a number and is not held responsible for the program content and his sales are not adversely affected if people don't like it, he'll stop worrying about it."

This is already happening, he noted, with series like *Playhouse 90* where the commercials advertise a number of diverse products, presenting dramatic themes that would be taboo on single-sponsored programs. "No advertiser wants to be a censor," he stated, "but he doesn't want to be blamed for an unpopular viewpoint expressed on his program."

Sharp disagreement with Mr. Bunker's views was expressed by Rod Serling, top tv dramatic writer. "If the advertiser chooses to sponsor drama on tv, he's dealing with a legitimate art form and he has no right to bastardize it for commercial purposes," Mr. Serling declared. He reported on "The Town That Turned to Dust," one of his dramas which was presented on *Playhouse 90*. The finale was vitiated, he said, by the elimination of a suicide "because one of the sponsors is an insurance company and apparently was afraid that if they saw a suicide on tv the viewers would all rush to leap out of their own windows."

Mr. Serling also disagreed with the statement of Robert Wood, manager of continuity acceptance for NBC, Hollywood, that a network continuity editor has a duty

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

VENUS ORBIT • Venus Pen & Pencil Corp. is introducing its new line of Venus Paradise pre-sketched coloring sets in 12 markets in pre-Christmas campaign. Doyle Dane Bernbach, N. Y., is agency.

TWO VOTES FOR NBC-TV • Phillies Cigars, Phila., and American Safety Razor Co., N. Y., are co-sponsoring NBC-TV election coverage on Nov. 4, from 9 p.m. to conclusion, 1 a.m. or later. Phillies agency: Feigenbaum & Wermen, Phila.; American Safety Razor's: Kenyon & Eckhardt, N. Y.

SARA LEE AT POLLS • Kitchens of Sara Lee (coffee, chocolate, cheese cakes) in first network television buy, has signed to sponsor *Election Night: 1958* on ABC-TV Nov. 4, 10 p.m. to conclusion. Cunningham & Walsh, N. Y., is agency.

LIONEL TIMETABLE • Lionel Corp. (electric trains), N. Y., in a pre-Christmas campaign, will initiate spot television effort in 46 major markets Nov. 10 and continuing five weeks. Agency: Grey Adv., N. Y.

BEER, CIGARETTES AT PLAY • Pabst Brewing Co. and American Tobacco Co. will co-sponsor play-by-play radio broadcasts of all baseball games played by Los Angeles Dodgers in 1959 as they did in 1958, with KMPC Los Angeles and special Los Angeles Dodgers radio network covering 10 southern California counties carrying all broadcasts. Other stations have not been announced. Vin Scully and Jerry Doggett will again handle descriptions of Dodgers, covering spring exhibition games as well as those of regular season. Young & Rubicam, L. A., is agency for Pabst's Eastside beer (to be advertised on baseball broadcasts). BBDO, N. Y., handles American Tobacco account.

PRESSING THAT RADIO SPOT BUTTON • Shulton Inc., Clifton, N. J., returns to its flexible lineup of 80 radio stations (48 markets) Dec. 1 for concentrated pre-Yuletide spot campaign. Through Wesley Assoc., toiletries firm maintains year-long availabilities, using them at certain periods such as Father's Day, Christmas, etc. Additionally, Shulton will use its time on ABC-TV's "Daybreak" programming plus participations on CBS Radio's *Arthur Godfrey Show*.



*21 Markets in 21 Weeks**

*as of October 13, 1958


Paramount Pictures*
Rating Power
mca tv

SOLD
WCBS-TV
New York

SOLD
WJBK-TV
Detroit

SOLD
WBZ-TV
Boston

SOLD
KNXT
Los Angeles

SOLD
WTOL-TV
Toledo

SOLD
KUTV
Salt Lake City

SOLD
WBAL-TV
Baltimore

SOLD
KIRO-TV
Seattle

SOLD
WTCN-TV
Minneapolis

Historic Highs in Ratings Every Market to Date

SOLD
WCAU-TV
Philadelphia

SOLD
KUAM-TV
Guam

SOLD
KBET-TV
Sacramento

SOLD
WTTV
Indianapolis

SOLD
WFBM-TV
Indianapolis

SOLD
KMOX-TV
St. Louis

SOLD
WOOD-TV
Grand Rapids

SOLD
KETV
Omaha

SOLD
WITI-TV
Milwaukee

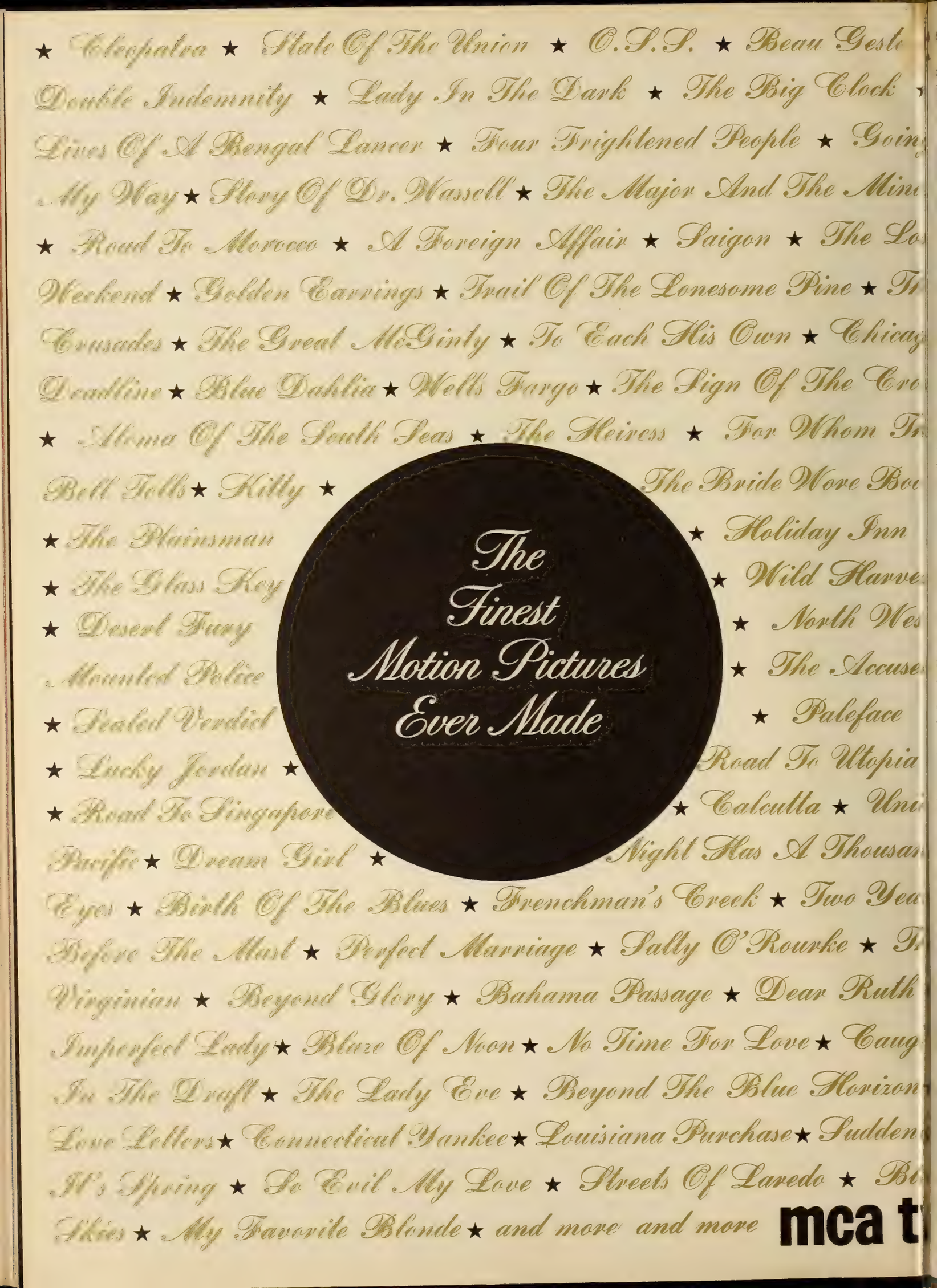
SOLD
KPIX
San Francisco

SOLD
KHQ-TV
Spokane

SOLD
WTOP-TV
Washington, D. C.

SOLD
WJW-TV
Cleveland

*PRE '48


★ Cleopatra ★ State Of The Union ★ O.S.S. ★ Beau Geste
Double Indemnity ★ Lady In The Dark ★ The Big Clock
Lives Of A Bengal Lancer ★ Four Frightened People ★ Going
My Way ★ Story Of Dr. Wassell ★ The Major And The Minor
★ Road To Morocco ★ A Foreign Affair ★ Saigon ★ The Lo
Weekend ★ Golden Earrings ★ Trail Of The Lonesome Pine ★ T
Crusades ★ The Great McGinty ★ To Each His Own ★ Chicag
Deadline ★ Blue Dahlia ★ Wells Fargo ★ The Sign Of The Cro
★ Aloma Of The South Seas ★ The Heiress ★ For Whom T
Bell Tolls ★ Kitty ★ The Bride Wore Bo
★ The Plainsman ★ Holiday Inn
★ The Glass Key ★ Wild Harve
★ Desert Fury ★ North We
Mounted Police ★ The Accuse
★ Sealed Verdict ★ Paleface
★ Lucky Jordan ★ Road To Utopia
★ Road To Singapore ★ Calcutta ★ Uni
Pacific ★ Dream Girl ★ Night Has A Thousan
Eyes ★ Birth Of The Blues ★ Frenchman's Creek ★ Two Yea
Before The Mast ★ Perfect Marriage ★ Salty O'Rourke ★ T
Virginian ★ Beyond Glory ★ Bahama Passage ★ Dear Ruth
Imperfect Lady ★ Blaze Of Noon ★ No Time For Love ★ Caug
In The Draft ★ The Lady Eve ★ Beyond The Blue Horizon
Love Letters ★ Connecticut Yankee ★ Louisiana Purchase ★ Sudden
It's Spring ★ So Evil My Love ★ Streets Of Laredo ★ Bl
Skies ★ My Favorite Blonde ★ and more and more
The Finest Motion Pictures Ever Made
mca t

to a client to keep the names of competitive products off of his program. Such thinking can lead to ridiculous results, he argued, stating that in one of his dramas the line "I'm an American" was changed to "I'm from the United States" because the sponsor was a tobacco company but not the American Tobacco Co.

Supporting Mr. Serling, Sheldon Leonard, producer-director for Marterto Productions, said that the creative people of television "must stand up for our right to be true to our own standards. The networks have an obligation to help us tell good stories instead of seeing that no one gets a free case of whiskey by mentioning Mother Grass's noodle soup."

There's too much fear of criticism, Mr. Leonard said. "I can't overstate the power of a few organized bigots, a small group making a big noise," he declared.

Dorothy L. Brown, continuity acceptance editor for ABC in Hollywood, told writers that she and her colleagues could help them if they'd take their scripts in before showing them to the sponsor or his agency. "A continuity acceptance editor is like a traffic cop," she said. "No one likes him and no one pays much attention to the rules until he's picked up for a violation." She added that even if the sponsor stops exerting censorship authority, as Mr. Brinker suggested, the network continuity editors will still be on the job "to protect the public and the network and to uphold the [NAB Television] Code."

W. H. Tankersley, manager of editing for CBS, Hollywood, pointed out that a network is made up of a group of stations who can't delegate their individual responsibility for the programs they broadcast and yet are unable to view each network offering in advance. The network continuity editor tries to interpret the industry code and to regulate programming as best he can in the interests of the station, as well as the advertiser and the public, he said.

A bitter attack on all tv broadcasters was launched by Frank Orme, contributing editor, *Telefilm Magazine,* who charged them with putting on this fall "the worst possible type of crime programs, indoctrinating our children with the philosophy of violence. Every Saturday there are over 100 killings on tv in Los Angeles," he averred.

True Boardman, producer-director for John Sutherland Productions, moderated debate on the resolution that "censorship as now practiced in television operates for the maximum benefit of public and industry."

Radio Count First in Two Years

The radio set census to be launched next month by the U. S. Census Bureau will be the first major survey of radio sets since March 1956—not the first in four years as reported by Radio Advertising Bureau and Advertising Research Foundation in announcing plans for the study [ADVERTISERS & AGENCIES, Oct. 20]. RAB officials noted last week that it is the first "industry-supported" census of radio since 1954, but that in March 1956 A. C. Nielsen Co. made a radio set count as a by-product of its Nielsen coverage service study No. II. The upcoming study is sponsored by RAB, supervised by ARF.

EASTERN AAAA TAKES CLOSE-UPS ON TV SINS, NBC RADIO 'VISION'

- **Brady lists tv faults; Culligan gives am presentation**
- **Vitriol charts agency change; two media teams pick tv**

Television commercials and the new "memory-vision" concept of audio salesmanship were high on the Radio-Tv Workshop agenda at the 1958 Eastern Annual Conference of the American Assn. of Advertising Agencies, held in New York last Monday and Tuesday (Oct. 27-28).

The radio-tv session was one of eight workshops which, together with a wind-up "Look-Ahead Meeting," attracted a total cumulative attendance of 1,940 during the two days. In most cases three workshops ran simultaneously.

Conducted by Arthur Bellaire, BBDO vice president in charge of radio-tv copy, the radio-tv workshop heard the "Seven Deadly Sins of Television Commercials" listed by Barrett Brady, senior vice president in charge of creative service for Kenyon & Eckhardt. He said they were the major "sins" turned up in research on the subject and listed them as follows:



MR. BRADY

1. "If you have nothing to say, sing it."
2. "Talking your audience to death."
3. The "neurotic" commercial (over-excited, bewildered and bewildering, etc.).
4. The commercial that doesn't "mind its manners" (too aggressive, in bad taste, etc.).
5. Silliness—losing touch with reality.
6. Failure to demonstrate (probably the "unforgivable sin").
7. "Too much sugar in the sugar coating" (too much of "anything" that interferes with the selling).

In a major presentation on his new memory-vision concept, Matthew J. Culligan, executive vice president in charge of the NBC Radio network, suggested that products and services of a "very intimate nature" ought to use more radio in order to get the benefit of listener-identification that can be achieved through the use of sounds.

He described such products as those "which relate to health and safety, or beauty and even the security and welfare of your loved ones."

"In such cases," he said, "we believe the prospect needs to identify himself or herself with the results of the use of such products or services in order that the commercial may do its most efficient work." He said that through the use of appropriate sounds, radio can "personalize" products for the listener.

Mr. Culligan also expanded on the concept of "engineered circulation"—the idea that the consumer must be led not only to buy but then to use a product. "The tidy row of unopened packages in the pantry, or medicine chest or refrigerator is a block to the next sale," he pointed out.

Since research has shown that most packaged beer sales are made to women in the daytime but that most of the beer is drunk by men and women between 4 and 8 p.m., he asserted, beer advertisers should use radio extensively in the daytime to get women to buy, and then switch to another type of commercial later in the day to make both men and women "thirsty."

Mr. Culligan summarized the memory-vision concept—of which "engineered circulation" is an element—as recognizing the following: "(1) The human memory is the keystone of all learning; (2) sound contributes mightily to learning as the first and constant source of new memory images; (3) sound plus imagination teach us about things which do not really exist; (4) advertising which aims at people only as customers, not as users, is not really fulfilling its total responsibility."

In another radio-tv workshop speech Alfred J. Seaman, executive vice president and creative director of Compton Adv., said an agency's job in preparing commercials is to "go into the living room with a strong sales message—but deliver it in a welcome way."

He said that when the agency develops a commercial with good entertainment value but has it rejected by a client who wants "hard-sell wrapped in dullness," the thing to do is not to capitulate but rather to "synthesize" the agency's idea with the client's.

"If you look for the synthesis—the new idea which is the resultant of the two opposing ideas—you will, in most cases, have created something new and better, and which everybody can believe in," he asserted. "Put this creative approach to work and we will have better television commercials. And you will have a bigger, more creatively satisfying role to play."

Thomas E. Naegele, television art director for J. Walter Thompson Co., urged "simplification of intra and extra-agency communications" in his speech.

"In revising our concept of the 'team' to its original meaning—that is, the smallest necessary number of creative people, perhaps no more than three—we would gradually combine the functions of the writer, the video designer or art director, and the agency producer," he said. "On this basis, a talented individual can coordinate and apply him or herself with abandon, shoulder full responsibility, and claim some credit for the results. The art director's hand is rarely evident in the bulk of today's commercials.

"The writer's vision is sensed but not seen, the producer's effort is difficult to evaluate. The best work appears to be done, not within the agency, but in the filmhouse."

A media plan accentuating television was presented by the second team, which consisted of Ann Wright, associate media direc-

tor of the J. Walter Thompson Co., New York, and Lewis H. Happ, media director of Geyer Adv. Their approach placed about 76% of the budget in television, with the emphasis on daytime network programs, supported by tv spot announcement campaigns in the top 18 markets of the country. Television was supported by color insertions in general weekly and women's magazines. The team said that in the basic effort network tv would reach a television audience that is "a good one" for the product, whereas the spot effort would be concentrated in areas where the network programming was light and in regions in which extra weight should be placed to attain marketing objectives.

Mr. Matthews commented at the end of the session that these were only two of several that could be utilized and pointed out that it was suggested to the teams that one plan emphasize the printed media and the other the broadcast media.

A question was asked of the speakers why radio was not included in either of the plans. Both replied that they had considered radio but ultimately had decided to rely on other media, largely because of the limitations of the budget.

Ultimately, Mr. Naegele said, "we must reduce the trio to a pair and finally to a single individual. . . . In many agencies this concept has already taken root. Most producers were writers or art directors at one time, which means they can readily double for one or both of the other corners of the triangle.

". . . With the creative direction and responsibility in one pair of hands, I believe production schedules will shrink, releasing additional time for the creative work."

Ed Graham Jr., president of Goulding-Elliott-Graham Productions and credited with creation of the Bert and Harry Piel commercials for Piel's beer, derided the notion that New York has a monopoly on sophistication in a talk titled: "Sure, They'll Get It in Dubuque—but Will They in New York?" He showed a number of tv commercials prepared for use outside of New York, including spots for Hamm's beer, Butter-Nut coffee, Western airlines, Speedway gas, Snowdrift and Andersen split pea soup.

In response to another speaker who seemed to question whether the Bert and Harry commercials really sell, Mr. Graham said that during the first 27 months that these commercials were used—the period during which he was associated with them and therefore had access to sales data—the

PLAYBACK

QUOTES WORTH REPEATING

ON CARPING & INITIATIVE

Arthur C. Schofield, vice president for advertising and sales promotion, Storer Broadcasting Co., handed out some plain talk to Northwestern Ohio Newspaper Assn. at its Oct. 24 meeting in Toledo, chiding newspapers for criticizing radio and tv and reminding them that "imagination, not criticism, made the newspapers great." His talk included these pointed observations:

Pointing the finger of criticism at a competitive medium will not sell an inch of advertising space for newspapers. Your newspaper trade associations have spent considerable time and money criticizing radio and television. Too much crime, they say, yet 138 years after the start of regularly-published newspapers in this country, one paper itemized a list of accidental deaths (murders, clothing on fire, drownings, etc.) printed on its pages the 181 days from Jan. 1 through June 30. They totaled over 900, more than five a day. Other papers printed the report and then went on to prove to their readers they had printed even more deaths.

You say we have too many ads [commercials] and too many medical ads, yet a distinguished New Yorker said a few years ago there were more drugs on exhibit in the columns of a newspaper than there were on a drug store's shelves. Even worse, the drugs were on sale at the newspaper offices. You won't find them on sale at a broadcasting station.

The advertising in the newspapers reached such a point that a district attorney brought suit against a newspaper and won the case, the paper being fined $30,000 because of its obscene ads. At one time the personals and classified advertising were little more than a directory of houses of ill-repute. Now broadcasters, like newspapermen, might know where these are situated—in some cases they may even have patronized them—but to my knowledge we have never advertised them over the air.

If you think newspapers are losing to another medium, they deserve to lose; if you think another medium is more aggressive, it deserves the attention. The railroads are the classic example of finger-pointing. They sat around and cried so long they drowned in their own tears. But did they try to improve their service or accommodations?

RESEARCH CAN STULTIFY

Benedict Gimbel Jr., president-general manager of WIP Philadelphia, doesn't think marketing research "is worth a damn," and doesn't believe there's "such a thing as merchandising." He made this observation in an Oct. 28 address to U. of Pennsylvania Merchandising Associates, after receiving a medal for outstanding contribution to merchandising and research in Philadelphia. Here are excerpts from his address:

Six months ago if anyone had asked you whether you thought a piece of hardened plastic garden hose stapled together in the form of a loop might sell a few thousand copies you might have snickered in your patronizing teeth. Now you know that over 16 million hula hoops have been sold in the U. S. in the past six months.

Where are the great successes of research? A gigantic research company was hired to prove a point you could see in any restaurant—more women than men were smoking Marlboros. The tatooed man campaign was born. They forgot to research one thing: what kind of a man gets himself tattooed. A recent survey showed the tattooed man has a greater tendency to have a psychopathic personality. Now just suppose Marlboros had had this kind of research done before they launched the campaign. They would have abandoned it before it started and one of the great advertising jobs of the century would never have been performed.

Research will tell RCA that people will buy color tv by the millions; tell Ford they need a car between the Mercury and the Ford; say "sorry" to Harry Truman in 1948; show you a magazine named *Sports Illustrated* could never make it; prove that bumblebees can't really fly. I think it proves that people without imagination are substituting research for ideas, statistics for the ability to sell.

PUBLIC ENEMY

Editorial in the Winston-Salem *(N.C.)* Journal *Oct. 15:*

The fire commissioner in New York City reported recently that kitchen fires had increased 90%. Most of them, he said, occur between 5 p.m. and 7 p.m., which led an analytical reporter to conclude that too many housewives were leaving their supper unwatched while they watched television. . . .

It's a conclusion indicative of the inclination these days to blame television for anything that goes wrong—from juvenile delinquency on down to lack of attendance at baseball games. Television isn't lily white, goodness knows. It's tampered with more than one good intention and habit. But it can't be responsible for all that's bad.

In every generation there has to be some scapegoat to salve the people's conscience for their sins of omission and commission. The waywardness of youth, for example, has in times past been attributed to corruption in the king's court, the bad example of aristocracy, prohibition and the Bunny Hop, unemployment and, more recently, rock 'n' roll.

Now it's television which is the whipping boy. And, one must admit, it's about the handiest one yet.

company "set sales records" nationwide.

Herbert A. Vitriol, Sullivan, Stauffer, Colwell & Bayles vice president, one of four speakers at the account management workshop, warned there were more experienced account executives looking for positions today "than ever before in the agency business." Yet, he observed, there are more account jobs open. The reason for this situation, he implied, was a thinning in the ranks of those who would be qualified because of radical changes in marketing over the past 10 years.

Mr. Vitriol outlined the areas in which an account executive must "shine," explaining how in his opinion the account man can fit into them. The theme of this was the need for the account executive to know his client's field totally, realizing the profit motive of the client and being able to function as an overall coordinator of several agency services functioning for the client's benefit.

In projecting his thinking ahead, Mr. Vitriol predicted that over the next 10 years the following developments are likely:

• The entire retailing picture will change. The discount house, supermarket and other chain may blend into a form of a "general store" of the future.

• As business mergers continue, a new type of thinking will have to emerge to either control or "compete with" the trend to consolidation. He noted that the R. J. Reynolds Tobacco-Warner Lambert projected merger, regardless of other considerations, meant that there would be single control over an advertising budget of some $50 millions.

• There will be a big change in consumers in numbers alone with over 200 million people. He touched on youngsters being "sensitized toward advertising," particularly because of television; how "markets" are merging as suburban and exurban areas expand ("We now think in metropolitan areas," he said, "but in 10 years from now many of these areas will fuse.").

In speaking of big business in advertising, Vitriol asserted that an agency billing $5-20 million a year "must merge just to stay alive" and that account men must be on guard against what he labeled as "efficient mediocrity," a symptom of bigness in advertising.

Other speakers, all of whom dealt with the account executive and his responsibilities and functions in the agency field, included Robert Bragernick, vice president in charge of marketing, Seagram-Distillers Co.; Anderson F. Hewitt, senior vice president, Kenyon & Eckhardt, and Bryan Houston, chairman of the board, Bryan Houston Inc.

Mr. Bragernick, as did the other speakers, emphasized the need for better "communications" between the advertiser and the agency, noting that the person best located to achieve this was the account executive. Each had a plethora of "rules" for the idealized account man, stressing mutual trust and understanding.

The media buying workshop was devoted to media strategy for a new, mythical product. It consisted of a discussion by two teams, comprised of two media specialists each, on the use of media to introduce a new soluble food beverage and to sustain a national campaign. William E. Matthews, vice president, media relations department, Young & Rubicam, New York, presided at the session.

The first team, consisting of Julia B. Brown, vice president and associate media director, Compton Adv., New York, and Gerald T. Arthur, vice president and manager of the media department, Fuller & Smith & Ross Inc., New York, elected to emphasize print media for the set budget of $4 million a year. The team reasoned that since the chief purchaser of the product would be housewives, women's magazines would be the primary print purchase, supplemented by weekly magazines and comic supplements, all in four-color. Other media were considered by the team but rejected—television because of its "high cost."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 17-Oct. 23. This is how they spent their time:

72.6%	(91,306,000) spent	1,855.7 million hours	.....	WATCHING TELEVISION
56.3%	(70,806,000) spent	991.4 million hours	.....	LISTENING TO RADIO
83.4%	(105,140,000) spent	441.4 million hours	.....	READING NEWSPAPERS
36.2%	(45,527,000) spent	200.9 million hours	.....	READING MAGAZINES
26.5%	(33,328,000) spent	412.7 million hours	...	WATCHING MOVIES ON TV
21.6%	(27,217,000) spent	112.5 million hours	.....	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

Mogul Speaks for Flexibility In Mode of Agency Compensation

A proposal that agency compensation be tailored to suit specific client needs was made Thursday night (Oct. 30) by the head of an agency that has adopted a variation of compensation methods for its clients.


MR. MOGUL

Addressing the greater New York chapter of Alpha Delta Sigma, national professional advertising fraternity, Emil Mogul confessed "We have frequently found that 15% gross, even on million dollar budgets, is just not enough to cover costs and to yield a reasonable profit." He said it was "no longer heretical or unethical to consider other means of compensation" and suggested agencies ought to determine their total compensation and billing formulae "on the basis of the work and the services that the individual account requires."

The Mogul agency, the speaker continued, has adopted five different billing techniques. These include the traditional 15% plus "supplementary fees for special work" and the 15% on commissionable billing plus 17.65% on non-commissionable advertising based on man-hours, indirect overhead and reasonable profit. These two are applied to most of the large Mogul accounts, including Revlon Inc. and Park & Tilford (Tintex dyes). Mogul also gets compensation by means of straight fees, a system working for five or six clients including Barricini Candy Shops, Adam Hat Mfrs. and Field & Flint (Foot-Joy shoes). For two "small accounts" the agency would not identify, Mogul works on percentage of sales plus 15% commission.

Its most widely-known variation of compensation techniques has worked happily for Rayco Mfg. Co. This "percentage-of-sales" arrangement has benefited both client and agency, Mr. Mogul declared. Rayco's 1958 sales are up approximately $1.5 million over 1957—"an increase which was accomplished with $100,000 less in advertising expenditure," the advertising executive noted. "But instead of being penalized for having done a good job and reduced the advertising/sales ratio," he concluded, "We have benefited because our income is based on sales results instead of on how much or how little we spend to achieve them."

Radio Campaign for Scotkins

Scott Paper Co. (Scotkins paper napkins), Chester, Pa., is putting more than $120,000 in radio spots in the six shopping days before Thanksgiving (Nov. 27). Nearly 500 outlets in 250 large markets will carry 10- 20- and 30-second announcements prepared by Scott agency, J. Walter Thompson Co.

$165 Million Media Donations Reported by Advertising Council

Media-advertiser contributions to Advertising Council campaigns amounted to $165 million in the 16 months ending June 30, 1958, setting a peacetime record, the council's annual report said last week. Also during the week the council board, meeting in Chicago, approved a two-year extension of such major projects as Aid to Higher Education, Mental Health and Religious Overseas Aid.

The 1957 year-end total from sponsored radio network time alone was more than two billion radio home impressions, donated to 18 major public service campaigns and 52 other causes. Circulation contributed by television network advertisers in 1957 jumped 50% over the previous year's total, from 10 billion television home impressions to over 15 billion. Figures in the report are based on ratings provided free to the council by A. C. Nielsen Co. Because of a change in the council's fiscal year, the new report covers 16 months.

All advertising in the public service campaigns was created on a volunteer basis by 18 different agencies. At the same time, 19 corporate executives contributed their time and services as volunteer coordinators of the council's public service projects.

In Chicago, the council board heard recommendations of the campaign's review committee, headed by Leo Burnett, board chairman of Leo Burnett Co. These will be submitted to the council's public policy committee for approval.

One council campaign—for the American Committee to Improve Our Neighborhoods (ACTION)—will be dropped at the end of its current run Jan. 1, 1960. The polio vaccine drive will be conducted on a more limited basis and the armed forces manpower campaign will be suspended, having served its purpose.

The Advertising Council's board of directors, holding an open meeting at Chicago's Sheraton-Blackstone Hotel Oct. 23, also heard a report on the current "Give, Register & Vote" campaign in air and print media, described as highly productive "in a remarkably short time." Over 100 million home impressions for radio, together with 75,000 local station messages and 350 million home impressions on sponsored network shows in television, were reported to the board.

Roberts Due-Bill Enterprise Now 51% Owned by Sheraton Firm

The Sheraton Corp. of America, New York, has acquired a 51% interest in World Travelers Club Inc., New York, a "use certificate" (due bill) advertising organization starting in radio and television with plans to expand later in print media.

Robin Moore, vice president of Sheraton, and Paul Roberts, president of WTC and former president of MBS, confirmed last week that the transaction had been completed several weeks ago. They declined to specify the amount of money Sheraton has invested in WTC.

Sheraton Corp. of America owns 49 hotels located in cities throughout the country.

Mr. Roberts organized WTC in August and to date, he said, has completed more than $5 million in business [PROFESSIONAL SERVICES, Sept. 15]. The WTC plan operates through two "pools," one of time and space outlets, the other of suppliers of goods and services.

To date, Mr. Roberts said, more than 700 radio stations and 108 tv outlets have been enrolled as members. He said the company initially has concentrated on radio-tv stations but this week will begin a drive to enlist publications. The cost of operating WTC, Mr. Roberts said, will be borne by the various media, who will pay the company a 15% commission.

To facilitate its operation, WTC is issuing a monthly bulletin to its media members, listing merchandise and services available to them. The first 64-page bulletin will be distributed to members this week.

Mr. Roberts reported the staff has grown in the past month from 15 to 31 and the company shortly will move into an entire floor at 655 Madison Ave., New York.

Mr. Roberts acknowledged that many of the advertiser members are reluctant to publicize their association with WTC but it is known that many leading transportation companies, restaurants, resorts and diverse businesses are members. On the list are Sheraton Cole Steel Equipment Co., U. S. Pharmacal Co. (Soothene and Baby Sweet), U. S. Rubber Corp. (Keds sneakers), Michael C. Fina Co. (jewelry), KLM Royal Dutch Airlines, Cherrill Furniture Corp. and U. S. Pool Corp.

U. S. Pool—manufacturer of the Gertrude Ederle Dive 'N Swim prefabricated vinyl and fiberglas pool—announced last week it would shortly "kick off a million dollar ad campaign," 50% of its allocations being "spent" in tv. However, later in the week the firm's founder and president, 28-year-old Jerome Y. Rudolph, admitted he "hopes" to place tv and radio advertising through Paul Roberts' due bill system in over 100 markets "by next May," and estimates the "end card rate worth" of this time will come to about $500,000. But U. S. Pool is paying print media to take its advertising.

So far U. S. Pool is committed to give the Roberts organizations enough swimming pools to cover $50,000 worth of tv time in 15 of the nation's top 30 markets, most of these in the East and Midwest. It is aiming for the Christmas market. Mr. Rudolph explained his arrangement with World Travelers is being handled direct and does not involve his advertising agency, Hyman Levy Adv., Newark. U. S. Pool currently is underwriting (through a franchised distributor in Dallas) a paid cash tv spot "test campaign" on seven Texas stations which is geared to the retail level.

U. S. Pool said it will take paid space in such publications as *Wall Street Journal, New Yorker, American Home, Parents Magazine* and trade journals such as *Swimming Pool Age* and *American Builder.*

Manchee Leaving BBDO Post; Ratner Quits Benton & Bowles

Two top-notch agency executives—Fred B. Manchee, executive vice president and treasurer of BBDO, and Victor M. Ratner, Benton & Bowles vice president—were in the process of leaving their posts last week.

Mr. Manchee resigns his BBDO post at the end of the year to devote more of his time to a book he is writing that will "answer critics of advertising." He will continue, however, his 32-year association with the agency.

Mr. Ratner, also a veteran of the advertising field, was to leave B & B on Saturday (Nov. 1). He was said to be considering several offers. Before he joined Benton & Bowles about 18 months ago, Mr. Ratner was a vice president at McCann-Erickson.

Purex Purchases Puhl Products

Purex Corp. Ltd. of California (cleaning products), has acquired John Puhl Products Co. (Little Bo-Peep household ammonia), Chicago, it has been announced by Alan C. Stoneman and J. Mark Herbert, presidents of Purex and Sterling Drug Inc. (parent of Puhl), respectively. Stanley H. Kord, president of Puhl Div., takes on added duties as vice president of Purex Corp.

B&B: NETWORK TV TAB TO GROW

Benton & Bowles, a yearly contender for top billing honors among radio-tv agencies, has prepared figures which show cost of television programs on a continued upward climb.

The agency is estimating that an average half-hour nighttime program on network tv will cost $92,000 in 1959. This includes both time and talent and compares to $87,700 in 1958, $77,600 in 1957 and $67,400 in 1956.

B&B notes that much of the data presented is estimated and "some subject to change" but nonetheless are provided "as a helpful rough guide and should be checked against latest information."

Benton & Bowles gives the agency and Nielsen Television Index as the sources for the cost information.

At the same time, Benton & Bowles pegs the cost per thousand per commercial minute (based again on time and talent and not including volume discounts) in a half-hour evening program at $3.60. (Total cost of half hour estimated at $87,700) and in an hour evening program at $3.23 (total cost of full hour estimated at $163,500). The latter figure does not include tv spectaculars.

In the daytime, B & B picks the 15-minute segment costing $1.90.

In a further general breakdown, the agency, using the gross hour rate as a base, calculates 10 minutes of commercial time to be a third of the rate; a 15-minute segment at 40%; a half-hour at 60%, and three-quarters of an hour at 80%.

wherever they be

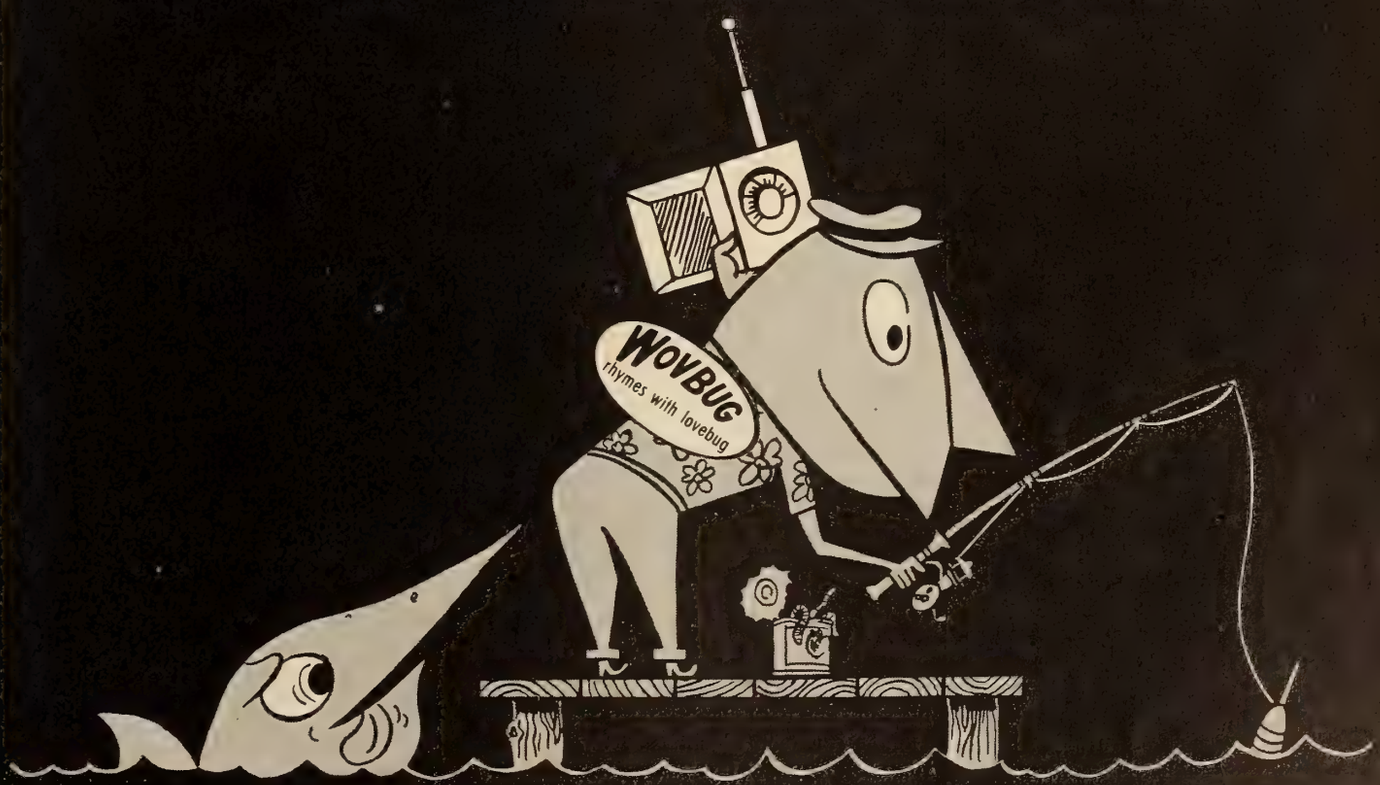
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

over two million Italians agree



When you're casting for new business, the Italian-speaking community of greater Metropolitan New York is very well worth your lure. In the 17 county-New York area it represents over 2,100,000 prosperous people—twice the size of Baltimore and Washington combined.

The WOV "Italian City" is big business. Equally important—it's getting bigger every day. Its new immigration alone since 1948 (118,330) is over twice the entire population of Orlando, Florida.

You just cannot attain all of the greater New York's potential—unless you cover the Italian market. And you just can't cover the Italian market without the radio voice of WOV.

WOV NEW YORK - ROME

Representatives: John E. Pearson Co.

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

GENERAL
MERCHANDISE SALES
$212,878,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

New York, New England Orchards Pick Radio to Move Apple Yield

An apple—and lots of radio a day—keep the surplus away . . .

This might well be the reasoning of the New York & New England Apple Institute, Kingston, N. Y., which is relying on fast, flexible radio spot schedules to move its fall crop, now ready in hundreds of orchards in the Hudson Valley and New England regions.

This year's campaign is 100% radio—an increase of 25% to the medium. Last year, 75% was spent in radio-tv (most of it radio), with the balance going to newspaper, trade magazine and direct mail promotion. Currently spending about $12-15,000 a week, NYNEAI does not operate on any set budget, and the size of grower contributions to the budget is predicated on the size and condition of the crop. This puts the Charles W. Hoyt Co., its New York ad agency, in the position of having to buy availabilities by two week stretches in the fall months, and often Hoyt must move within minutes of a phone call. For example, a hailstorm might have ruined the crop if it had taken place a week after the initial orders were placed; stations carrying the NYNEAI schedules appreciate this "iffy" element—most of their listeners are farmers—and will cooperate fully with the agency. So far, luck has been on NYNEAI's side; the crop this year looks healthy, and bountiful.

To promote the famed McIntosh apple, Hoyt is buying saturation schedules—about 20 announcements a week—on 75 stations. Included on this lineup are the Yankee Network stations of General Teleradio and the Northeast Radio Network of fm and am outlets in upstate New York.

How long will NYNEAI use broadcasting this year? It's hard to tell, since longevity depends on sales; slow sales mean a longer lasting promotion, in some cases well into Christmas.

UA Uses Triple Play Promotion To Plug Latest Feature Movie

United Artists Inc., which has relied heavily on paid broadcast time in past months for such blockbuster films as "The Big Country" and last year, "The Pride and the Passion," is scheduled to effect an unusual radio promotion on behalf of its newest film, "I Want to Live!" starring Susan Hayward. The film, which deals with the true-life murder trial and subsequent execution at San Quentin of alleged murderess Barbara Graham, opens Nov. 11 in Chicago, Nov. 18 in New York and Nov. 26 in Los Angeles. UA already has allocated some $20,000 a week in each city for advance radio announcements.

UA will spend more money in radio—as will its local exhibitors—but hopes to promote not only the film but two LP's produced by its subsidiary, United Artists Records Inc. Under that label, UA has Johnny Mandel's musical score for the film plus another disc featuring the Gerry Mulligan group's rendition of the jazz music from the soundtrack. UA realizes that one way to get disc jockeys to make further use of these promotion discs is to purchase time on their stations. Eventually, UA figures, some 1,000 radio stations will participate in the part free-part paid promotion. All told, radio should get about $250,000 in paid time.

Additionally, its records will open doors on tv as well. One station that had purchased United Artists Television Inc.'s latest grouping of post-'48 feature films has received records to use as promotion devices.

'Going Places' With KABC-TV

Approximately 300 advertising agency timebuyers and media officials on Oct. 23 attended a luncheon and slide color presentation, "Going Places," which was designed to demonstrate the growth of ABC-TV in general and KABC-TV Los Angeles in particular over the past five years. Co-hosts for the affair were KABC-TV and The Katz Agency, New York, station representative for the ABC-owned outlet. Speakers during the presentation were Elton Rule, general sales manager of KABC-TV and Mal Klein, assistant sales manager of the station.

AGENCY APPOINTMENTS

National Restaurant Assn., N. Y., appoints Reach, McClinton & Co., Chicago.

Devo & Raynolds Co. (paint manufacturer), Louisville, appoints Erwin Wasey, Ruthrauff & Ryan, effective Dec. 1.

Forstmann Woolen Co., division of J. P. Stevens & Co., appoints BBDO for men's fabric line. Agency now represents Forstmann's women's wear and retail fabrics.

Westinghouse Electric Corp. names Ketchum, MacLeod & Grove Inc., Pittsburgh, to handle advertising and sales promotion for its Defense Products Group.

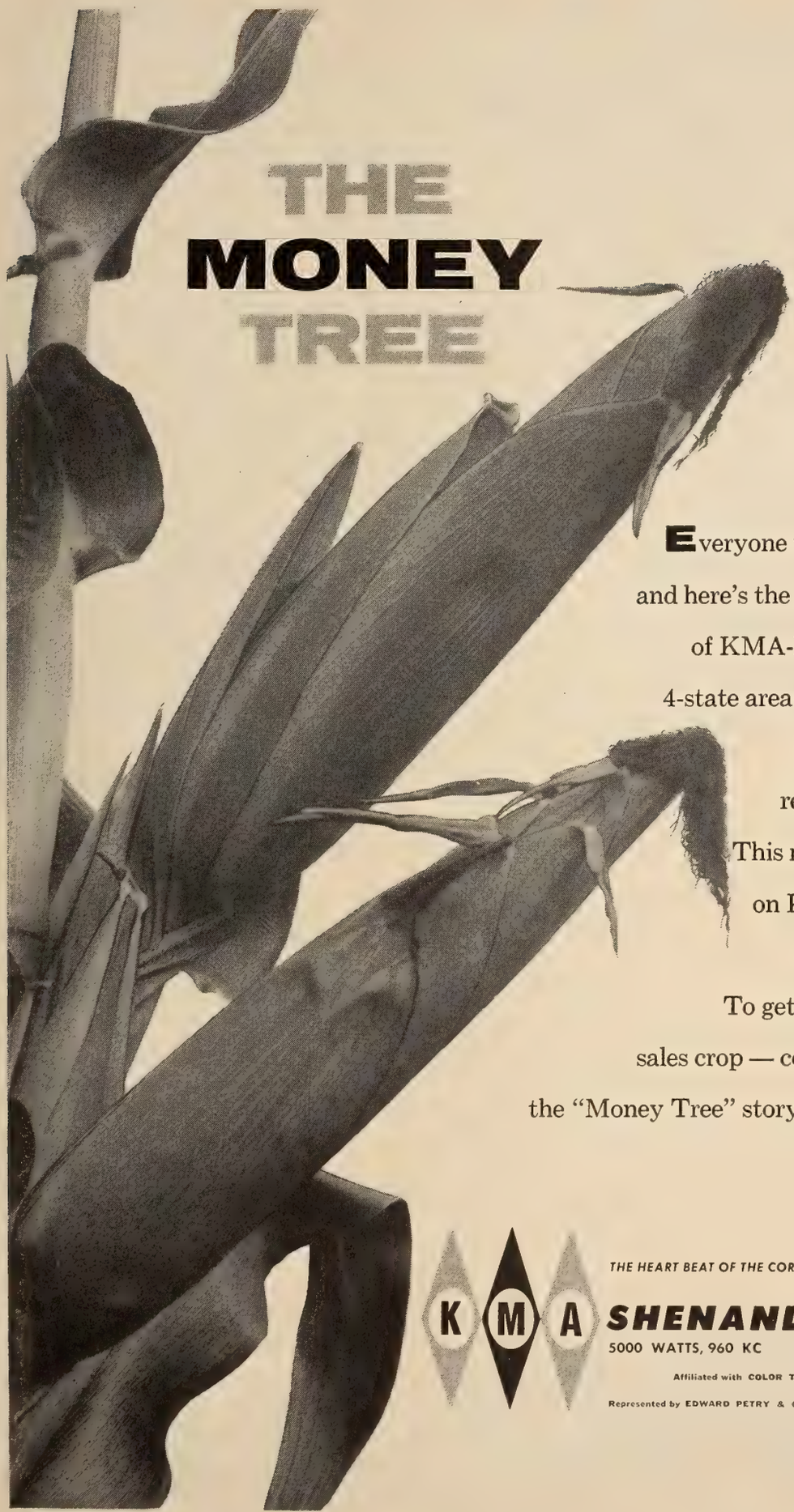
First National City Bank of New York names Albert Frank-Guenther Law Inc., N. Y., to handle advertising and sales promotion of First National City Bank Travelers Checks, effective Jan. 1, 1959.

Turtle Wax-Plastone Co. (car waxes and polishes), Chicago, names Bozell & Jacobs Inc., Chicago.

Morris Plastics Corp. (makers of "Mr. Bubbles" and other toys), N. Y., names Cayton Inc., N. Y.

Salada-Shirriff-Horsey Inc., Boston, names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle most of its "Junket" brand food products. One new Junket brand food product, scheduled for introduction during 1959, will be handled by New York agency or Doherty, Clifford, Steers & Shenfield. Junket products will be handled in Canada by McKim Adv. Ltd., Toronto.

Household Products Div. of Colgate-Palmolive Co. names Street & Finney to handle advertising of Genie, new all-purpose liquid detergent.



THE MONEY TREE

Everyone wants a money tree, and here's the famed money tree of KMA-land. Farmers in the 4-state area served by KMA for 33 years are harvesting record-breaking crops. This means that advertisers on KMA are harvesting bumper sales, too.

To get your share of the big sales crop — count on KMA. Get the "Money Tree" story from any Petry man.

THE HEART BEAT OF THE CORN COUNTRY

KMA SHENANDOAH, IOWA

5000 WATTS, 960 KC ABC

Affiliated with COLOR TELEVISION CENTER KMTV OMAHA

Represented by EDWARD PETRY & CO., INC.

World Television Programming Formed by ABC Films and Schenck

ABC Films Inc., and Joseph M. Schenck Enterprises announced last week their partnership in a newly-formed television film production firm to be known as World Television Programming. At the same time, there was confirmation of the first sale of WTP product, a series called *One Step Beyond,* to Aluminum Co. of America, for programming on ABC-TV (Tues. 10-10:30 p.m.) under the title of *Alcoa Theatre* [BUSINESS BRIEFLY, Oct. 27]. The program will premiere after the first of the year.

ABC Films will be the sales representative and distributor for all WTP product, according to George T. Schupert, ABC Films president. The sale was negotiated by John Burns, vice president in charge of national sales for ABC Films Inc., with ABC-TV and Fuller & Smith & Ross, Alcoa Agency.

According to Arthur P. Hall, vice president in charge of public relations and advertising for Alcoa, "The sponsorship of additional television programming is another step in Alcoa's continued support of products manufactured by its customers and its own industrial and consumer products." He added that the company is "constantly attempting to develop new products and new markets for aluminum and that Alcoa television activities supplement its use of all other major advertising media. Alcoa also sponsors *Alcoa-Goodyear Theatre* on NBC-TV (Mon. 9:30-10 p.m.).

UA-TV Picks Writers, Stars Of 'Vikings,' 'Troubleshooters'

The talent signed by United Artists Television Inc. for two of its series, now in the planning stage, was announced last week. Five tv-screen writers—Talbot Jennings, Bill Barrett, Robert Blees, Syd Morse and George W. George—have been hired by producer George M. Cahan and Bryna Productions to draft scripts for the forthcoming *The Vikings* teleseries, slated to go before the cameras in Munich in January Olympic decathlon champion Bob Mathias, of late a screen actor ("Bob Mathias Story," "China Doll") has been picked to co-star with Keenan Wynn in *The Troubleshooters,* a Northstar Pictures Ltd. production. (For other UA-TV developments, see FILM, Oct. 27.)

Meanwhile, in New York last Tuesday, parent United Artists Corp. was saluted by the Commercial Finance Industry's 14th annual convention for UA's "noteworthy achievements in the business world." It is being cited for adroit use of commercial finance—backing independent film producers with capital in exchange for part ownership and distribution rights to productions.

Japanese-Produced Animations Slated for N. Y. Agency Showing

A 16-minute film presentation, showing the animated puppet commercials being produced by the Japan Animation Producers Assn., will be screened for advertising agencies in the New York area this week, starting today (Nov. 3) at the studios of Video Crafts Inc., New York. A subsidiary of Video Crafts, called Video Crafts International, is exclusive sales agent for the association, consisting of six leading Japanese film producers.



Included in the presentation will be commercials produced by the association through Video Crafts for Vanity Fair tissues, Illinois Baking Co. (Sugar Cones) and the Atlantic & Pacific Tea Co., plus other examples of the film producers' animated puppetry. Arthur Rankin, Video Crafts president, will make the point that although the cost to advertisers will be substantially the same as in the United States, the quality of craftsmanship and overall production value of Japanese puppetry are "vastly superior."

Producers Assoc. of Tv Formed

The establishment of Producers Assoc. of Television Inc., New York, was announced last week by Peter M. Piech, vice president of the company. PAT, he said, will finance, sell and distribute tv properties of outside producers. Headquarters has been set up at 148 E. 49th St., New York 17, N. Y. The telephone number is Murray Hill 6-3348.

No Connection With UA

Allied Artists Productions, Los Angeles, is not connected with United Artists Corp., which has absorbed Associated Artists Productions Corp. as a subsidiary, United Artists Associated Inc. UA and Allied Artists were erroneously associated in the Oct. 27 FILM section.

FILM SALES

MCA-TV's Paramount features have been bought by Storer Broadcasting Co. for WITI-TV Milwaukee and by WJW-TV Cleveland. Library of 700 feature films was also said to WTOH-TV Toledo, Ohio, and WBAL-TV Baltimore, raising number of outlets sold to 18.

Barry-Grafman & Assoc., Chicago tv program and sales representative firm, reports sale of "Laurel & Hardy" and Hal Roach comedies to WOW-TV Omaha and KRNT-TV Des Moines.

Flamingo Telefilm Sales, N. Y., reports that "Please Mr. Balzac," first Brigitte Bardot feature available to tv, has been sold in 50 markets. Feature cannot be telecast until summer of 1959 when film completes its theatrical run.

KIRO-TV Seattle, Wash., has signed contract with MCA-TV for rights to over 700 feature films in Paramount package.

Mass C-C Audiences in All Parks Suggested for Baseball Specials

Closed-circuit tv offers a chance to revive minor league baseball and pull the sport out of its present crisis, Irving B. Kahn, president of TelePrompTer Corp., said Thursday (Oct. 30) in an address to the Columbus (Ohio) Ad Club.

Mr. Kahn said the 95 minor league parks have a total of 772,400 seats and the majors have an additional 712,240 seats. He said that World Series games would have a potential $4 million revenue each game if seats were sold in these parks at $2 each. The All-Star game would have a similar $4 million potential.

A four-game World Series, he added, would have a $16 million potential, "as much as the majors are now getting for five years of rights [radio-tv] in both the series and the All-Star game." He said the games necessarily would have to be played at night.

This plan would insure baseball's survival and future growth, Mr. Kahn said, adding, "It could do the job without taking all games off television and without installing coin slots or similar devices on free sets. And it provides for the minor league clubs' partnership with the majors in the collection of receipts." He explained the key "is use of the medium only on events that will draw paying patrons."

An estimated $70 million would be needed to install wired tv in San Francisco.

Programatic Automation Gear Improved, But Price to Increase

Programatic Broadcasting Service Inc., New York, last week reported both an improvement in the programatic tape playback equipment unveiled last September [PROGRAM SERVICES, Sept. 15] and an increase in its price, effective Dec. 1. PBS is an affiliate of the Muzak Corp.

The present price of the equipment is $2,745.75 and station operators may order at this price for the new version through Nov. 30. On Dec. 1 the cost increases to $2,974.25, according to Joseph W. Roberts, sales manager. The automation equipment, coupled with a music program service, is designed to keep radio stations on the air fully unattended for eight hours or longer.

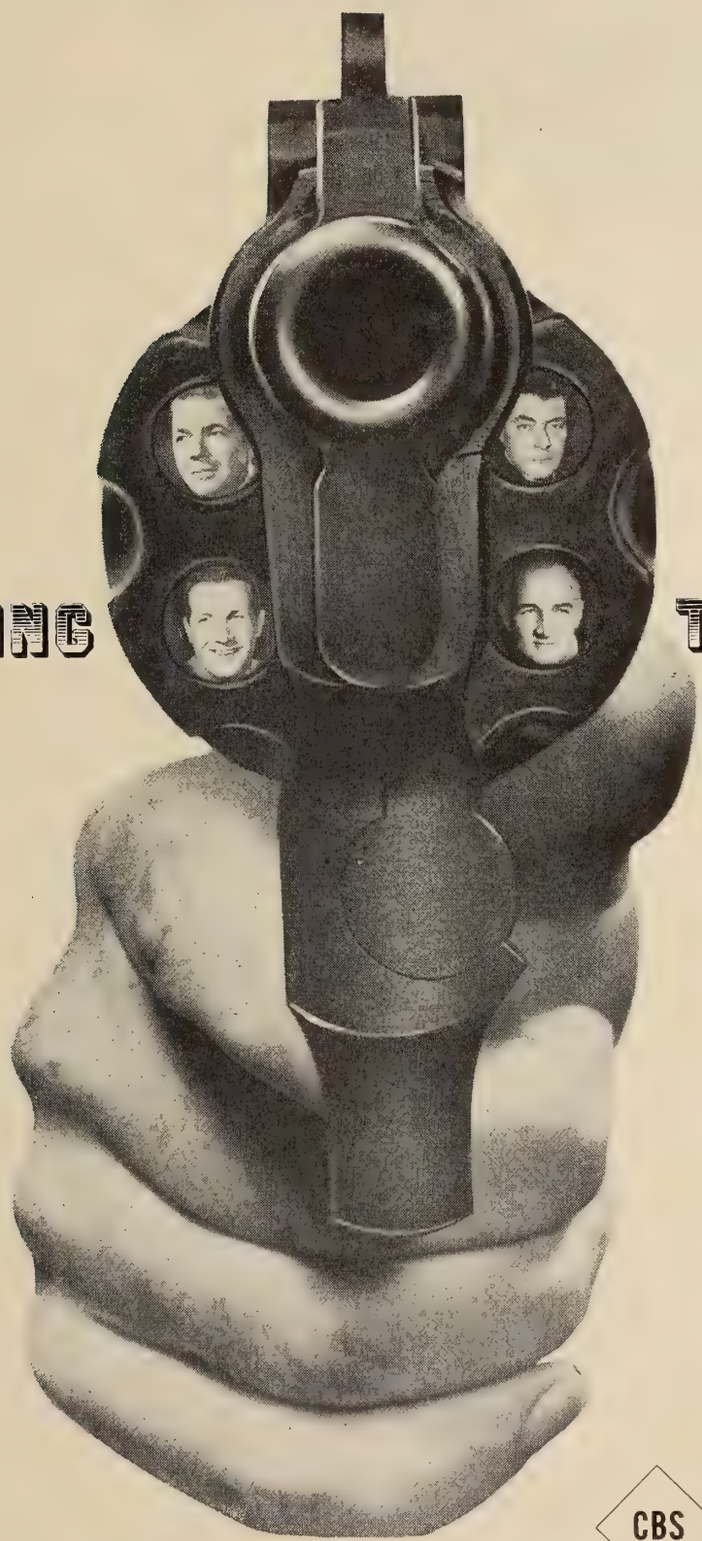
The new features added to the equipment, Mr. Roberts said, permit automatic injection of 16 (instead of 8) one-minute announcements per hour; the cutting in and out of local and/or network programming at pre-determined times during the broadcast day, the insertion of up to four hours of taped local program features and quarter-hourly announcements.

PROGRAM SERVICE SHORTS

HFH Enterprises, subsidiary of Hunn, Fritz & Henkin Productions, has been organized to represent performing and production talent. Larry Puck, executive producer of HFH Productions, will direct subsidiary, both firms headquartering in New York.

World Broadcasting System, N. Y., distributor of radio programming, has moved into new quarters in Coliseum Bldg. at 10 Columbus Circle, New York, N. Y. Telephone: Plaza 7-1400.

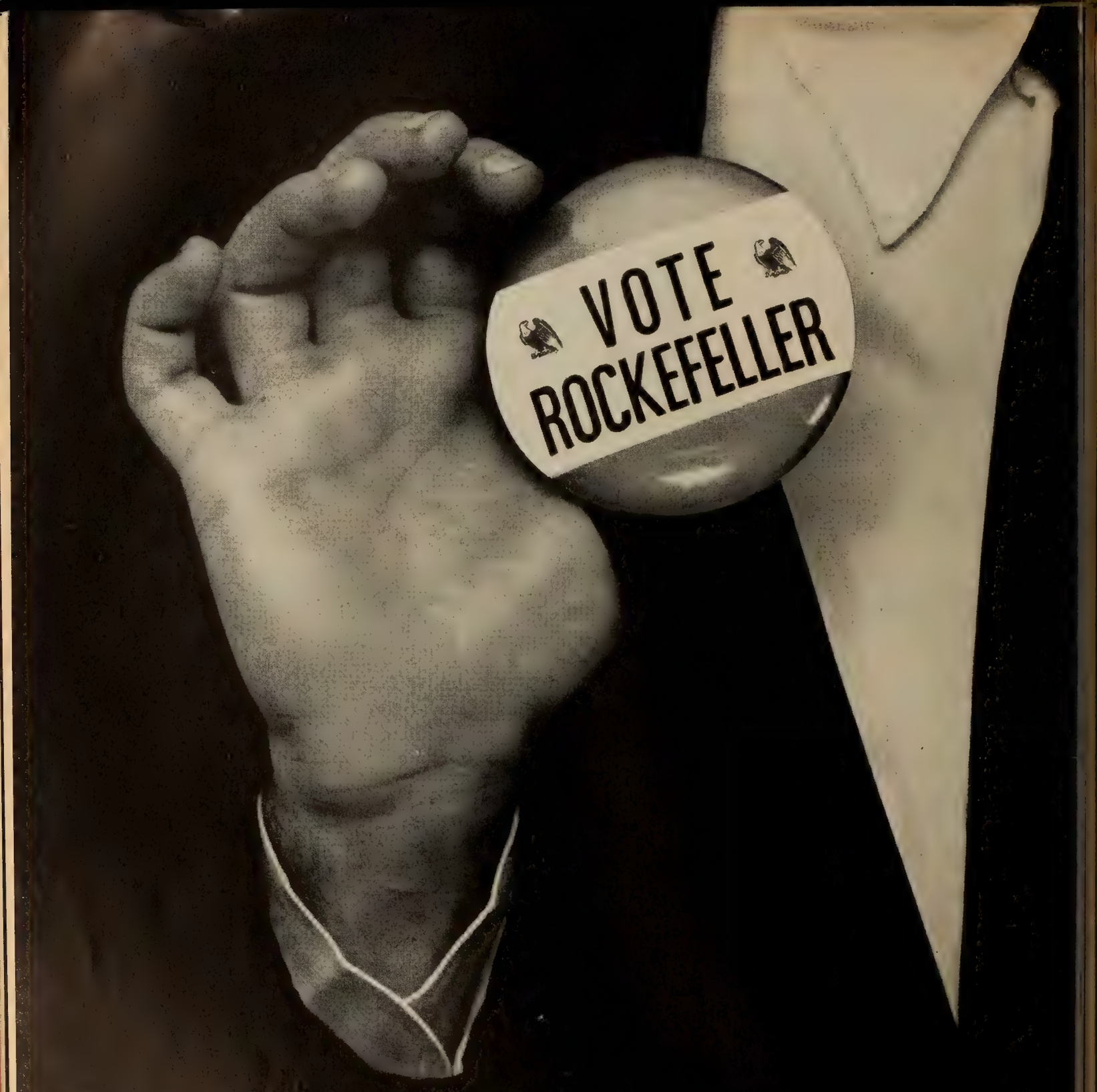
WINNING THE WEST...



Adult entertainment by Harry Babbitt, Marvin Miller, Masters of Melody... authoritative sports coverage by Tom Harmon...plus complete news summaries by Frank Goss, Hugh McCoy, David Vaile, Sunday Desk and the Richfield Reporter ...all this and a lot more on 26 of the west's most powerful and respected radio stations. No wonder the way to cover —and win—the west is with this kind of 252,000 watt ammunition. We have the facts, figures and advertising success stories to prove it. Ask any of the hands from the

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales



We love them both!

And no wonder! Both contenders for New York's Governorship elected TELESTUDIOS *to produce their television appeals with quality, with speed, with the flexibility and low cost typical only of* VIDEOTAPE. *In return for this bi-partisan vote of confidence, the* TELESTUDIOS' *organization went into high gear and worked for both parties with equal fervor.*

This is not a paid political advertisement.



TELESTUDIOS' top management took personal charge of each session, the same kind of VIP treatment on which you can count when you go for that live look you get with tape at TELESTUDIOS. So if you're producing commercials, pilots or programs . . . if you want the kind of loving care your productions rate—then get on the bandwagon—call on VIDEOTAPE, call on NTA'S **TELESTUDIOS, INC.**

1481 Broadway, New York, N. Y. LOngacre 3-6333

RCA, JUSTICE END FOUR-YEAR SUIT

- **RCA fined $100,000; must set up non-royalty patent pool**
- **Opinions differ as to possibility of resulting color tv spurt**

The germ of an all-industry, electronics radio-tv patent pool was born last week when giant RCA and the Dept. of Justice signed a consent decree ending a four-year-long civil antitrust suit.

The consent judgment requires RCA to establish a non-royalty pool arrangement for its 100-key color tv patents. Other manufacturers who have color tv patents may join this pool by including their patents along with RCA's.

At the same time, RCA was fined $100,000 in a companion criminal antitrust suit. The fine was imposed by New York federal district Judge John F. X. McGoney after RCA pleaded no defense.

A possible spurt in color tv manufacture was seen in some circles as a result of the consent decree. Many manufacturers have maintained that their lack of interest in color tv receiver production was caused by the purported RCA patent dominance in this field. RCA has been virtually alone in making color tv sets.

The establishment of a color tv patent pool in which other color tv claimants would have equal voice could provide the incentive to a concerted color tv set production push, it was thought.

Others in radio-tv manufacturing, however, expressed some doubt that the consent decree will result in any appreciable increase in color production. Their uncertainty is based on the belief that many manufacturers used the patent situation as an excuse for not pushing color manufacture.

An offshoot of the consent decree and the fine is the question of its impact on the FCC's attitude toward NBC-owned radio and television stations. NBC is a wholly owned subsidiary of RCA, and is licensed for radio and tv outlets in New York, Philadelphia, Washington, Chicago, New Britain (Conn.), Los Angeles (tv only), San Francisco and Pittsburgh (radio only). It also holds a grant for uhf WBUF-TV Buffalo, which was closed down last month.

In recent license renewals of NBC stations the FCC has conditioned its grants "without prejudice" to any action it might determine to take following the outcome of the antitrust suits against RCA and NBC.

The right of NBC to own stations in Philadelphia has been challenged by Philco Corp. The FCC turned down the Philco license renewal protest on the ground that the Philadelphia radio-tv-appliance manufacturer had no standing. The U. S. Court of Appeals for the District of Columbia, in a 2-1 decision last June, reversed the FCC and ordered that a hearing be given Philco on its allegations. NBC in September asked the U. S. Supreme Court to review this decision.

RCA-NBC are the defendants in another government antitrust suit involving the 1955 exchange of NBC's Cleveland radio-tv stations for Westinghouse's Philadelphia radio-tv outlets. NBC also paid Westinghouse $3 million. Following informal charges that NBC had pressured Westinghouse into agreeing to the swap—with the threat to withdraw NBC affiliation from Westinghouse stations—the Justice Dept. filed an antitrust suit in 1956. The government asked not only that the Philadelphia and Cleveland stations be returned to their original owners, but such divestiture of NBC "assets" as the court deemed necessary and appropriate.

This suit was dismissed by Philadelphia federal district Judge William H. Kirkpatrick in January of this year on the ground that the Justice Dept. could not attempt to undo the FCC's approval of the exchange, since the Commission was the lawful authority in the matter.

The Justice Dept. asked the U. S. Supreme Court to reinstate the antitrust suit and it is expected to be argued the middle of this month.

Philco has a $150 million, treble-damage private civil antitrust suit pending against RCA. It alleges monopoly and restraint of trade, claiming damages of $50 million.

In September 1957, RCA settled an 11-year-old private antitrust patent suit with Zenith Radio Corp., Chicago. RCA paid Zenith a sum reported to have been in the neighborhood of $10 million.

Both Brig. Gen. David Sarnoff, chairman, and John L. Burns, president of RCA, last week welcomed "the termination of this long and burdensome litigation."

They pointed out that the terms of the consent decree deal primarily with radio-tv apparatus and do not affect RCA's activities in "important new industrial fields"—naming automation, electronic computers, atomics, electronic tape recorders, Electrofax and medical electronics.

Attorney General William P. Rogers termed the settlement the "successful conclusion of one of the [Justice] Department's most important antitrust cases . . ."

Victor R. Hansen, assistant attorney general in charge of the anti-trust division, declared that the judgment "cuts through the jungle of patents and patent rights and makes them available to the entire industry. The judgment assures that hereafter patent owners in this field will have a competitive market for their inventions or will be in a position to exploit the fruits of their own research.

"Our hope is that today's judgment, by assuring availability of existing and future patent rights, will signal a new era of development for radio purpose technology."

The original complaint was filed against RCA by the Justice Dept. in 1954. It charged that RCA's patent practices—particularly the requirement that licensees take "package" licenses even though the licensee did not need or use all of them—constituted a violation of the antitrust laws.

Last week's consent judgment requires RCA to place its 100-color tv patents into a royalty-free patent pool, available to all members of the pool. Membership is to be open to all companies having color tv patents and who are willing to place them in the pool. Provision is also made for membership in the pool of those companies not owning any color tv patents.

Any company not desirous of joining the pool may obtain a license from RCA under any, some or all of the 100 color tv patents at "reasonable" royalties.

The pool will terminate, the consent decree notes, upon the expiration of the oldest patent.

RCA has spent over $100 million on color tv, it is understood.

One of the big questions on the color pool was how it was to be set up. The consent decree is silent on this.

Electronic Industries Assn. consumer products division meeting in San Francisco last September discussed establishment of a patent pool.

Other items in the consent judgment:

- RCA shall license on a royalty-free basis all existing patents involving radio purpose apparatus. This covers an estimated 12,000 patents. Licensee must be permitted to choose which ones they want.
- RCA must license to any applicant upon a "reasonable" royalty basis any radio purpose patent acquired in the next 10 years.
- Licensees of RCA patents must be free to sell their products in foreign countries, even though RCA has patent protection there.
- When assessing royalty charges, RCA must allow the licensee to deduct from the

OTHER POOLS

The idea of industry-wide patent pools—required for color-tv in last week's RCA-Justice Dept. consent decree—is not new in U. S. economy.

The two best known are those in the aviation and automobile industry.

The aviation patent pool was established in 1917 under the aegis of the Manufacturers Aircraft Assn. This operates a voluntary cross licensing arrangement whereby aircraft manufacturers pool their patents. There are 32 members at present. No royalties are charged, but licensees pay a "reasonable" fee to underwrite the operation of MAA.

The automobile patent pool was an outgrowth of patent squabbles in the early days of car manufacture and had its beginning in 1914. The Automobile Manufacturers Assn. handled the mechanics of this industry-wide, non-exclusive, royalty-free cross-licensing arrangement. The bulk of this faded to insignificance a few years ago when basic patents expired. At present AMA is aiding in the development of exhaust emissions—anti-smog experimentation and expects to be able to establish an industry-wide cross-licensing agreement so all manufacturers may use the results.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



Building a television commercial takes the talents of a lot of skilled people—writers, artists, producers, casting directors, musicians, recording experts, stylists and many others. Omit one and he's sure to "be missed."

It takes a *balanced effort*—in which every part of the whole creative job is carefully handled by a full team of trained agency TV specialists who know what they're doing at all times and never stop trying to do better.

1955

The recording tape industry introduces the new "double play" tapes, made on ½-mil Mylar* polyester film base, making available twice the normal length of tape on any given reel size and effectively doubling the normal playing time. ***Problem:*** The new tape is "twice as long," to be sure, but quite fragile, requiring special care in handling.

1957

The recording tape industry introduces the new "tensilized" or "fortified" double play tapes, now made on a special type of reinforced ½-mil Mylar* base that is twice as resistant to stretching and breaking as the 1955 kind. ***Problem:*** The new tape is indeed "twice as long and twice as strong" now (just as strong as normal tape, in fact), but the price is astronomical.

1958

Beginning November 1, 1958, all **irish** "Double Play" recording tape on the market will be of the reinforced, 1957 kind—***but*** at the moderate price of the older, 1955 kind. ***End of Problem:*** This latest **irish** "Double Play" tape has the ***length*** (2400 feet on a standard 7-inch reel), it has the ***strength*** (6 lbs. tensile force)—and you can afford it!

*DuPont's registered trademark



irish
BRAND
recording tapes
are made by the exclusive FERRO-SHEEN® process and are available wherever quality tape is sold.
manufactured by
ORRADIO INDUSTRIES, INC., Opelika, Alabama
Export: Morhan Exporting Corp., N.Y.
Canada: Atlas Radio Corp., Ltd., Toronto 19

net selling price of the product services or unpatented parts.

• The services of RCA's Industry Services Labs. must be offered to licensees and non-licensees on a non-discriminatory basis and technical information reasonably required by a licensee must be made available for 10 years at a reasonable charge (approximating cost).

• RCA is prohibited for the next 10 years from acquiring any patents from anyone not in its employ and perpetually from acquiring exclusive licenses under, or any right to grant sub-licenses under, any U. S. patent owned by someone else without first securing court approval.

The consent decree also enjoins RCA from various patent licensing practices which were the bases for the complaint originally.

The term "radio purpose apparatus"—to which the consent decree applies—is defined in the judgment as equipment which transmits or receives signals by way of electronic impulses (other than apparatus used for public service communication).

The indictment of RCA on criminal charges took place last February. The grand jury indictment was on four counts, and last week's $100,000 fine was on the basis of $25,000 for each count. Named as co-conspirators, but not as defendants, in the criminal suit were such American and foreign electronic giants as GE, Westinghouse, AT&T, Western Electric, ITT, Hazeltine and EMI, England; Telefunken, Germany; Philips, Holland, and CGT, France.

The RCA consent decree follows generally the consent judgment entered into between the government and AT&T and IBM in 1956. In that judgment AT&T also was required to throw open, royalty-free, all of the patents in the so-called B-2 agreement with RCA, GE and Westinghouse.

In the 1930's, the government forced, also via a consent decree, RCA, AT&T, GE and Westinghouse to dissolve their cross ownership holdings.

Supreme Court Remands Third 'Influence' Case

The U. S. Supreme Court last week sent back to the District of Columbia Court of Appeals its third tv case tainted with charges of improper representations.

The high court returned the Orlando, Fla., ch. 9 case and told the lower court to look into allegations of *ex parte* representations.

The purported improprieties were related by the Solicitor General of the United States in his brief opposing the granting of certiorari to the appellants. The appeal to the Supreme Court was taken by WORZ Inc. (WKIS and WORZ [FM] Orlando), unsuccessful applicant for the Orlando ch. 9.

In hearings before the House Legislative Oversight Committee last June, a committee investigator testified that Florida attorney William H. Dial had contacted then Comr. Richard A. Mack in behalf of WLOF Orlando, which subsequently won the vhf grant. The investigator testified that Mr. Dial did not represent WLOF in the FCC proceedings and that there was no evidence he received a fee. Mr. Dial did represent the company in a local Florida matter.

The grant to WLOF was made in 1957, the FCC reversing the examiner's recommendation. The appeals court upheld the FCC's grant last May and WORZ Inc. asked the Supreme Court to review the decision.

The vote of the Supreme Court in sending back Orlando ch. 9 was 7 to 2—Justices Tom C. Clark and John M. Harlan dissenting. This was the same vote two weeks ago when the Supreme Court returned also to the appeals court the Springfield ch. 2 and Peoria ch. 8 deintermixture cases.

There, also, charges of wire-pulling at the FCC were included in the Solicitor General's brief [GOVERNMENT, Oct. 27]. The FCC told the Supreme Court in its brief that it was looking into the Orlando allegations itself. The Commission on its own motion last month ordered an investigation of the charges.

WLOF-TV announced after the Supreme Court's action that it had informed the FCC it will cooperate fully in the investigation and wants the matter cleared as early as possible. The ch. 9 outlet has been operating with ABC affiliation since Feb. 1, 1958.

Comr. Mack, under grand jury indictment for his part in the Miami ch. 10 case, is scheduled to be arraigned in Washington Nov. 7. He resigned from the FCC last March.

FCC Asks Court Denial Of Microwaves' Appeal

Denial of appeals by five common carrier applicants for microwave relays to serve community antenna systems [GOVERNMENT, Oct. 27, 20] was asked last week by the FCC in an opposition filed with the U. S. Court of Appeals for the District of Columbia.

The Commission held it is on solid legal ground in deferring action on microwave facilities which would serve community antenna systems in small city areas which already have tv broadcast service or prospects for it. Microwave grants to implement CATV systems in such areas have been held up by the FCC since initiation of a study of among other things the economic impact of CATV operations, boosters, satellites, etc., on tv broadcast stations [GOVERNMENT, May 26].

Meanwhile, the FCC last week made the second grant of microwave relay facilities serving CATV since the inquiry was announced. The grant, to Carter Mountain Transmission Corp. to serve a CATV system at Miles City, Mont., was in line with a modified policy, adopted Oct. 8 by the FCC, permitting microwave facilities for CATV systems if the area to be served has no tv broadcast station and no prospects of getting one.

The FCC told the court that the *mandamus* remedy sought by the five common carriers—to require the Commission to act on their applications or set them for hearing—clearly is "not available" where the reasonableness of delay is solely a matter of FCC judgment of the best way to per-

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"



TAKE it from us—our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV—the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives



The novelty of television has worn off...

Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the eleventh year of network television it seems reasonable to agree that television is no longer a novelty—that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

IN 1958 the average television family is watching more than ever—an average of four hours and 59 minutes a day. *Tonight at 9, for example, three families out of every five will be watching television.*

Today there is at least one television set in 43,900,000 homes—86% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers today are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people—at the same instant—than any form of mass communication ever devised, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nationwide audiences in all television, (as shown in the 79 consecutive Nielsen Reports issued since July 1955), the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK

WCSH-TV 6

NBC Affiliate **Portland, Maine**



MORE POINTS FOR YOUR BUCK

That's the result of combining the superior coverage and "Program Dominance" of Northern New England's service-minded SIX . . . two facts that have been repeatedly established by survey after survey for five straight years and most recently by TV Age's ARB analysis and NCS #3.

See your Weed TV man about how you can benefit from SIX's viewer preference in its 13-county, billion-dollar plus service area.

A RINES STATION

A matching schedule on Ch. 2 in Bangor saves an *extra* 5%

form its obligations under the Communications Act.

The FCC said its long-standing doctrine of modifying normal case-by-case processing of applications, under "appropriate circumstances" such as consideration of legal and policy questions in related proceedings, has been recognized by the courts and that the congressional "objective" of the McFarland Amendment (of deciding non-hearing cases in three months) is not an "absolute requirement" in the present case. Besides, the Commission said, each of the common carrier applications requires for an FCC finding that it is in the public interest and this is "exactly" the question under study in the FCC's inquiry.

To arguments that the FCC's practice of continuing to grant tv translator applications while holding up microwave grants to common carriers serving CATV is unfair, the Commission said the two types of services are "significantly different." Translator applications don't involve providing multiple service to urban districts at the expense of any service to surrounding rural areas as do microwave grants for CATV, the FCC said, and besides, represent considerably less investment than microwave facilities.

Even if the court can require FCC hearings, it cannot require grants, and until the Commission can make up its mind on the questions posed in its study a multiplicity of hearings would raise only the same issues now being studied, FCC said, adding that it would be unlikely any of the hearings would be resolved before the FCC completes its proceeding begun last May.

Ten Stations Get Court Stays Against FCC Multiplex Order

Ten fm stations which are fighting the FCC's multiplex requirement received a reprieve last week when the U. S. Court of Appeals, Washington, D. C., issued stays against the FCC's orders which would have forced them to multiplex subsidiary communications operations after Oct. 31.

The court stayed the Commission's Oct. 1 order in each case until 15 days after a decision is handed down by the court in the bellwether multiplex case — Functional Music Inc. (WFMF [FM] Chicago). The FCC's order denied petitions by 15 fm stations seeking an extension of present simplex operations for various reasons [GOVERNMENT, Oct. 6].

The WFMF case, argued last June, is an attack on the validity of the FCC's ruling that functional music operations is not broadcasting and must be aired on other than a broadcast channel [GOVERNMENT, June 16].

Stations benefiting from the court's stay orders were: WKJF (FM) Pittsburgh, Pa.; WPEN-FM Philadelphia, Pa.; KDFC (FM) San Francisco, Calif., KRKD-FM Los Angeles, Calif.; KMLA (FM) Los Angeles, Calif.; WDDS-FM Syracuse, N. Y.; WPKM (FM) Tampa, Fla.; WMIT (FM) Clingmans Peak, N. C.; WMMW-FM Meriden, Conn., and WWDC-FM Washington, D. C.

WFMF received a stay last March. In

GOOD NEWS FOR ADVERTISERS

WOL

proudly announces its affiliation with the

MUTUAL NETWORK

to provide the most intensive news coverage ever offered in the News Capital of the World...

Washington, D.C.

NEWS... complete reports every half hour throughout the broadcast day . . . using the great Mutual reporters for world-wide live pick-ups.

NEWS... the kind of programming that delivers a loyal audience in and around Washington, D. C. . . . a rich and news-hungry market.

REPRESENTED NATIONALLY BY HEADLEY-REED



July KFMU (FM) Los Angeles, Calif.; WNAV-FM Annapolis, Md., and WEAW-FM Evanston, Ill., received stays, and last month WBFM (FM) New York received a stay.

Appeals Court Denies Rehearing Of 1956 WAVY-TV Norfolk Grant

The full U. S. Court of Appeals in Washington has denied a request for a rehearing in the Norfolk, Va., ch. 10 case. The court —with two dissents—denied a petition for rehearing filed by Beachview Broadcasting Corp., losing applicant in the case. Circuit Judges Wilbur K. Miller and David L. Bazelon voted to grant the petition for rehearing.

Judge Bazelon stated that he would grant the rehearing "in order to reconsider this court's recent rulings which appear to render us powerless to restrain the Commission from employing shifting emphasis of comparative criteria obliterating any predictable pattern of decision."

More Power for Regionals Asked To Match Class III Increases

Rulemaking for increase in power of Class III (regional) stations from a limit of 5 kw to 10 kw was asked of the FCC last week by E. Harold Munn Jr., consulting engineer, Coldwater, Mich.

Mr. Munn said increasing man-made interference caused by mechanization of farms and small cities requires a stronger signal to override this interference. Use of the FCC's conductivity map M-3 shows that many Class III stations, located on the basis of outmoded data, do not cover the regional areas for which they were authorized and in some cases do not provide the minimum field intensities over all areas of the city of license.

Commission Abandons Its Effort To Obtain Third V for Providence

The FCC last week decided to drop the whole matter of obtaining a third vhf channel for Providence, R. I. [GOVERNMENT, June 16]. Providence, which already has vhf chs. 10 and 12, would have been assigned chs. 8 and 13 and ch. 12 would have been moved to New Haven, Conn., among other allocation changes.

In view of air hazards and problems pertaining to educational reservations and mileage separation the FCC decided that none of the proposals would provide Providence with a third outlet. Comrs. T. A. M. Craven and John Cross dissented. Chairman John C. Doerfer and Comr. Frederick Ford did not participate.

Cross Asks Commission Lawyers To Help FCC Restore Reputation

Comr. John S. Cross last week called on members of the Federal Communications Bar Assn. to so comport themselves in their profession as to help the FCC "restore its reputation" and "regain the confidence" of the public.

The FCC's newest member addressed FCBA at its monthly luncheon Thursday.

A commissioner explains his mission: all broadcasters joined in Conelrad

There is a place in national defense for fm and tv stations.

This is the message that is being carried to broadcasters by FCC Comr. Robert E. Lee in a missionary swing around the country in behalf of Conelrad.

What the FCC's defense commissioner has been urging is that state broadcasting organizations establish voluntary communication chains, via fm and tv stations, which would come into existence in the event of an emergency and where land lines are knocked out. At present fm and tv stations must cease broadcasting during an air raid.



COMR. LEE

Mr. Lee is enthusiastic about the possibilities. "Take Indiana, for example," he said the other day. "There's a whole chain of fm stations tied together for the football games. No reason why the same lineup couldn't perform in an emergency. We'll help them, too, if there are any white areas."

Comr. Lee has attended nine state association meetings in the last three months. By February, he estimates, he will have attended and spoken to all state groups.

His major purpose, he agrees, is to revive interest in Conelrad. This is a military requirement, he stresses, and broadcasters must assume it is vital. He insists that Conelrad had become more significant to the military in recent years. It is much more than just a deception device. Because of security classifications, he states, he is unable to be more specific.

In recent years broadcasters have become increasingly critical of Conelrad. Aside from the expense most broadcasters object to the "nuisance" entailed in participating. Most feel that the same objective could be accomplished through other means.

Among the nuisances which have been complained of in recent months, two are considered typical:

• A small-town station in one of the southern states monitors the nearby Conelrad relay key station. This latter, unfortunately, is knocked off the air frequently. Through some misfunctioning, the small town station's Conelrad alarm reacts each time the key outlet goes off the air. This has happened at odd times—such as when a lone announcer is on the air. The owner of the small-town station is fearful that some day his employes are going to turn off the Conelrad alarm through disgust.

• An eastern station is a key Conelrad outlet. It must operate 24 hours a day. A West Coast clear channel station has been approached by the Air Force to become a key outlet in another facet of Conelrad. But, because of co-channel operation by an East Coast station, the West Coast clear cannot comply with the military national defense request. Yet, the East Coast station is perfectly willing to curtail its 24 hour a day service to permit this activity.

Civil defense officials have been critical of the Conelrad plan because, they claimed, there is not sufficient coverage for the dissemination of information to the public.

This has been overcome now, Comr. Lee says, through closer coordination between broadcasters and local civilian defense officials.

Mr. Lee has an answer to these objections. "Look," he says. "It's like having a fire department. We beef at seeing the firemen sitting around playing cards all the time, but when a fire breaks out we're happy we have them."

The Conelrad plan went into effect in 1951. It uses clusters of standard band broadcast stations operating on an intermittent, sequential basis with low power. Its purpose is to confuse enemy planes or missiles and prevent them from "homing" on U. S. targets through the use of U. S. broadcast signals. Conelrad stations switch to 640 kc or 1240 kc when in emergency operation.

Secondary Conelrad stations are local, low-power outlets which are permitted to broadcast for 30 seconds every 20 minutes to broadcast defense information.

In the planning stage is the use of 73 high-powered "skywave" stations capable of blanketing the U. S. by operating 24 hours a day. These would be used for national coverage by the government to direct messages and instructions to the civilian populace just before an attack and immediately after.

During the blackout, however, these stations would either be silent or participate in normal Conelrad operation.

There are 1,218 standard broadcast stations now voluntarily participating in the Conelrad project. Among these are 65 key stations and 271 relay key stations.

Dozens of refinements have been developed since the relatively crude beginning of the deception formula devised early in the "Cold War" to enable radio stations to remain on the air during an enemy attack.

One is a device which permits a controller to maintain a broadcast by one of the Conelrad stations for a longer period than the few seconds provided in the automatic sequential operation now in existence. This could be used, it was explained, to permit a station in one quadrant of a Conelrad cluster to be on the air long enough to complete full civil defense information.

Another is the use of the Conelrad setup by the Weather Bureau for the alerting of local government officials in the event of hurricanes or tornadoes.

Comr. Lee also stresses the benefits that accrue to Conelrad stations. In certain instances, he points out, a key Conelrad station must transmit at a higher power than it is licensed for. The Commission looks



We can hardly contain ourselves

Only last week, in historic newsprint, two mighty networks squared off in a conflict of claims.

The fur fairly flew. The combatants fired deadly footnotes at each other, and somebody, 'tis said, got hopping mad.

Today we are met in harmony and peace. For mighty Nielsen has spoken out.

We have been up to our ears, these past days, in the October Nielsen Report. And be it assured: it points to the most tremendous fall season (by far!) in all the history of television. More hours programmed. More sets tuned in. More — many more! — people watching.

Nielsen, with lavish hand, bestows credit on all three networks . . . but the *bulk* of it on ABC.

So far this fall, the frost is on nobody but the pumpkin. In one year ABC's audience, per average evening program, has increased by 1,277,000 homes — a thumping leap of 22%! Another network has added 877,000 homes — a jump of 10%. The third network has added 514,000 homes — up 6%. **In other words, ABC has added almost as many homes as the other two networks combined!**

Naturally, we (and our advertisers) are feeling expansive.

ABC TELEVISION

FOOTNOTE: National Nielsen Report (Average Audience per minute) for all sponsored evening programs, 7:30-10:30 PM, NYT, first October, 1958 report period (two weeks ending October 4) versus the comparable period in 1957. The facts and figures in this ad have been verified by the A. C. Nielsen Co.

favorably on applications for higher power for this purpose, he said.

Mr. Lee refers to one eastern station whose increase in power has been followed by a jump in income.

Another plus, Mr. Lee points out, is a government-pushed plan to aid Conelrad stations in acquiring auxiliary generating equipment economically. There are other possibilities, Mr. Lee emphasizes—such as fast tax write-offs for special equipment or expenses connected with defense.

One of the significant revisions of the Conelrad plan has to do with closely contiguous cities where two separate clusters of stations operate and where there might be some interference. Conelrad officials are now thinking of separating the 640 kc or 1240 kc listening wavelengths, assigning one to one city, and the other to the neighboring community.

Commission Takes Four Actions In New Orleans Ch. 12 Case

The FCC moved in on the New Orleans ch. 12 case last week with four actions.

• The Commission denied the request by ch. 12 WJTV (TV) Jackson, Miss., that ch. 20 WJMR-TV New Orleans be directed to cease operation immediately of its simultaneous experimental broadcasting on ch. 12.

• The WJMR-TV experimental license was cancelled effective Jan. 1, 1959.

• WJMR-TV's request for an oral argument was denied.

• The WJMR-TV application for an experimental authorization was designated for evidentiary hearing in accordance with last spring's U. S. Court of Appeals decision.

The Court ruled that the FCC "erred" in granting the applications of WJMR-TV to simultaneous broadcasting on chs. 12 and 20. It remanded the case to the FCC for a hearing on the WJTV (TV) allegations that WJMR-TV was "not proposing a *bona fide* experiment" with its New Orleans dual operations [GOVERNMENT, May 26].

Crosley Asks High Court Review Of Ch. 13 Remand by Appeals

Crosley Broadcasting Corp. last week asked the U. S. Supreme Court to review an appeals court ruling which turned back for further FCC consideration its ch. 13 Indianapolis grant.

Crosley said the appeals court erred when it ruled that FCC Comr. T. A. M. Craven should not have voted in the 1957 FCC decision granting Indianapolis' ch. 13 to Crosley. The Commission's vote was four for Crosley, one each for each of two other applicants and a third vote to reopen the record. Comr. Craven abstained in the first vote but was prevailed to cast his vote on the second ballot in order to break the impasse. The appeals court remanded the case to the FCC last June because Comr. Craven voted without having heard the oral argument. Comr. Craven was not a member of the FCC at oral argument. It denied a rehearing last September [GOVERNMENT, Sept. 29]. The appeal was brought by WIBC Indanapolis, one of the three unsuccessful applicants in the original hearing. The other unsuccessful applicants were WIRE Indianapolis and Mid-West Tv Corp.

Harris Probe Invites Answers To Charges Leveled by Eastland

Hearings on the Pittsburgh ch. 4 case will be resumed by the House Legislative Oversight Subcommittee at 2 p.m. Nov. 12. Robert W. Lishman, chief counsel, said last week. Mr. Lishman said all the principals implicated in testimony Sept. 23-24 by Oliver Eastland, staff investigator, have been "invited" to appear, including former FCC Chairman George C. McConnaughey.

He said the hearings on ch. 4 will follow a subcommittee executive (closed) session on the morning of Nov. 12 and probably will continue to the following Monday (Nov. 17). Other witnesses asked to appear, he said, include Earl F. Reed and Lee W. Eckels, principals in Tv City Inc., one of the applicants and Washington attorney Raoul E. Desvernine, representing a steel company in which Messrs. Reed and Eckels have substantial interests. Tv City merged with WCAE Pittsburgh and the merged company received the ch. 4 grant July 25, 1957.

Staff Investigator Eastland testified at the Sept. 23-24 sessions that Messrs. Reed and Eckels heard "rumors" that former Chairman McConnaughey solicited $50,000 from one applicant for his vote and $20,000 a year for 10 years from another. Mr. Eastland testified that several *ex parte* contacts were made between Mr. Desvernine and Warren Baker, then general counsel of the FCC.

Mr. Lishman said several political figures, including candidates for office whom he declined to identify, had "demanded" the hearings be resumed immediately after developments in Mr. Eastland's testimony in September but that Subcommittee Chairman Oren Harris (D-Ark.) postponed hearings until after the election tomorrow (Nov. 4) to avoid political matters.

Mr. Lishman did not mention by name as invited witnesses other persons whom Mr. Eastland testified were involved in various behind-the-scenes activities in the ch. 4 case. These included Democratic Mayor David Lawrence of Pittsburgh, Sen. George Smathers (D-Fla.) and multiple-station owner George B. Storer.

Torre Case to Supreme Court

A centuries-old "right" of newspaper reporters to refuse to name their sources has been placed before the U. S. Supreme Court.

Marie Torre, *New York Herald-Tribune* radio-tv columnist, appealed last week for Supreme Court review of a 10-day jail sentence for criminal contempt of court because she refused to name the source of a story she wrote.

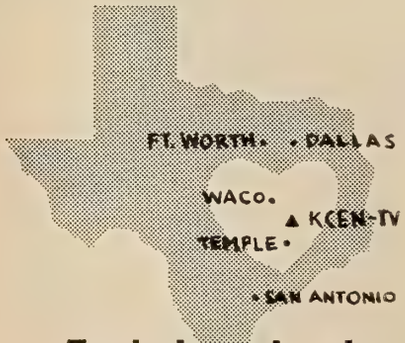
Miss Torre's jail sentence—imposed by New York federal district Judge Sylvester J. Ryan—was upheld by the Second U. S. Circuit Court of Appeals last September. The opinion was written by then Circuit Judge Potter Stewart, now a member of the Supreme Court. It is believed Justice Stewart will disqualify himself.

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WITI-TV PURCHASE DEFENDED BY STORER

- **Letter answers FCC queries**
- **No undue concentration seen**

Storer Broadcasting Co. last week told the FCC that its proposed purchase of WITI-TV Milwaukee won't result in a concentration of radio-tv station ownership against the public interest, that Storer doesn't intend to combine its other radio-tv outlets with WITI-TV for rate purposes unless forced to by competition from other multiple radio-tv station owners in Milwaukee (Hearst Radio and CBS) and that Storer feels it can make a go financially of WITI-TV as an independent outlet because that station isn't beset by troubles similar to those which confronted Storer's independent (and now-dark) WVUE (TV) Wilmington.

The Storer presentation was a reply to a Commission letter in mid-October [GOVERNMENT, Oct. 20] posing these questions about the company's proposed purchase of WITI-TV (ch. 6) for $4,462,500 [AT DEADLINE, Aug. 11]. The FCC, by a 3-2 vote, asked for the information before considering approval of the transaction.

Storer maintained last week that it has "never" sold a radio or tv station except to comply with the FCC's numerical limit (five vhfs, 2 uhfs, 7 ams, 7 fms) on station ownership. Even when Storer has done so, said the letter signed by Vice President-Secretary John E. McCoy, the company has "immediately re-invested" in radio or tv stations which appeared to offer "greater opportunities for public service and financial return."

Substitution of WITI-TV for WVUE, Storer said, actually will represent a reduction of 1,257,500 tv homes served and an area reduction of 399 square miles. After the transfer there will be "at least" five multiple tv owners serving a greater aggregate population than Storer, the company said, listing CBS, NBC, ABC, Westinghouse Broadcasting and General Teleradio (and considering GT's CKLW-TV Windsor, Ont.-Detroit).

Storer noted WITI-TV serves a separate economic area from other Storer stations and that it has no lack of competition from other radio-tv stations and other media. It was pointed out the FCC "repeatedly" has determined that other multiple radio-tv operations—serving larger cities and larger populations than Storer—are not against the public interest. Storer listed a number of transactions approved by the FCC in the past and involving CBS, NBC, ABC, WBC and GT and said these companies had been favored "repeatedly" by the FCC in comparative hearings, uncontested transfers and protested transfers.

The letter said Storer will not set rates for WITI-TV in combination with other Storer radio-tv stations unless locally competing multiple owners such as Hearst and CBS institute this practice. In such an event, Storer said, it reserves the right to reconsider.

Storer said that while it had failed to operate WVUE and WGBS-TV Miami with financial success as independents, the company has received valuable experiences therefrom. It noted losses of $2 million within 16 months at WVUE.

Citing differences in WITI-TV and WVUE which would make more likely the success of WITI-TV as an independent where WVUE failed, Storer said WITI-TV revenues have improved over 1957 and the station should show an operating profit of at least $6,500 this year. WITI-TV's competitive situation is better, it was noted, because WVUE competed with three "established" (i.e., pre-freeze) vhfs, whereas the Milwaukee outlet has only one such established competitor—WTMJ-TV. WISN-TV has been on the air only since October 1954 and under its present ownership (Hearst) since March 1955, while uhf WXIX-TV, on the air since September 1953, has been owned by CBS only since 1955.

WVUE had programming problems because competitors had control of "substantially all good programming" otherwise available to an independent—all major film feature packages, substantially all good syndicated film series and sporting event features. WVUE had to sublicense from WFIL-TV Philadelphia for $1.5 million the RKO package, the only one it was able to obtain, Storer said. WITI-TV has no such problem and its schedule of features and syndicated films, plus some ABC-TV network programs, is "highly competitive," it was said. Storer also has contracted for the Paramount feature film package contingent on FCC approval of the WITI-TV purchase, it was noted.

Storer cited a "long history" of non-acceptance of WVUE in its market, audience habits of tuning to network stations in Philadelphia, receiving antenna orientation problems and alleged harmonic interference from WPEN1FM Philadelphia. WVUE, although in Wilmington, had to pay the same operating costs prevailing in Philadelphia, costs not present in Milwaukee, Storer added .

ARB audience surveys were cited for August and September 1958 to show that WITI-TV enjoys a much better competitive position in relation to its competitors than did WVUE.

Storer added that should a network affiliation become available in Milwaukee, Storer, "of course," will seek it.

WBC Protests Black Mark Given For KYW-TV's Use of NAM Film

Westinghouse Broadcasting Co. last week asked the FCC for a cleaner mark in deportment than that given its KYW-TV Cleveland for programming free news film on a "controversial issue" without announcing who furnished the film.

WBC lit into the FCC's interpretations of its rules in handing the company a reprimand for telecasting on one of its news programs a film made of the "Kohler hearings" last March before a special Senate Labor-Management Committee [GOVERNMENT, Sept. 29]. Storer Broadcasting Co. was chastised along with WBC for carrying a film of the hearings, furnished by National Assn. of Manufacturers. More than 20 other tv stations also carried the film [GOVERNMENT, April 21, *et seq.*].

Westinghouse urged the FCC to let a station exercise its own judgment on the fairness of whatever it presents on a news program. WBC questioned whether a station presenting a controversial viewpoint as part of a news program has the affirmative duty to seek out and encourage divergent opinions.

The company also wanted to know the extent of FCC rules on material furnished free to a station by persons or organizations seeking publicity and under what circumstances the furnishing of such material free to a station is considered by the FCC as an inducement to the station to broadcast the material.

Westinghouse asked the FCC to ameliorate the wording of its letter to WBC last September so as to indicate that the company's conduct was not "delinquent" and that the FCC finding would not "militate" against WBC's overall qualifications as a broadcast licensee in the future.

WBC said it has been unable to find any previous FCC ruling or court decision that the FCC rule requiring source identification of free material of a controversial nature is applicable to "hard news" programs. KYW-TV's judgment was made in good faith and was a reasonable one under the circumstances, WBC said, expressing its feeling that good faith and a reasonable effort to conform to FCC rules shouldn't be considered as "conduct substantially short of that required of a broadcast licensee."

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WRC-TV's new rate card (No. 14) is a thing of beauty . . . and a joy to work with. Effective Nov. 1, 1958, it offers important new opportunities for advertisers. The most significant change enables the advertiser to purchase announcements on all plans *on a non-pre-emptible basis with fixed positions for a limited number of prime-time 10-second spots!* ■ Time period classifications have been reduced to a minimum. Calculations take only moments. And it will take *you* only a moment to obtain maximum benefits from the Capital's newest rate structure . . . which goes hand-in-hand with the Capital's most modern television facilities. Now, more than ever, you will find it easier, more profitable to do business with WRC-TV . . .

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WRC-TV · 4

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November's "Most Happy Sponsor" stations on the Lang-Worth Radio Hucksters & Airlifts jingle service bandwagon may be singled out because each in a different way has "butted heads" with an advertising situation—and licked it for Radio! Lang-Worth's congratulations to—

WTOB, WINSTON-SALEM, N. C.:
CHARLIE BRUNT REPORTING—
How to get the lion's share of the County Fair radio budget? A Radio Huckster jingle campaign, smartly produced by WTOB, turned the trick. "A moral victory" reports Mgr. Blunt, who adds with pride of achievement in his Sales and Production organization that "every week new billing is signed with the help of Hucksters & Airlifts . . . one of the biggest reasons why billings are 'way ahead of last year."

WWNY, WATERTOWN, N. Y.:
ROD ABARE REPORTING—
Situation: How to keep new business phone numbers before the consumer in changeover to dial system. Newspaper—No, Radio! With Lang-Worth Attention Getters and jingles, WWNY sold as much as 100 spots in retailer campaigns, including cab service, laundries and others. Situation licked!

WDKN, DICKSON, TENN.:
BILL POTTS REPORTING—
"It had the biggest single item results that the shop had done in 12 years of all media promotion." This is the summary of the Vogue Apparel Shop on a swim suit promotion over WDKN, expertly produced with Radio Hucksters.

WEJL, SCRANTON, PA.:
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Situation: A shoe retailer relegating Radio in favor of other media. Answer: "Buy Better Shoes" Huckster jingle to spell out the quality message the dealer desired. Result: An increase of 60% in billing with an already "Happy Sponsor."

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

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HIGHER I-A POWERS—PRO & CON

The issue of higher powers for clear channel stations—which is being held in abeyance by the FCC in its current rulemaking on clear channels—permeated the thinking if not always the remarks of most parties filing reply comments on the proceeding last week. Several multiple owners felt the record in the FCC rulemaking is out of date or incomplete.

Clear Channel Broadcasting Service, which plumped for higher powers (up to 750 kw) for Class I-A clear channel stations in its original comments [GOVERNMENT, Aug. 18], stuck to that stand last week as a "minimum proposal," along with highest power for at least four I-B outlets. CCBS said there is no reason why the FCC can't resolve all the issues posed. CCBS held that while there has been a considerable increase in the number of am stations since 1947, this has had no significant effect in filling in "white areas."

ABC said the record of the clear channel proceeding is out of date and incomplete, said ABC opposes a "piecemeal" solution of duplicating clear channels in this proceeding while deferring considerations of higher power for at least four 1-B outlets, it questions the soundness of "breaking down" the clear channels. ABC expressed concern that its WABC New York (770 kc) would lose skywave service in the East if the FCC goes through with its decision assigning 770 kc to KOB Albuquerque and requiring both stations to use directional antennas. ABC suggested the FCC consider putting KOB on 660 kc (NBC's WRCA New York), 880 kc (CBS's WCBS New York) or 1180 kc (WHAM Rochester, N. Y., NBC affiliate) on grounds these two networks have "a plethora" of skywave services in the East.

NBC maintained its position that the record is not up to date and hasn't been brought up to date by comments and advised the FCC against making "drastic and extensive" changes in the broadcasting system which has "prevailed since the 1920s" unless the need is "clear and unequivocal." The network opposed a proposal for assignment of 660 kc (WRCA New York) to Phoenix (Meredith's KPHO there). NBC said the FCC should terminate its proceeding unless it is prepared to hold a hearing on specific and detailed proposals on all Class I-A channels.

Storer Broadcasting Co. said implementation of the present FCC rulemaking would result in interminable legal proceedings and probably a court decree ordering that the record be completed. Storer proposed that the FCC call for additional, specific proposals on all 24 Class I-A channels, specifying information requested and standards of service and interference.

Westinghouse Broadcasting Co. also called the record inadequate and said the FCC can't duplicate clear channels without deciding if increased power to 750 kc will be granted to clears. WBC said it opposes assignment of I-B stations on 1030 kc (WBZ Boston), 1020 kc (KDKA Pittsburgh) and 1100 kc (KYW Cleveland). WBC submitted an engineering study purporting to show how a total of 20 Class II stations could be assigned on the three frequencies with a minimum of loss to existing primary services. WBC said this plan would provide local primary night service to 11 communities and in many cases a first primary night service of any kind. It suggested equivalent plans for other frequencies.

Meredith Engineering Co. asked duplications of clear channels as follows: 660 kc (WRCA New York) at Phoenix (Meredith's KPHO is at Phoenix); 770 kc (WABC New York) at Albuquerque (this is what FCC contemplates in its decision assigning KOB Albuquerque on 770 kc); 880 kc (WCBS New York) in Wyoming (city not named); 1100 kc (KYW Cleveland) at Seattle, and 1180 kc (WHAM Rochester) in Idaho or Alaska (cities not named). This would provide 8,244,200 people in the West an additional secondary service and 1,220,000 three additional services. Meredith said.

KING Seattle also asked 1100 kc at Seattle and 660 kc at Phoenix and suggested that 1030 kc (WBZ Boston) should be assigned at Billings, Mont.

KOOK Billings, Mont., which wants a Class I station assigned on 660 kc in Montana, opposed the KING and Meredith plans. KOOK said KFAR Fairbanks, Alaska (Class II on 660 kc) wants more protection than that normally given Class I stations.

KFAR Fairbanks, Alaska, objected to proposals to assign 660 kc to Montana, saying it would destroy KFAR service in important areas of Alaska.

KXL Portland, Ore., which has asked assignment of KXL as a Class I-B on 750 kc unlimited, said this nighttime operation is not incompatible with an increase by WSB Atlanta (750 kc) to 750 kw.

WSB Atlanta, however, attacked this plan for duplication, saying the FCC has not proposed nor does it contemplate nighttime duplication on 750 kc.

KDYL Salt Lake City felt duplication of the three New York City clears, 660 kc, 770 kc and 880 kc would "cure" more "white areas" in area and population in four western states than the losses which would be created west of New York City.

WGN Chicago, Class I-A clear on 720 kc, said that frequency should be continued as a Class I-A and WGN should be given higher power.

WCCO Minneapolis (Class I-A, 830 kc) opposed a request by WNYC New York for nighttime operation on that frequency.

KFSD San Diego said a Class I or II station should be assigned on a clear channel there only if it would improve secondary service for underserved areas and said it reserves the right to apply for such a facility along with KFMB San Diego.

KATR Corpus Christi, Tex., 50 kw daytimer on 1030 kc, said the FCC's decision assigning KOB Albuquerque to 770 kc opens the way for duplication of 1030 kc

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KSL Salt Lake City (Class I-A, 1160 kc) said proposals to duplicate some I-A channels show little promise of reducing white areas and called for increased power for Class I-As. It asked that it be singled out for early authorization for higher power because it is the only I-A station "indicated" for non-directional operation.

KSKY Dallas (660 kc, 1 kw day) said it wants 50 kw day and after that night operation with the maximum permissible power.

KREX Grand Junction, Colo., asked the FCC to examine the needs of Colorado for one of the duplicated channels.

A number of stations said they were flatly opposed to or were opposed to action looking toward granting higher power to clear channel stations. Most of them said they withheld comments on power for clears because this wasn't part of the FCC rulemaking, but that, since proponents for higher power had brought up the subject in August comments, they want to go on record as being opposed to such increases. They included:

KFRO Longview, Tex.; KICD Spencer, Iowa; KVOG Ogden, Utah; WMAZ Macon, Ga.; WEMP Milwaukee; WKHM Jackson, Mich.; WELL Battle Creek, Mich.; WKMH Dearborn, WKMF Flint and WSAM Saginaw, all Michigan; WVPO Stroudsburg, Pa.; KWK St. Louis; WLAC Nashville; KJBS San Francisco; KXOK St. Louis; KLIF Dallas; KENS San Antonio; WWDC Washington; WDSU New Orleans; WDEF Chattanooga; WMBR Jacksonville, Fla., and WRAL Raleigh, N. C.

California Radio Announcements On Referendum Bring Protests

The FCC last week was investigating protests against announcements on California radio stations implying President Eisenhower and Vice President Nixon support a state referendum measure in the elections tomorrow that would take tax-exemption away from private and parochial schools.

The White House and the FBI also received protests. President Eisenhower issued a denial that he supported the measure (Proposition 16) and Mr. Nixon said he voted against it by absentee ballot. Mr. Nixon called the radio copy "falsification and bigotry at its worst."

The FCC declined to name the stations involved pending queries to the stations themselves. Some of the protests failed to name specific stations, FCC said.

The radio spots, placed by Californians for Public Schools, began: "Californians, wake up. Did you know that the headquarters of the Roman Catholic Church in Rome has sent instructions to all Catholics in California to oppose Proposition 16? . . . This foreign attempt to influence California voters is in contrast with the stand of the President and Vice President of the United States, both of whom have refused appeals to influence our state educational policy . . . When in Rome, do as the Romans do. When in California, vote "yes" on Proposition 16."

NBC Surrebuts AFTRA As Bout Enters Round 2

NBC last week answered the second round of charges filed at the FCC by the Chicago chapter of American Federation of Tv & Radio Artists criticizing the network for programming changes on the network's owned stations in Chicago, WMAQ and WNBQ (TV).

The network said AFTRA is attempting to involve the FCC in individual programming decisions by station management in its request that the Commission set a hearing on license renewals of WMAQ and WNBQ and that such action by the AFTRA chapter is "procedurally improper."

NBC said the Chicago union group appears not to believe the network's announced plans to add a Saturday morning half-hour live show on WNBQ, though the program was announced Oct. 15 and has already begun. The network denied the AFTRA chapter's charge that not a single live radio or tv network program is originated in Chicago with local entertainment talent, saying several NBC Radio network programs originate there, plus inserts in both radio and tv network programs. Origination of network programs in Chicago is irrelevant to the issue brought up by the union group as to local programming of NBC's owned stations there, the network said.

NBC, in its opposition filed at the FCC enclosed a copy of its reply to a letter to the network from Sen. Paul Douglas (D-Ill.) questioning the changes in programs made by WMAQ and WNBQ for fall [At Deadline, Oct. 6]. Network officials planned to meet with Sen. Douglas over the past weekend to elaborate on parts of the NBC letter.

The letter said the program decisions were made by station management in the public interest; that the programs dropped from WNBQ had failed to attract audience; that replacements were not supplied by the network but were syndicated programs, development of which has been encouraged in congressional hearings and FCC staff studies; that other factors than whether a program is live or film, network or local, determine WNBQ programming. The WNBQ changes reduced local live programs an average of only 20 minutes a day, NBC said.

The network cited losses on two programs replaced on WNBQ and their lack of audience appeal as the reason for the station management's decision to substitute other programs. NBC took note of other changes it plans to improve programming, saying it carries 42 hours weekly of locally-originated live and film programs, both equally acceptable to local advertisers.

NBC said it is "puzzled" at Sen. Douglas' reference to the network's assurance almost two years ago that local live programs would not be canceled in favor of network originations. NBC said it understood Sen. Douglas had been advised then that no changes were contemplated for the "immediate future." This was not intended to indicate that the composition of the WNBQ program schedule would "remain fixed in perpetuity," NBC said.

The network disdained to reply to the AFTRA chapter's charge that the NBC answer to the FCC on the AFTRA group's original charge "brazenly insults the activities of" Sen. Douglas, Reps. Sidney R. Yates (D-Ill.) and Peter F. Mack (D-Ill.) and Chicago Mayor Richard J. Daley. Reps. Yates and Mack and Mayor Daley have supported the AFTRA chapter in protests to the FCC.

The AFTRA "insult" charge apparently stems from the network's stated position that the FCC should not enter the province of station management and decisions on programming.

The AFTRA chapter's statement said it has made "no effort to have the Commission inject itself into the day-to-day programming decisions. What is attempted . . . is to draw the attention of the Commission to the latest sequence of actions in a continued policy of disregarding certain aspects of the public interest . . ."

MGA Files Petition With NLRB To Oppose AFM in Record Field

Musicians Guild of America Tuesday (Oct. 28) filed a petition with the National Labor Relations Board for an election of musicians employed in the recording field to determine their choice of bargaining agent, between MGA and the American Federation of Musicians, whose current agreement with the recording industry expires at the end of the year.

It can be expected that AFM will oppose the MGA petition as it is opposing the move of MGA for an election of musicians employed at the independent motion picture companies. The NLRB headquarters in Washington, D. C., is now reviewing testimony presented during an extended hearing in Los Angeles to decide whether or not to authorize this election. Last summer, in an NLRB election, musicians who had worked for the major motion picture studios in Los Angeles County chose MGA as their bargaining agent, giving the new union its first victory over the venerable AFM [At Deadline, July 14].

An attempt of MGA to become representative of musicians employed in recording is only the first of a series of proposed extensions of the new union's sphere of influence announced by Cecil Read, MGA chairman. Before the expiration of AFM contracts with the radio and tv networks early in 1959, Mr. Read has said that MGA will request elections aimed at giving MGA jurisdiction over the employment of musicians at the networks.

SAG New York Local Starts Poll On Proposed Merger With AFTRA

Ballots were distributed last week to members of the New York local of the Screen Actors Guild asking them to vote on a proposal to merge with the American Federation of Television & Radio Artists, covering performers in the field of television.

In the past, SAG's board has resisted offers of consolidation proposed by AFTRA [Personnel Relations, Oct. 22].

On a related matter, the National Labor


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Kellogg's covers the Pacific Northwest
Kellogg's knows kidults—and where to reach them. All of Kellogg's national spot programs are being seen exclusively on the Crown Stations in the Pacific Northwest. It's good business to look to the Crown Stations. Most Pacific Northwest viewers do.
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WBNY

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- Always GOOD . . . now a MUST!

Call Masla Quick!

Relations Board will re-open a public hearing in New York Thursday (Nov. 6) on a petition by AFTRA to hold an election among members to select a single union to represent them in the field of videotape commercials. At present, AFTRA holds jurisdiction over tape at networks and stations and the Screen Actors Guild over VTR at film studios. SAG, along with the Screen Extras Guild and the three television networks, has opposed AFTRA's petition.

AFTRA, meanwhile, is still in discussions with the radio and television networks on a new contract to replace the current pact, which expires Nov. 15 [PERSONNEL RELATIONS, Sept. 29].

Videotape, Merger Question To Occupy SAG Annual Meeting

Screen Actors Guild has set its annual membersip meeting for Nov 25 to discuss "recent developments in the videotape situation and proposals that SAG merge with AFTRA." Urging every member to attend, SAG pointed out that "these two issues alone may affect the future livelihood of every motion picture actor."

With the notice, SAG also mailed ballots for the annual election of officers and board members. Howard Keel will be elected president; MacDonald Carey first vice president, James Lydon second vice president, Rosemary Camp third vice president; Robert Keith recording secretary and George Chandler treasurer, there being no opposition candidates for these offices.

Also without opposition and therefore sure to be elected are Ann B. Davis for a two-year term on the board and Douglas Kennedy, Ernie Kovacs and Milburn Stone for one-year terms. George Sowards and Bert Stevens will be elected for three-year terms, representing the A-J membership (primarily extras whose main affiliation is Screen Extras Guild but who come under SAG jurisdiction by speaking off-the-cuff lines). There are 15 competitors for 11 three-year board terms, the official slate of 11 candidates and four who were nominated by independent petition.

Directors Guild Elects Kane

Michael J. Kane, director of CBS-TV's *Art Linkletter's House Party*, has been elected national president of Radio-Tv Directors Guild International, succeeding Kirk Alexander, director of NBC-TV's *Jack Paar Show*. Shields Dierkes, Detroit director, was elected third vice president, succeeding free lance director Hal Davis. Holdovers are Stuart Phelps, free-land director, first vice president; Clifford Braun, ABC-TV, Chicago, second vice president; Tom Donovan, free-lance director, secretary; John Dillon, NBC, New York, treasurer, and Newman H. Burnett, executive director.

Refund to Cartoonists Ordered

Refunds of $200 out of $250 initiation fees were awarded movie cartoonists who have joined Local 839 (Los Angeles) of the Motion Picture Screen Cartoonists (IATSE) since July 1, 1956 in a ruling by the National Labor Relations Board. NLRB held the increase of the fee from $50 to $250 in 1956 was meant to discourage new cartoonists from entering the industry and was discriminatory.

WCKY Appeals Examiner Ruling That AFTRA Did Not Break Law

Reversal of an examiner's ruling that strike actions of American Federation of Television & Radio Artists against WCKY Cincinnati did not violate the labor laws was asked last week by the station. WCKY filed an appeal with the National Labor Relations Board, contending the examiner erred in appraising testimony by AFTRA witnesses and in construing legality of union strike actions.

AFTRA procedure designed to keep members, advertisers and agencies from making recordings for use on WCKY was within the secondary boycott provision of the National Labor Relations Act, Examiner Charles L. Ferguson of NLRB held Sept. 2 [PERSONNEL RELATIONS, Sept. 8].

WCKY contended in its appeal that a resolution adopted by the AFTRA Cincinnati local Sept. 17, 1957, violated the secondary boycott section (8b4). The station cited excerpts from testimony at the examiner's hearing, claiming errors in findings involving the credibility of witnesses. The resolution stated that the local disapproved of any agency or advertising placing business on WCKY, adding that "no member of AFRTA is allowed to work at or through the facilities of WCKY."

The national AFRTA transcription code provision which says "artists may not authorize the producer to use the transcribed record of the artist's performance for the purpose of strike-breaking" is not within the labor act, WCKY contends. A national AFRTA questionnaire procedure by which artists were required to list recording dates involving WCKY was held to violate the act. The station argued that the real purpose of the questionnaire "was to signal to the members that WCKY was 'unfair' and thus to encourage them to refuse to perform services for secondary employers to induce them to cease doing business with WCKY."

A letter sent Oct. 29, 1957, by the AFTRA local was deemed violative of the act. It stated, according to the WCKY brief: "National AFTRA has notified all national makers of transcriptions and all AFTRA members in major originating cities that no transcriptions may be made by any member without a written statement from the agency or producer that such transcription will not be used on unfair WCKY."

WCKY contended national AFTRA is responsible for acts of the local.

AFTRA was certified as collective bargaining agent for WCKY at an election held in May 1957. After collective bargaining negotiations had been underway for a time, AFTRA was charged with having threatened to bankrupt the station.

The NLRB regional office in Cincinnati obtained an injunction in U. S. District Court, Cincinnati [AT DEADLINE, Jan. 13], restraining AFTRA from purported secondary boycott activities. The injunction was effective pending NLRB action.



Nothing else like it in Greater New York

When the Woolworth building was erected there was nothing else like it in New York. When WVNJ first conceived playing just Great Albums of Music, there was nothing else like it in America. Today its formula is being copied by stations from coast to coast.

There are good reasons for this. Great Albums of Music appeal to an adult audience — those most able to buy: — those most able to persuade others to buy. It's the only audience that really pays off.

The WVNJ formula delivers more of this adult audience in Essex County alone (pop. 983,000) than any other radio station in New York as well as New Jersey. And the cost is less than 31c per thousand homes — by far the lowest in the field. We can prove it with Nielsen and Pulse. We'll be glad to — anytime you say.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J.— covering New York and New Jersey

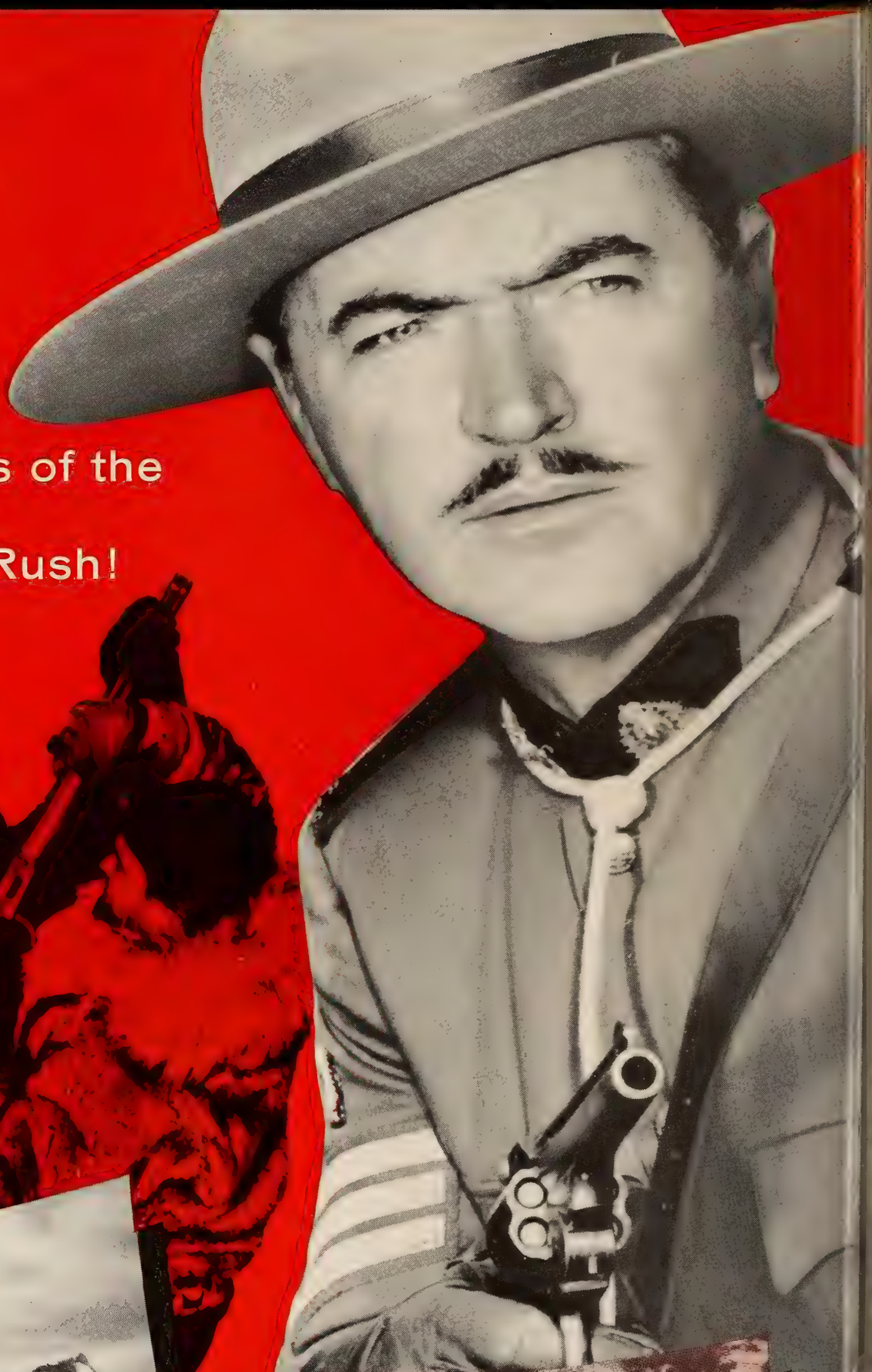
The history of

ALASKA

in the 1890's—

the lawless days of the

Klondike Gold Rush!









© SERGEANT PRESTON OF THE YUKON, INC.

Three years on the CBS Television Network–

Now available for the first time

to local and regional sponsors!

SERGEANT PRESTON of the YUKON



Nine years of consecutive sponsorship on radio and television by The Quaker Oats Co.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N. Y.
PLaza 5-2100

ITC
TPA



Low costs are a feature story... on Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 10 lb. package)	AIR EXPRESS Miles	Cost	YOU SAVE
LOUISVILLE to PHILADELPHIA	589	$3.78	$1.37 to $7.94
MILWAUKEE to NEW ORLEANS	940	4.74	1.00 to 9.65
BOSTON to JACKSONVILLE	1023	5.06	.68 to 9.33
DETROIT to HOUSTON	1121	5.38	1.13 to 9.94

Apply these typical examples to your shipping problems

Deadlines on publications wait for no man—or advertisement. So ad agencies depend on Air Express to speed material on time—and at low cost!... Air Express, symbolized by the big "X," offers *you* the same features of speed and economy no matter what you make. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

WINDUP NAB MEET DISSECTS VTR

- **Editorializing also highspotted at Washington finale**
- **Eight conferences registrations: exactly 1,600 on the nose**

Broadcasters have an insatiable thirst for information about the use of videotape recording.

Their desire for VTR facts, figures and techniques was demonstrated at each of the eight NAB Fall Conferences. The series started Sept. 18 at Biloxi, Miss., and wound up Oct. 28 in Washington.

Last week's VTR discussion in the Nation's Capital, following the pattern of the other seven meetings, centered around (1) station programming, (2) production methods and (3) operating costs.

The VTR meetings produced much information about the way stations with VTR equipment are using it plus a realization that a whole new field of management problems and opportunities is developing.

VTR shared Fall Conference attention with station editorializing, legislative and regulatory issues, labor relations, sales, economics, public relations and liquor advertising.

Total registered attendance at the eight conferences was exactly 1,600, according to William L. Walker, NAB's conference manager. This compared with 1,702 last year and 1,581 in 1956.

Average attendance at commercial conventions is running about 20% below last year, according to hotel officials. NAB was only 6% below last year, with some of the drop traced to booking of meetings at resort areas that involved transportation problems. All 1959 Fall Conferences will be held in major cities.

Attendance at the recent conferences follows: Biloxi 136; Oklahoma City 160; Sun Valley, Idaho, 146; San Francisco 188; Milwaukee 190; Minneapolis 223; Boston 226; Washington 331.

An hour of VTR discussion at the final session in Washington last Tuesday produced the conviction of several tv station managers that they consider their recorders indispensable. Jerome Reeves, KDKA-TV Pittsburgh, called VTR "a new and exciting tool. It would be impossible to run the station without it now that we've been operating VTR four months." KDKA-TV has a second recorder on order.

At KDKA-TV all directors are given a chance to use the VTR equipment. Advance production of programs for weekend airing is important plus improved commercials. KDKA-TV, Mr. Reeves said, records interviews at convenient times to brighten early morning schedules. Every week the staff reviews the past week's programming by means of recordings. Mr. Reeves said this is bringing improved production.

Larry Israel, WJZ-TV Baltimore, another Westinghouse Broadcasting Co. station, added that VTR has been effectively used to carry political addresses at desired hours. The last portion of the daily *Bandstand* program is recorded, providing the first portion of the next day's program. Mr. Israel tapes editorials for use at desired times. KDKA-TV and WJZ-TV exchange taped programs now that the problem of interchanging has been solved.

Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., who is awaiting delivery of VTR equipment, predicted recording will offer a means of selling department store time. He said the cost of film production alone may use up a store's entire tv budget, adding that VTR will permit production schedules that fit into retailers' store hours.

David J. Bennett, Triangle Publications, said the group's New Haven station, WNHC-TV, is pre-recording seven to eight hours of programming daily with live crews starting about noon. The station has two VTR machines and has been recording for several months. He suggested this basic rule—do every tape show as if it were live, leaving normal flubs on the tape.

Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N. C., said the station is using the first RCA compatible color VTR installation supplied to a broadcast station. WBTV awaits the day when RCA and Ampex tapes will be interchangeable, he said. He and Campbell Arnoux, WTAR-TV Norfolk, Va., pointed out the desirability of taping network programs for delayed broadcast. Network fear that stations eventually would set up their own schedules, with networks losing control of the time programs are broadcast, was suggested as a reason permission for delayed broadcasting is denied stations.

Donald J. Mercer, NBC station relations director, said in answer to a question that NBC only grants permission for VTR delays in the case of special news events.

Norman E. Cash, Television Bureau of Advertising, said tv stations must develop better ways to serve retailers. Newspaper costs continue to rise, he reminded.

Mr. Arnoux said VTR permits WTAR-TV studios to be dark during many evening hours plus Saturday and Sunday. Clients like VTR and the station needs a second machine, he said.

IN SHEEP'S CLOTHING

A case of concealed identity developed last week at the final NAB Fall Conference in Washington.

The speaker at the closing luncheon Oct. 28 was Felix W. Coste, vice president-marketing director for Coca-Cola Co. In introducing Mr. Coste, NAB President Harold E. Fellows observed that the speaker was retiring from Coca-Cola to enter the media field.

What neither Mr. Fellows nor Mr. Coste told the luncheon audience was the fact that the speaker is joining Outdoor Advertising Inc. He will be president of the billboard company.

Mr. Coste's speech was sharply critical of broadcasting's public service performance.

The problems centering around station editorializing drew heated discussion at the Washington conference. Joseph E. Baudino, Westinghouse Broadcasting Co., led the editorializing session. He said Westinghouse leaves the matter of editorializing up to the individual WBC-owned station but insists that any editorializing be the voice of management.

A score of stations among over 250 represented at the meeting indicated they are editorializing. Ben Strouse, WWDC Washington, and Simon Goldman, WJTN Jamestown, N. Y., agreed editorializing was the most effective programming they had done on their stations as well as providing an effective public relations vehicle. J. A. Gallimore, WSNW Seneca, N. C., insisted FCC must give stations more freedom to editorialize. He said the three basic elements of editorializing are inspiration, agitation and irritation. Raymond S. Green, WFLN Philadelphia, wondered if the public will believe an editorializing station is reporting its news impartially. Everett Rudloff, WJLK Asbury Park, N. J., a newspaper-owned station, contended many editorials carried on the air are written by people lacking necessary skills.

During a radio panel, Richard Pack, Westinghouse Broadcasting Co., took a shot at over-emotionalism and intolerance on the part of "certain industry critics of record programming." WBC, he said, believes in general "in the kind of musical pattern or philosophy which will most often get the largest audiences." He described this pattern as "a blend of the top current hits, plus good standards plus a sprinkling of up-and-coming tunes, plus a dash of regional specialties."

Felix W. Coste, vice president and director of marketing for Coca-Cola Co., addressing the Tuesday luncheon, said it's time broadcasters "worked up a new definition of public responsibility." He claimed the broadcasting industry "appears to have lost the interest and goodwill of those people who are generally described as opinion moulders," citing industrialists, bankers, businessmen, newspaper editors, preachers and professors. Mr. Coste will become president of Outdoor Advertising Inc. next Jan. 1.

Maj. Gen. Robert J. Wood, deputy chief, Army Research & Development, told the Monday dinner that broadcasters have been helpful to the military services by providing entertainment to fighting men. He voiced gratitude for public service efforts by the industry.

Media Project by Western Assn.

In a move to strengthen ties between advertising agencies and media, Western States Advertising Agencies Assn. has established a permanent media relations committee, inaugurated an annual media relations night, invited media to make industry presentations at the annual WSAAA conference and asked media for opportunities to make WSAAA presentations of the agency business to media personnel. WSAAA President Rod Mays announced the program Oct. 21 at the first Media Relations Night of the organization.

NAB Planning Harvard Seminar on Management

A proposed broadcast management seminar at Harvard Graduate School of Business Administration under NAB sponsorship was announced Friday (Oct. 31) by NAB President Harold E. Fellows.

The university has agreed to provide facilities and personnel for the NAB project, which is similar to management seminars sponsored by other industry groups. The seminar will be operated under direction of Prof. Sterling Livingston, management consultant and known as a foremost authority in the field. Administrative director is W. P. Gormbley, assistant dean of the graduate school.

Mr. Fellows will send a letter to member stations this week, notifying them of the project and asking them if they are interested in sending one or more executives to the seminar.

NAB will decide on funds for the project after the membership indicates whether enough persons will participate. The seminar is scheduled July 6-17 on the campus at Cambridge, Mass. A rough estimate of $500 to cover tuition, board, room, books and other necessary expenses was indicated by NAB, but this is not a final figure. Estimate does not include transportation to Cambridge.

The seminar will cover basic management skills and broadened executive environment, with specific reference to broadcast management problems. It will not include how-to-do training in broadcast sales as provided at Radio Advertising Bureau and Television Bureau of Advertising one-day and two-day clinics.

Charles H. Tower, NAB manager of broadcast personnel and economics, said the seminar will deal with management areas on a case basis, involving extensive advance research in broadcasting by the university. Financial control, product development and pricing are the type of management skills to be covered. The seminar is designed to help management think more systematically. Those attending will live in university dormitories.

McGannon to Be Opening Speaker At BPA Convention in St. Louis

Donald H. McGannon, president of Westinghouse Broadcasting Co., will be opening-day luncheon speaker at the Broadcasters' Promotion Assn. convention in St. Louis Nov. 17-19.

With the third annual seminar only a fortnight away, BPA was busy completing its agenda and counting advance registrations, with attendance expected to exceed 300, according to Elliott W. Henry Jr., ABC Chicago and BPA president [Trade Assns., Oct. 27, 13; Sept. 29].

Mr. McGannon's topic will be announced momentarily. Meanwhile, other speakers newly committed for the convention-seminar in the Chase Hotel are Joseph M. Baisch, general manager of WREX-TV Rockford, Ill., on "Promotion — Key Management Function," Tuesday afternoon; Steve Libby, account executive-publicist, Communication Counsellors, on the trade press, and Pete Rahn, am-tv editor, *St. Louis Globe Democrat*, on the consumer press, in the Monday afternoon "Breaking Into Print" session.

Robert Riemenschneider, media director of Gardner Adv. Co., St. Louis, will discuss ratings in "By the Numbers" Tuesday morning, replacing Edwin J. Gross of that agency and appearing with Dr. Thomas Coffin, NBC research director L. Walton Smith of Transcontinent Television Inc. will preside over the Wednesday morning "pick-the-brain" roundtable, Mr. Henry announced.

Movie War Chest Set To Block Flow to Tv

A five-man committee of the Theatre Owners of America last week began work on a plan, calling for the establishment of a tax-exempt, non-profit trust by theatre exhibitors for the purpose of purchasing post '48 pictures.

The plan, approved "in principle" by delegates to TOA's convention in Miami Beach Oct. 21-25, is designed to decrease the flow of motion picture product to tv. The committee appointed to develop the program consists of Mitchell Wolfson, president of Wometco Television & Theatre Co., Miami (WTVJ [TV] Miami, WFGA-TV Jacksonville, Fla., and WMTV [TV] Madison, Wis.); George Kerasotes, newly-elected president of TOA; Ernest G. Stellings, board chairman of TOA; S. H. Fabian, president of Stanley-Warner Theatres, New York, and Samuel Pinanski, president of American Theatres Corp., Boston.

A spokesman for TOA told BROADCASTING that the trust will be financed by exhibitors with cash down payments and by the issuance of bonds, which will be amortized by theatrical re-runs of product purchased. He said bidding for product will be conducted in open competition with tv distributors, so that it is conceivable that some product will be obtained for tv showing and other for theatrical exhibition. He added that some film purchased for theatre showing might be deemed unsuitable for exhibition there and this product could be re-sold to tv.

It was announced at the TOA convention that exhibitors now have raised the required amount of $165,000 for a "support movies" campaign on radio. The same amount is to be matched by producers and distributors. A TOA spokesman said that once the producers-distributors match the exhibitors' allocation, the radio campaign can begin within 45 days. He expressed the view that the campaign will start either in late winter or early spring.

Bartley to Address Arizonans

FCC Comr. Robert T. Bartley will be a guest speaker at the annual meeting of Arizona Broadcasters Assn., to be held Nov. 21 at Pioneer Hotel, Tucson. Election of officers is scheduled. Tom Wallace Sr., KTKT Tucson, is ABA president. The program includes an address by Joe Floyd of Mid-Continent Broadcasting Co., operating KELO-TV Sioux Falls, S. D.

Radio Success Stories To Be Heard at Clinic

Radio Advertising Bureau by the middle of last week had lined up most of the advertiser speakers for the radio success phase of the National Radio Clinic to be held Nov. 18-19 at the Waldorf-Astoria Hotel in New York.

Eight speakers in all are slated. Six already named: Robert M. Woods, vice president of Eskimo Pie Corp.; Fred R. Cross, director of advertising, Alemite Div. of Stewart-Warner Corp.; Martin Morici, vice president in charge of sales and advertising, Contadina Foods; Joseph M. McMahon Jr., director of advertising, Joseph Schlitz Brewing Co.; William Ehart, director of advertising, National Airlines, and Bernard J. Wiernik, vice president, Mogen David Wine Corp.

All of the companies represented on the speakers' platform are radio advocates. For example, Eskimo Pie (parent is Reynolds Metals) placed some 80% of its budget in radio in the second quarter of this year [ADVERTISERS & AGENCIES, Oct. 13]; Alemite (for its CD-2 crank case additive) spent 99% of its advertising money in radio over a 12-month period; Contadina Foods, which uses saturation campaigns featuring catchy jingles, currently is one of the important radio spot advertisers in foods, a category that accounts for an estimated 25% of all spot radio billing; Mogen David wine, which participates in several CBS Radio and NBC Radio programs, is using radio to help reach the young adult market; Schlitz has a timebuying strategy in radio that will be explained by its advertising executive, and radio aided National Airlines in building the once small regional airline into a major long-haul carrier.

SMPTE Hears Transoceanic Tv Is Possible But Impracticable

Although transoceanic television is now technically possible, a Bell Labs spokesman declared at the Society of Motion Picture & Television Engineers Detroit convention [TRADE ASSOCIATIONS, Oct. 27], its advent is not expected for 10 years.

The main reasons given are that such a system would require up to $75 million to set up and that there does not seem to be a commercial demand for the long-range service. Considerable political negotiations plus standardization of tv equipment between nations also are necessary, the society was told.

RAB Testing Awareness of Radio

Radio Advertising Bureau has announced an "awareness test" wherein some product, completely unknown to an area, is introduced by radio to measure listener reaction to the medium. It will be conducted throughout the country using Indianapolis Water Co. as a test case. The company has a series of humorous commercials prepared as an institutional sell that will be made available to member stations—except in Indianapolis. A nominal fee is being charged RAB members for 10 taped commercials.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



Radio is Greater than Ever
...but so is the Difference between Stations!

The strength of radio is its special ability to talk frequently and persuasively to almost everyone, and to do it economically. But equally important to advertisers is the ever-widening difference between ordinary and great radio *stations*. For it is only by taking advantage of this difference that you can use radio's strength to its fullest!

In most major markets one station stands out unmistakably as the *great* station. It's the one investing substantially in top facilities and top calibre personnel. Its expert programming covers the entire range of listener interest... with features thoughtfully produced, professionally presented. Its responsible management won't permit its call letters to be associated with pitchmen and questionable commercials, with carnival gimmicks, shoddy giveaways, triple spots.

Thus *great* stations amass huge audiences. Thus *great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to any Christal office will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving *your* sales problem.

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA



FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

Koehler Traces Changes in Industry For Pennsylvania AWRT Convention

George A. Koehler, station manager of WFIL-AM-TV Philadelphia, addressing the annual convention of the Pennsylvania chapter, American Women in Radio & Television, traced the growth of broadcasting in the community before it settled down in "the big house on the corner." The speaker, president of the Pennsylvania Assn. of Broadcasters, made the opening address at the convention Oct. 25.

He acknowledged the role of Pennsylvanians in building an industry. Now stations have been welcomed as good neighbors in the nation's communities, he said, and broadcasters have demonstrated a desire "to take our place in the community with the church, synagogue, school and town hall."

On the subject of employment, Mr. Koehler said that rather than the sudden jump from mailroom assistant to promotion manager that was possible in the pioneer days of broadcasting, young staffers today must accept the pattern of advancement that is standard in other businesses.

Publicists' National Convention To Mull Better Use of Radio-Tv

Better use of radio-tv will be discussed this week during the 11th National Conference of The Public Relations Society of America, this Wednesdav-Friday at New York's Waldorf-Astoria Hotel.

The PRSA conference will bring together over 1,000 public relations executives representing business organizations, non-profit foundations, advertising agencies and networks. A workshop session on broadcast media will be held Thursday morning. Speakers will include ABC news commentator Julian C. Anthony and NBC-TV news assignment editor Len Allen. Also slated to address the group of interested executives is Eugene Hagerty of United Press International's radio news desk.

Other radio-tv-film executives are slated to talk at the PRSA meetings, names of which will be announced today and tomorrow.

Among the better-known speakers during the convention: White House Press Secretary James C. Hagerty (Thursday night), George V. Allen, director of U. S. Information Agency (Friday morning), C. D. Jackson, Time Inc. vice president and former White House advisor on psychological warfare, author Adolph A. Berle Jr., former Assistant Secretary of State and IBM President Thomas Watson.

Meanwhile, last week, the impact of radio-tv was discussed before 120 students attending a series of public relations seminars presented by Tex McCrary Inc. at the New York Advertising Club.

William L. Safire, former NBC news correspondent in Cairo and NBC-TV producer, now a vice president at McCrary, declared that radio-tv do not lend themselves to selling "principle" only "personality." He cited as examples political campaign speeches of such men as President Eisenhower and the late Franklin D. Roosevelt in which he said the "personality" came through while their ideas and principles "were sold by newspapers and magazines." To sell "principle" on tv one must first sell "the personality of the principle," Mr. Safire noted.

He cited the "salesmanship" behind UNICEF as illustrated by Danny Kaye's appearance on Ed Murrow's *See It Now* last year; again using the *See It Now* series as an example, Mr. Safire felt world brotherhood was effectively sold via Marian Anderson's show, "The Lady From Philadelphia."

FTC Chief Tells Radio-Tv Execs Scope of Federal Ad Policework

The Federal Trade Commission must be "prompt and vigorous" in enforcing the law on advertising (false and deceptive representations) against violators, particularly since there is general acceptance by the majority in advertising of "the principles of fair play."

The FTC's position was emphasized Wednesday (Oct. 28) by its chairman, John W. Gwynne, in a speech before the Radio & Television Executives Society in New York. Mr. Gwynne, in outlining the commission's growing responsibility as business and subsequently advertising volume increases, traced the FTC load, noting that the commission now receives about 2,800 complaints of deceptive practices yearly. He said that cease and desist orders rose from 132 to 150 from fiscal 1956 to fiscal 1957 and reached 235 in fiscal 1958. The number of advertising complaints issued similarly went up.

Effective Publicity Tacks Discussed at L.A. Session

Publicity stories on film have a good chance of getting used on tv news shows, providing the idea is good, the presentation interesting and not over-commercial and the technical quality of the film up to broadcast standards, Bill Stout, newsman of KNXT (TV) Los Angeles, said Wednesday (Oct. 29).

Mr. Stout spoke at the fifth annual publicity clinic of the Publicity Club of Los Angeles, all-day session attended by more than 250 publicists who heard the profession discussed, criticized and, occasionally, praised by panels of newspaper editors and magazine bureau chiefs, university professors and others.

Publicity films have a particularly good chance of getting used on early evening programs, when films shot by a station's news crew during the day are still being processed and there's a dearth of new pictorial material, Mr. Stout said. The KNXT news department gets anywhere from a dozen to two dozen publicity films a week, he reported, of which perhaps four get on the air. Most of the rejected films are turned down because they lack any immediate news value, but a number lose out because of poor technical quality. "Television has high technical standards and using low priced cameramen, processors and editors who can't meet those standards is false economy, because the films won't bet used," he said.

Jerry Wald, motion picture producer, reported that as an experiment he kept track for a full day of all the people who were trying to sell him something—all the commercials he got by radio and tv, all the ads he saw in newspapers and magazines, all the posters he noticed driving to and from the studio, the signs on the backs of busses, etc. The total, he stated, was 361.

How, he asked, can any one advertiser make an impression among so many? The answer, he said, seemed to him to be summed up in the old advertising saw, "repetition makes reputation." On that basis, he commented, cigarettes and automobiles are doing about the best advertising job, motion pictures about the poorest.

We take pleasure in announcing that

Paul Fry

is now manager of our Midwest Division

MR. FRY will be located at P. O. Box 1733, Benson Station, Omaha 4, Nebraska

R. C. CRISLER & CO., INC. *Business Brokers Specializing In Television And Radio Stations*

FIFTH THIRD BANK BLDG., CINCINNATI 2, OHIO DUnbar 1-7775

UPCOMING

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.
Nov. 6: Southern California Broadcasters Assn., annual outing, Inglewood Country Club, Inglewood
Nov. 8-9: Illinois News Broadcasters Assn., meeting, Illinois Hotel, Bloomington.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 12: Maine Radio & Tv Broadcasters Assn., Colby College, Waterville.
Nov. 12: UPI Broadcasters Assn. of Maine, Colby College, Waterville.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-14: New Jersey Broadcasters Assn., Cherry Hill Inn, Camden.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.

in WBEN-TV land your TV dollars count for more on channel 4



Since 1948, in Western New York, Southern Ontario and Northeastern Pennsylvania, WBEN-TV has been the strongest factor—in sight and sound—for profitable television promotion. Technical excellence, leadership in public service programming, local creative production plus CBS network program leadership have built incomparable loyalty in this important market of over 4,000,000 people. For the complete story on WBEN-TV land, its buying power and unique coverage, *call our national representatives,* HARRINGTON, RIGHTER and PARSONS, INC.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

STONE PROPOSES FM NETWORK

- **Maxon timebuyer draws up presentation, sees prospects**
- **Proposal is latest move in several years' study of fm**

A proposal for an fm national network is being made by Ray Stone, Maxon Inc. timebuyer who conducted a special agency study of the medium more than two years ago [ADVERTISERS & AGENCIES, April 16, 1956].

That study found fm to have an untapped potential, a medium consistently ignored but one that provides a loyal audience.

Mr. Stone, it was learned, has discussed his proposal, which he has prepared in report form, with at least one network (NBC) and various station group owners [CLOSED CIRCUIT, Oct. 27].

His report or "presentation" takes a cursory look at fm, shows why fm is desirable, explains who gets what from a "well-organized" fm radio network, goes into transmission possibilities, station and network compensation, and proposed hours for network option in local time. Magnetic tape would be used most of the time.

Mr. Stone asserts that fm radio offers an unduplicated, adult audience; higher-income listeners; a "large, influential and prosperous segment" of most major markets; constant geographical coverage; better reception, and a sizeable audience at an "attractive" cost.

As for who will get what from a national fm network, Mr. Stone lists several: public —"a different and a generally higher level of radio programming"; station—"offers more community service and obtains greatly increased income"; advertiser and agency— a new advertising medium "that can deliver a desirable audience at low cost"; receiver-transmitter manufacturer—increased demand for his product; distributor-retailer of fm set and related equipment—can sell a generally higher cost product with a proportionately higher profit; service company —more repair business to keep receivers in shape; record firms and tape manufacturers —greater demand for their products.

And, notes Mr. Stone, "fm radio does not interfere with or injure any other advertising medium."

An fm radio network, the presentation points up, would be programmed primarily with "all forms of acceptable adult music" and other types of "outstanding programming" on taped or live basis.

On line costs needed, Mr. Stone observes that the "two major" am radio networks use about 17,500 miles of lines with monthly line charges coming to $78,750 or $945,000 per year. But, he reminds, Class A lines are not suitable for fm transmission because of limited frequency response, and in using Class AAA lines on a basis comparable to am, the annual cost would run to about $1,575,000.

But, he asserts, "The fm network does not need or want to make everyday use of lines. This is the age of magnetic tape which eliminates line costs and offers other advantages."

The fm network, Mr. Stone's report says, mostly would operate with magnetic tape on local time in all markets and suggests these network option hours: 7-9 a.m.; 11 a.m.-3 p.m.; 5-6 p.m. and 7-10 p.m. Assuming a 16-hour station operation, the network could provide eventually 10 hours, or 62% of programming. Each affiliate at a future date would be provided with 900 hours or a three months' supply of network programs repeated four times yearly. Station compensation would be 25% of income if the network sells in network time, while network compensation would be 25% of income if the station sells time in network-programmed option time and network compensation could be 25% of income if the network sold time in station option and station-programmed time.

Mr. Stone assumes the network would be organized initially in the most important fm markets—the first 10 metropolitan areas, for example, which represent 50% of all U. S. fm homes (total homes currently estimated, he says, at 12-14 million).

The 10 cities: New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Washington, Cleveland and Pittsburgh—ranked in that order according to the percentage of fm pentration. Expansion, of course, he points out, could permit 50 to 60 stations.

A well-planned fm network could consistently deliver 2-3% of the potential audience, the report says. This would represent 132,600 homes in the 10-city metropolitan areas; $100 per commercial minute would give a cost of about 75 cents per 1,000 homes, and six spots per hour for 10 hours per day would produce an annual gross income of $2.19 million.

The actual cost of fm networking the first year would be in the general range of $175,000 to $350,000, Mr. Stone estimates. His breakdown: $50,000-100,000 for each of these: programming and production, sales and administration, and research-promotion-presentations. Another $25,000-50,000 would be allocated for general expenses (material, shipping, storage. music clearance etc.).

Observes Mr. Stone: "No attempt at fm organization should be made on less than a two-year initial basis. With substantial effort and little interference from circumstances beyond control, a five-year operation should see 20 million U. S. homes and an annual network gross income of $2 million or more."

Mr. Stone emphasizes that fm networking may not be as attractive financially as other broadcasting forms but he cites corporate tax considerations and publicity-promotion value to all of radio.

Four Take Over New Duties In ABC-TV Program Changes

Realignment of ABC-TV program department executives was announced Friday (Oct. 31) by the network's programming and talent vice president, Thomas W. Moore. Affected are:

John Green, now manager of ABC-TV program department, becomes network executive producer, concentrating on nighttime programming. Mr. Green was with NBC-TV prior to joining ABC-TV in June 1957. At NBC he was associate producer on *Wide Wide World* and *Home*.

Leonard Maskin, now manager of ABC-TV production services, was named to the new post of administrative manager, ABC-TV programming, specializing in cost control, business affairs and production services liaison. He joined ABC in 1952, becoming production services business manager two months ago.

John Kneeshaw, now plant services supervisor, becomes business manager of production services. Arthur Segal, most recently with the U. S. Dept. of Commerce as producer and manager of overseas trade fairs, succeeds Mr. Kneeshaw as plant services supervisor.

Face Network Menace, Hayes Tells Spot Men

Officials of the seven CBS-owned radio stations and of the seven affiliated outlets represented by CBS Radio Spot Sales were advised last week by Arthur Hull Hayes, CBS Radio president to "face up to the fact that network sales and spot sales are competing for the same advertising dollar."

Mr. Hayes' observation was made during a luncheon session of an all-day meeting in New York of station managers and sales managers of the 14 outlets represented by CBS Radio Spot Sales. He noted that the largest network advertisers once also were the largest spot advertisers, but asserted this practice "is no longer true."

The single most important element which dictates the fate of the radio advertising dollar, Mr. Hayes claimed, is the number of cities an advertiser wants to buy. He said that in 1957, almost 90% of network business was written for 200 stations, while less than 1%—".6% to be exact"—of spot business was for 200-station coverage.

Gordon F. Hayes, general manager of CBS Radio Spot Sales, who presided at the meeting, voiced the prediction that "1959 should prove to be the best year in our history." He ascribed the bright outlook next year not only to the improved economic picture but to the list of new CBS Radio Spot Sales accounts, the recent expansion of sales staffs in two cities and an incentive plan for spot sales staffers.

Other speakers included Jules Dundes, vice president in charge of station administration for CBS Radio; Edward G. O'Berst, research director of CBS Radio Spot Sales; Carroll Hansen, program coordinator, CBS-owned radio stations; George Arnold, manager of sales development for spot sales, and Fred Heywood, sales promotion manager for spot sales.

Managers of the seven CBS Radio Spot Sales offices who made reports on their area activities were: Tom Peterson, Chicago; Byron Nelson, San Francisco; Ralph Patt, Detroit; Roland McClure, Los Angeles; Gene Myers, St. Louis; Milton F. (Chick) Allison, New York, and George Swearingen, Atlanta.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

delivers both—

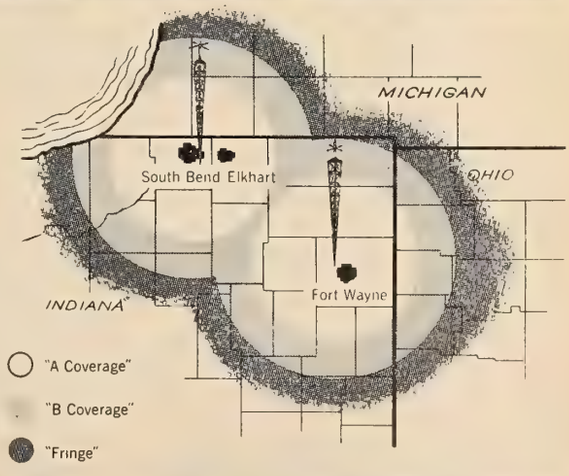
AT A 10% SAVINGS!

YOU NEED TWO TO RAKE UP in Indiana!



In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover *two* major markets —Fort Wayne and South Bend - Elkhart—with *one* combination buy which saves 10%. The coverage they get is *inside* coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly $3 Billion E.B.I.—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*

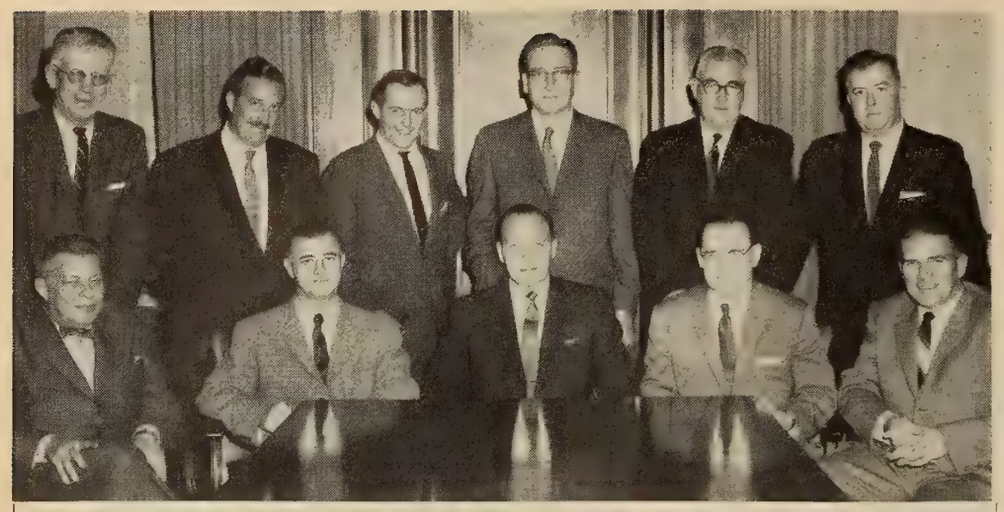


call your **H-R** man now!



wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC



THE WINDUP session of the board of delegates at the NBC-TV Affiliates annual convention in New York [AT DEADLINE, Oct. 27] elected Jack Harris (seated second l) its chairman. Mr. Harris, vice president-general manager of KPRC-TV Houston, is flanked by (l) NBC President Robert E. Kintner and (c) board chairman Robert W. Sarnoff. Seated beside Mr. Sarnoff (l to r): Harold Stuart, president of KVOO-TV Tulsa, secretary-treasurer and Edwin K. Wheeler, general manager of WWJ-TV Detroit, vice chairman (basics).

Other officers and members elected to the affiliates board (standing l to r): Harold Essex, vice president-general manager of WSJS-TV Winston-Salem, N. C., vice chairman (optionals); Harold See, general manager of KRON-TV San Francisco; Lawrence Rogers, president-general manager of WSAZ-TV Huntington, W. Va.; Joseph Bryant, president of KCBD-TV Lubbock, Tex.; Richard Dunning, president-general manager of KHQ-TV Spokane, Wash., and Robert Ferguson, executive vice president of WTRF-TV Wheeling, W. Va. Not pictured: Harold Grams, general manager of KSD-TV St. Louis, Mo.

NBC-TV Unanimously Commended In Affiliate-Passed Resolution

A resolution in which NBC-TV affiliates "unanimously" commended NBC and its leaders for the network's "record of magnificent performance" was released through NBC last week. The resolution was adopted Oct. 24 at the windup of the affiliates' annual convention [NETWORKS, Oct. 27].

In the resolution the affiliates:

"1. Congratulate the NBC television network on its record of magnificent performance, which has so strongly reasserted BC's traditional position of industry leadership, of service to the public, to the stations and to the advertisers.

"2. Commend Robert W. Sarnoff, chairman of the board of NBC, and Robert E. Kintner, president of NBC, on their strong development and direction of an organization which is strong in depth, great in outlook, and competitive in spirit; and the affiliates express their pleasure at association with this organization.

"3. Pledge their full support to the maintenance and enlargement of NBC's leadership as America's No. 1 television network."

Salant Declares Radio's Troubles May Ease Pressure on TV

The economic plight of radio networks may lead Washington into a more lenient attitude toward television networks.

That's the view of Richard S. Salant, CBS Inc. vice president, who told a meeting of general managers of CBS-owned radio stations last week that:

The regulatory powers, "unable to separate the video and audio facets of broadcasting for regulatory purposes, may be forced to adopt a liberal attitude towards network ownership and option time in order to assure radio's well-being."

Mr. Salant told the managers that "the future of American broadcasting's relationship with its government is in the hands of station people such as you . . . A solidly based relationship between you—a station manager operating locally—and your Congressman can do more to convey the broadcaster's side of the story than reams of testimony before a Senatorial committee. . . .

"You must use the same direct appeal for understanding to the hand that regulates you as you do to attract one that feeds you. No broadcaster fails to place his sales presentation before a potential advertiser. Neither can we neglect to make our story known to anyone undertaking a study of our industry. They must be told about your program schedule with its many facets of public service. It's the only way they can really know you and know your network."

Mr. Salant also cited recent FCC actions in granting unconditional license renewals to CBS Radio affiliates: "The Commission has been less generous with certain music-news operations in Georgia recently. The Commissioners' actions—in granting only temporary renewals to several 'juke-box' stations and awarding firm affirmation to the network affiliate operations—might infer great strength in the operation of CBS Radio affiliate stations."

Without referring to the source of the suggestion by name, Mr. Salant said NBC board chairman Robert W. Sarnoff's proposal to rotate coverage of political conventions and similar special events among the networks could result only in "reduced service to America's listeners and viewers. It would seem that presentation of major news events would be the last area in which a responsible network would seek to introduce economies."

(Mr. Sarnoff has said that his original proposal was misconstrued; that he felt networks should use their own news departments to cover conventions but that the tv audience would have a greater choice if all networks did not carry the same speech. for example.)

Progress Emphasized By ABC-TV, WTAE (TV)

Advances of industry and tv—specifically of ABC-TV and WTAE (TV) in Pittsburgh—were spotlighted in a special Cellomatic presentation at WTAE's studios Thursday (Oct. 30).

Attending were ABC-TV, station, business and civic officials as well as a large group of agency and advertiser executives.

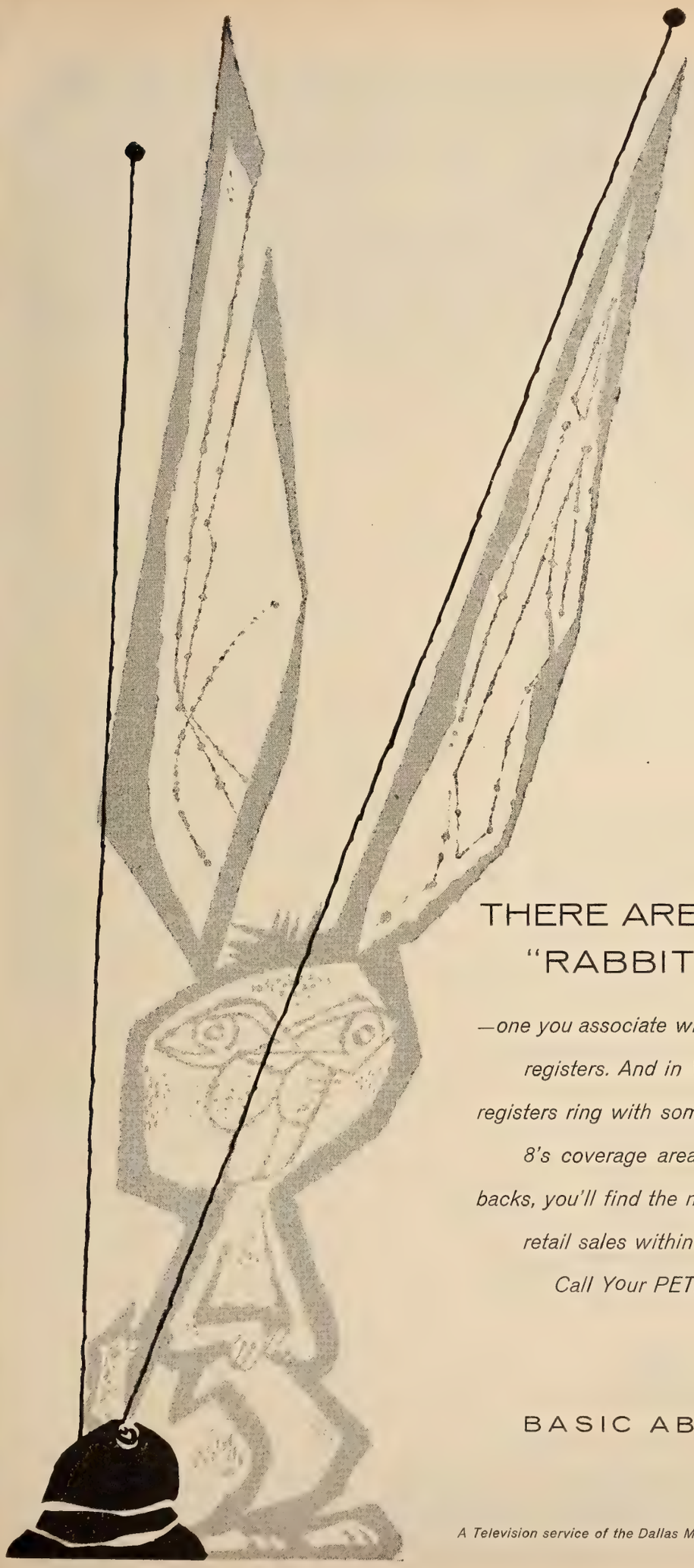
The Pittsburgh industrial boom, population rise and increase in retail sales over the past 10 years were sketched; the data setting the scene for an underscoring of tv's impact as a mass selling medium and the "stimulating force" of having at least three commercial tv stations and "full three-network programming" in the market (rated eighth in the U. S.). WTAE went on the air in mid-September as an affiliate of the network.

The ABC-TV contingent in Pittsburgh was headed by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and included ABC-TV President Oliver Treyz; Donald W. Coyle, vice president and general sales manager, ABC-TV and the network's director of sales development, Bert Briller. WTAE executives included Leonard Kapner, executive vice president, and Franklin C. Snyder, general manager, among others.

In profiling tv as a mass sales medium, the presentation emphasized its ability to create a demand for a particular product and its use to "get across the whole corporate image," illustrating these concepts by showing commercials respectively of Alcoa and Kaiser Industries, both advertisers on ABC-TV.

The presentation also took a competitive view of tv networking, comparing rating reports (Trendex figures) of October last year with October this year, underlining ABC-TV's advances. Noted: ABC-TV in 1953 had 11¼ hours of commercial time weekly, by 1956 the total had doubled (23 hours) and in October, 1958, the figure was 45 hours. Also brought out was increased live clearance by affiliates across the nation, the boost in circulation (home-hours) and advances made in various and similar three-network tv markets. Another portion of the presentation went into comparisons on cost per thousands showing ABC-TV's claimed greater cost efficiency.

The special report also mapped ABC-TV's programming schedule on the nighttime lineup this season and its new Operation Daybreak.



THERE ARE TWO KINDS OF "RABBIT EARS" IN TEXAS

—one you associate with hasenpfeffer, the other to ring cash registers. And in WFAA-TV LAND what a merry tune those registers ring with some 638,360 TV homes in Channel 8's coverage area, based on NCS #3. As for those greenbacks, you'll find the nation's 12th MARKET in terms of retail sales within a 30-mile radius of WFAA-TV's big stick!

Call Your PETRYMAN For The Complete Story

WFAA

BASIC ABC STATION **TV**

CHANNEL 8, DALLAS

A Television service of the Dallas Morning News, Edward Petry and Co., National Representatives

Zenith, Admiral Earnings Gain; Motorola Net Sales in Decline

Zenith up, Motorola down—that was the gist of sales and earnings reports for the third quarter of 1958 compared with a year ago. Admiral Corp. has gone from the red of the first six months to the black in nine months. And tv set sales are on the upswing.

Admiral reported nine-months earnings of $947,254 (or 40 cents a share) compared with a deficit of $407,180 for the first half this year. It also noted a "definite and continuing upsurge in television sales during the past four months."

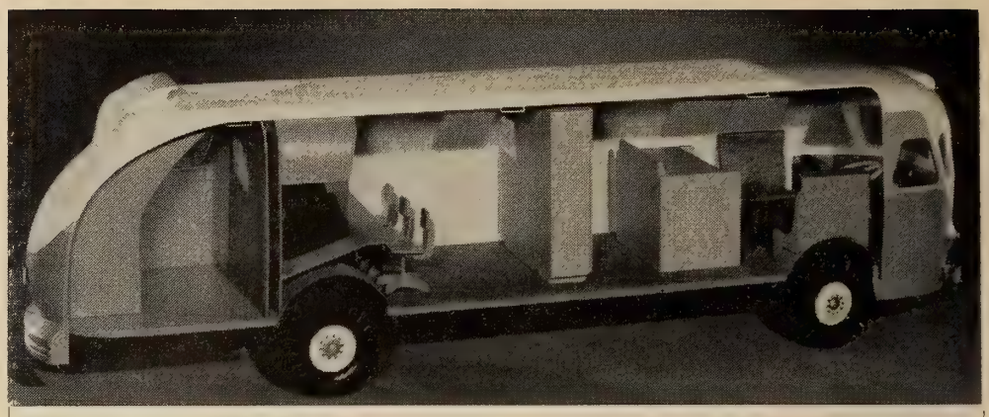
Motorola announced net sales of $52,618,421 as against $60,356,275 for comparable third quarters and of $137,162,983 compared with $166,023,034 for the first nine months of 1957. Earnings for the third quarter hit $1,739,429 against $1,940,644 that period last year and for the first nine months, $3,217,726 compared with $5,350,422 last year.

Robert W. Calvin, Motorola president, advised shareholders "the seasonal upswing" in television and radio sales had been "good," with tv sales rising in September over that month last year.

Zenith's estimated net consolidated earnings for itself and subsidiaries of $6,537,561 for the nine months ended Sept. 30, compared with $4,885,301 for that period last year. Net consolidated earnings for the recent quarter totaled $3,547,877 as against $2,487,164 last year. It reported consolidated sales of $128,119,289 for nine months (compared with $111,134,234 in 1957) and of $53,648,783 for the recent quarter (last year's: $44,648,062). Unit factory shipments of tv receivers for the nine months were reported 17% ahead of last year.

War Declared on Tv Repair Fraud

Formation of a committee to make recommendations for eliminating fraud in repair charges was agreed upon last week at a conference called by New York State Attorney General Louis J. Lefkowitz. The meeting was attended by 100 spokesmen for manufacturers, distributors and repair services, who in turn condemned each other and the public for the existence of fraudulent practices, it was reported. Repair men urged that the state issue a license to qualified workers only.



AMPEX CORP. of Redwood City, Calif., is developing a self-contained VR-1000 videotape recorder mobile unit. In the scale model above the recorder console faces seats behind the driver's position; behind it are equipment racks and, over rear wheels, control panels, monitors and other equipment. Generator, air conditioning and storage bins are carried in the rear compartment. Variations of the design also are being considered.

Sylvania Slim Tube Development Described at IRE Meet by Burdick

Methods whereby Sylvania Electric Products Inc. has achieved short neck tubes which retain picture quality and entail no significant increase in the cost of either tube or receiver, were described last week in a paper read at the radio fall meeting of the Institute of Radio Engineers, Rochester, N. Y. The paper was delivered by its author, Glen A. Burdick, of Sylvania's picture tube general engineering laboratory at Seneca Falls, N. Y.

Shorter front-to-back picture tubes have been necessitated by the trend in television receiver design toward shallower cabinets, Mr. Burdick explained. He described the development of a new short electron gun which is located closer to the deflection yoke than previous types and which is capable of operation at standard voltages with equal resolution at all beam currents.

Two New Consumer Units at RCA

Two new units have been created in RCA's consumer products organization, it was announced last week. One, the Television and Radio Victrola Production Unit, will be managed by Warren E. Albright, general plant manager of RCA Victor Television Div., since 1954. This unit will have responsibility for purchasing, production and material control, production administration, and manufacturing at RCA Victor's six plants. The second unit, Consumer Products Administrative Services, will be headed by P. W. Hofmann, previously controller, RCA Electron Tube Div., Harrison, N. J. Mr. Hofmann's unit will handle finance, personnel and quality control.

New Headset Amplifier by Daven

An improved interphone amplifier for headphones worn by tv studio technical personnel was announced last week by the Daven Co., Livingston, N. J. The transistorized amplifier is designed to replace the Western Electric Type 101 induction coils in studio interphone systems, Daven said, and allows up to 32 stations to be used on the same line instead of the six units normally considered the limit with induction coil units. Daven also claimed the new amplifier provides a gain of up to 20 db in received sound level and the side-tone (level of the speaker's voice in his own earphone) is held at a fixed ratio below received signal level regardless of the number of stations connected.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., announces shipment of two videotape recorders to NBC-TV, N. Y., and to CBS-TV, New York and Hollywood, and single VTR's to KTVU (TV) San Francisco, WJAR-TV Providence, R. I., WCCO-TV Minneapolis, KCRA-TV Sacramento, Calif., KTLA (TV) Los Angeles, WPIX (TV) New York and two VTR's to Telesistema de Mexico. Mexico City.

RCA announces establishment of east central industrial sales office for its electron tube division with headquarters in Detroit. David J. Lovcik, field engineer in Chicago sales office since 1956, will be resident field engineer of newly-created office.

Westinghouse television-radio division announces introduction at retail stores of portable clock-radio that operates on transistors and batteries, with use of no tubes or cord. It will retail for $75.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Newspapers Are Missing Boat By Not Using Radio-Tv—Zeisler

The power of radio-tv to promote the printed word is being overlooked by newspapers and magazines, Karl F. Zeisler, associate professor of journalism at the U. of Michigan, declares in the current edition of *The American Editor.*

In advocating that "all the mass media take full advantage of one another," Mr. Zeisler, former managing editor of the *Monroe* (Mich.) *Evening News,* asks, "If you watched tv or listened to radio . . . would you get any hint that newspapers, magazines or books have exciting . . . vital information to impart? Is there any better way for the American Newspaper Publishers Assn., American Society of Newspaper Editors, the local paper to plug newspapers . . . than on tv? Why . . . does the medium of print stubbornly shut its eyes and ears to this competing medium?"

Mr. Zeisler finds from talking with managers of small radio-tv stations and local newspaper publishers that newspapers suffor " a brief loss of advertising when a new . . . station penetrates their territory, but after the novelty wears off the storekeepers go back to newspaper advertising as well as . . . on the air waves."

Engineers Set Up Scholarship

The Assn. of Federal Communications Consulting Engineers has announced the establishment of an annual $520 scholarship at George Washington U. in Washington. The scholarship will be awarded to "a student pursuing a course of study leading toward a Bachelor of Electrical Engineering degree who intends to major in communications." Application for the scholarship is through the GW scholarship committee, according to David L. Steel Sr. of the AFCCE.

20,000 Auditors in 'Classroom'

Syllabuses for NBC-TV's *Continental Classroom* course in college-level atomic age physics (Mon.-Fri. 6:30-7 a.m.) have been ordered by 20,000 interested viewers, not enrolled for credit, the network reported last week. The outlines cost 50 cents. The program is carried by 141 stations, with 234 colleges in the country offering it for credit. Enrollment figures will be announced shortly by NBC.

EDUCATION SHORTS

Mohawk-Hudson Council on Educational Television in cooperation with **New York State Education Dept.** is presenting course in basic Russian over WTRI (TV) Albany every Monday, Wednesday and Friday for next two school years.

WJBK-TV Detroit has begun telecast of two Wayne U. courses, *Humanities Survey* and *The Contemporary Novel,* in 7-7:30 a.m. slot. Both will be offered for full university credit. WJBK-TV programmed U. of Detroit course last January, reportedly becoming first commercial station in Michigan and second commercial tv station in country to offer regular college course for full university credit.

SEPTEMBER, 1958, PULSE SAYS:

KLZ-RADIO HAS AS MANY FIRST-RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

ALL WEEK LONG!

The secret is showmanship — and KLZ showmanship means salesmanship for your products.

CALL YOUR KATZ MAN OR LEE FONDREN, DENVER

DENVER'S PERSONALITY STATION

KLZ RADIO 560 Kc

CBS for the Rocky Mountain Area

Storz Sets D.J. Meeting Date, States Interest in New Station

The second annual Pop Music Disc Jockey Convention and Seminar will be held in Miami Beach, May 29-31. Plans were finalized at a meeting of Storz stations executives at Chicago's Ambassador East Hotel the week-end before last. Chain President Todd Storz presided.

Addition of a sixth station as soon as possible was discussed. The stations' immunity to the recent recession was asserted by Mr. Storz who announced that the group is well ahead of last year's figures. It was decided to expand the program *Nite Beat Multi-Phone*, a three-hour nightly presentation on which listeners may express their views. Now on WDGY Minneapolis, WHB Kansas City and WQAM Miami, the program will be inaugurated on WTIX New Orleans and newly-acquired KOMA Oklahoma City.

Conferees included Jack Thayer, general manager, WDGY; George W. Armstrong, executive vice president-general manager, WHB; Jack Sandler, general manager, WQAM Miami; Bill Stewart, national director of programming; Robert Tilton, national director of engineering; Herbert S. Dolgoff, general counsel, and Jack Sampson, sales manager, WHB.

Meeting in Nashville Slated

Over 2,500 disc jockeys and delegates from the music publishing and recording industries are expected at the seventh annual Country & Western Disc Jockey Festival to be held Nov. 21-22 under sponsorship of WSM Nashville. Matthew J. Culligan, NBC Radio executive vice president, will be the main broadcasting speaker, according to Bob Cooper, WSM general manager. The Nashville festival will celebrate the 33rd anniversary and 1,000th commercial broadcast of WSM's *Grand Ole Opry*. Western and country music has become a $50 million business.

WICE Endorsements of Candidates Lauded by Chosen and Unchosen

WICE Providence, R. I., delivered a series of eight editorials, Oct. 20-28, endorsing candidates for national, state and local office competing in the Nov. 4 elections. Six Democrats and three Republicans were supported. Opponents of the endorsed candidates were offered equal time for rebuttal, which all of them accepted.

According to John F. Crohan, WICE vice president and general manager, those candidates accepting the equal time offer must broadcast in person; then, the endorsed candidate is permitted a subsequent appearance; with a final air appearance permitted for any authorized spokesman for the unendorsed office seeker.

The station has received favorable comments from the endorsed and the unendorsed. Sen. John O. Pastore, who received WICE support for re-election, commended WICE "for establishing the fact that radio can be a mind as well as a medium for the transmission of news and views. Nothing could be more important to the citizenry than a discussion of the qualifications of those who seek to serve them in government." Republican Bayard Ewing, who is running against Sen. Pastore, stated in a letter to the station, "It is interesting and stimulating to find that a radio station such as yours recognizes its public responsibility in the field of politics. I congratulate your management on the policy of leadership which you have adopted."

WICE reports that unendorsed candidates are continuing their paid-for political time without interruption and there have been no complaints so far from advertisers on the aid.

Meanwhile, WMCA New York also plunged into the political editorial arena. It was announced that WMCA President Nathan Straus on Friday (Oct. 31) and Sunday (Nov. 2) broadcast the station's first political endorsement editorial in behalf of the state Democratic slate for Gov. Averell Harriman and for Lieutenant Governor George B. De Luca, for U. S. Senator, Frank S. Hogan and for State Comptroller, Arthur Levitt. Mr. Straus endorsed Liberal Party candidate Edward Goodell for the state attorney general's office.

TURNABOUT ON TIME

WSM Nashville this year finds itself in the quantity timebuying business—on an opposition station, WSIX Nashville. And its popular Saturday night program, *Grand Ole Opry*, is the reason. WSM had commitments to carry the Nashville American Assn. basketball games during the summer and this fall has contracts to carry 12 Vanderbilt U. basketball and three football games. Therefore, whenever a game occurred during the time *Opry* was scheduled, WSM has had to buy time on WSIX. WSM estimates that by the end of the year it will have bought 115 hours on WSIX. Bob Cooper, station manager, reports he would not consider asking long-time sponsors of *Opry* to relinquish their time. He knows they wouldn't.

WANTED

Used or New

RCA OR AMPEX

VIDEO TAPE RECORDER

for immediate delivery

Write or wire sales price and availability

BOX 532 G BROADCASTING

the new AUTOMATIC

MODEL **S-7**

MAGNETIC FILM RECORDING/DUBBING SYSTEM



A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write for particulars.

STANCIL-HOFFMAN

921 N. Highland Ave., Hollywood 38, Calif.
Export: Frazar & Hansen Ltd.

DATELINES

Newsworthy News Coverage by Radio and Tv

DAVENPORT—Judge Merrit Sutton of Scott County (Iowa) District Court allowed Jim Watt, news director, KSTT Davenport, to record court proceedings during the sentencing of killer LaVern Zaehringer. The proceedings, taped on a miniature transistor recorder, were aired within 15 minutes of taking place.

SAN DIEGO—A picture of a burglar, taken while stealing from a hotel room, was identified within a half-hour after being shown over KFMB-TV San Diego. Police rigged up a camera in a room at the hotel where the thief was operating. When he reached into a jacket the camera took the shot that was recognized by an alert KFMB-TV viewer.

DETROIT—A sales call by John Pival, vice president of WXYZ Detroit, on Herbert Epstein, vice president, Pfeiffer Brewing Co., Oct. 24, was interrupted by a telephone call from Mrs. Epstein. She called to tell her husband that an RAF Vulcan jet bomber had crashed a few blocks from their home. Mr. Pival immediately dialed the WXYZ newsroom which, in turn, got information about the accident. The ch. 7 outlet claims it broadcast a bulletin of the crash minutes ahead of any other news report—and Mr. Pival got his order from the brewing company.

LINCOLN—Complete coverage of the Carol Fugate murder trial is the aim of KOLN-TV Lincoln, Neb. As well as reporters and cameras in the courthouse, KOLN-TV shows sketches of courtroom scenes by its staff artist.

New Offices, Studios for KMOX Marks First By CBS in 20 years

For the first time in 20 years CBS is constructing a building to exclusively accommodate one of its radio outlets, Robert Hyland, general manager of KMOX St. Louis, announced Oct. 29.

Work is scheduled to begin shortly on the new KMOX studio and office plant. Plans for the two-story structure call for three studios and control rooms equipped for stereophonic broadcasting and recording. The building is expected to be ready next summer. It is estimated the new establishment will cost in the neighborhood of $750,000, including technical equipment.

Meanwhile, CBS' St. Louis tv station has added a mobile transmitter unit, now in operation at KMOX-TV St. Louis. The station spent $100,000 to build the 30-ft.-long unit, including facilities for five cameras, two turntables, four incoming remote lines, a tape recorder and an audio console equipped to handle 14 microphones. A camera platform on the vehicle's roof is used for the microwave transmitter.

Chicago Fms Discuss Organizing

Representatives of Chicago's dozen-plus fm stations met in that city Oct. 24 to discuss the possibility of a new Fm Assn. and will hold another session within the next week. Station operators agreed that the best way to promulgate fm interests would be to promote fm advertising to agencies listening to the public. They also felt another meeting is necessary before fm operations confer with Foote, Cone & Belding about a possible station-subsidized survey of the fm segment of broadcasting.

WHAS Crusades for Children

This year's "Crusade for Children," conducted annually by WHAS-AM-TV Louisville, is expected to bring in $170,000, Victor A. Sholis, vice president, WHAS Inc., reports. When the 16½-hour simulcast ended Sept. 21, $137,766 had been contributed or pledged. The funds are allocated to Kentucky and southern Indiana handicapped children's agencies. Nearly $610,000 has been collected in four previous WHAS campaigns.

Kavaleer to WNTA-AM-FM Mgr.; Nelson Reassigned to Parent Firm

A group of staff promotions and reassignments, highlighted by the appointment of Sydney Kavaleer as station manager of WNTA-AM-FM Newark, was announced last week by Gerald O. Kaye, president and general manager of WNTA-AM-FM-TV. Mr. Kavaleer, formerly sales manager of WNTA-TV, assumes the responsibilities being relinquished by Ray Nelson, who has returned to the parent company, National Telefilm Assoc., New York, in a general executive capacity.

Other appointments include those of David Pollinger, formerly sales manager of WNTA-AM-FM, who has been named general manager of NTA Spot Sales, representing WNTA-TV and KMSP-TV Minneapolis-St. Paul; Paul O'Brien, previously with NTA Spot Sales, who joins WNTA-TV as sales manager; Joseph Morris, legal counsel to NTA stations, who takes on added duties as business manager for WNTA-AM-TV, and Barbara Wilkens, previously publicity manager for ABC Films Inc., who has been appointed publicity-promotion director for WNTA-AM-TV. Meanwhile, WNTA-TV has advanced sign-on time one hour for a 1 p.m. EST start on weekdays.

WPIX (TV) Sales Increase 30.2%

WPIX (TV) New York's October business has passed October 1957 by 30.2% with month still going, John A. Patterson, station's sales manager, has announced. He said new billings of $3 million to date this year come 97% from national advertisers. WPIX has revamped its format into "block nights" of comedy, drama, mystery etc., using 70 different syndicated half-hour packages.



"GIRAFFE," the long-necked remote unit of WHLM Bloomsburg, Pa., has everything. Made out of a surplus Army half-track, Giraffe has a complete broadcasting unit with its own generator and a triangular aerial. The front turret is motorized for picture-taking and it's so high up that the staff can cover sports events without going inside the park. Monitor receivers are beamed to state police and civil defense frequencies.

A two-way radio connection is maintained with the WHLM studios for coverage of disaster areas. Giraffe carries its own soup kitchen, refrigerated food supplies, medical needs and a gas-heating unit large enough for a small home. WHLM is one of the Vic Diehm Radio Group. Harry L. Magee, head of Magee Carpet Co. and owner of WHLM-AM-FM, has rebuilt three half-tracks for community service but Giraffe is dedicated to broadcast functions.

WOL Officially Rejoins Mutual; 'Good Music' Underway at WGMS

On Saturday (Nov. 1) WOL Washington was officially re-affiliated with Mutual and that network's former Washington affiliate, WGMS, returned to a "good music" format [NETWORKS, Oct. 20].

Earlier in the week (Oct. 28) Mutual began broadcasting from its new Sheraton Park Hotel studios in Washington. On hand for the occasion were MBS President Alexander L. Guterma and board chairman Hal Roach Jr. The new facilities were rushed to completion to be ready for the Nov. 4 elections.

Throughout the week WGMS advised its listeners to tune in WOL for Mutual news broadcasts in the future. Its new schedule has been designed to include complete symphonies and concertos without interruption as well as shorter works, some of the music to be live. WGMS is promoting the new format through gratis issuance of its November program guide. The *Guide to Good Listening* lists the month's selections by day and hour, and includes an index to composers and a calendar of Washington music events.



Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

One-man crusade to keep 'em laughing on Madison Ave. (and buying everywhere)

On Madison Ave. one busy day, the routine of Blair-Tv headquarters was interrupted by the entrance of a medium-built, stocky fellow, his teeth clenching an unlit cigar and features all but obscured by an oversize football helmet. He wore sandwich boards lettered: "Why Fordham Quit Football."

It was Bill Vernon.

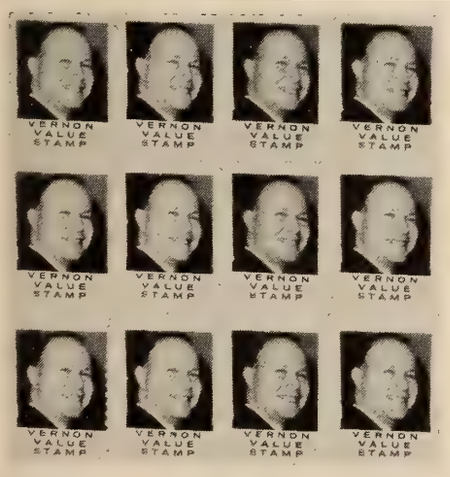
"People who sell or buy time are human," says William S. Vernon, 33-year-old Blair-Tv account executive. "We need a chuckle now and then."

Mr. Vernon is the fellow who entered a timebuyer's office with violin and case, played atrociously and vowed he would stop only when he received the order. He got it.

Mr. Vernon's thoroughness defies description. About three years ago—he's been with Blair-Tv nearly six—the Vernon idea bulb brightened on a full stomach at a Chinese restaurant near his Jamaica (N. Y.) home. The dessert—fortune cookies—was being served. Quick discussion with people in the kitchen sealed the idea and he ordered a batch of specially-baked cookies for which he provided printed inserts.

For a month afterward when lunching with a timebuyer, Mr. Vernon would arrange in advance for the restaurant (Chinese or otherwise) to receive a supply of a half dozen or so cookies containing the Vernon inserts. The meal over, the waiter would place the cookie plate on the table saying, "compliments of the house."

The inserts were a take off on Confucius says. Said one: "Bill Vernon says—Any time you're feeling blue, cancel the others but not me too," or, "Bill Vernon says—To hell with Pulse and ARB, don't listen to them, listen to me."



AT PEAK of trading stamp excitement, Bill Vernon, Blair-Tv salesman, made up some of his own. He mailed samples of "Vernon Value Stamps" and stamp books to his agency prospects. To those who filled their books with stamps, which they acquired by ordering time on Blair-Tv stations, merchandise prizes were offered. Among the prizes: a 1957 Cadillac hubcap, a lip reading course at the American Institute of Business Espionage, and a $2 gift certificate for dental work to be done by "a dentist of your choice."

Last December, Mr. Vernon decided to send seasons greetings to all his friends while marking his fifth anniversary with the Blair firm. To do it he decided to use the broadcast advertising medium, turned to fm—WBAI-FM—and labeled his program the *Bill Vernon Hour*. He went through standard buying procedure, appointing Kenyon & Eckhardt his agency (Bill King, account supervisor, was his account man, and Phil Kenney, associate media director, placed the time). Cost was $36, card rate, with $5.40 commission to K & E.

The program was extraordinary. Mr. Vernon, introduced as the sponsor, proceeded at once to apologize to listeners for what they "might hear" and they were told, "Don't hold this against the station." A Blair traffic girl's voice then came in with the whisper of the *Monitor* weather girl, naming Blair Tv representations: "In Philadelphia, the city of brotherly love, they all watch WFIL-TV"; "In Los Angeles, they're all wild about that good lookin' KTTV."

Skits satirized rating and broadcast campaigns. Hank Sylvern on organ and piano rendered a sequence called "Music to Buy By"—songs included "Time on My Hands," "My Time Is Your Time," "As Time Goes By" and "Any Old Time."

These events seemed but warmups for Mr. Vernon's latest. In July, Mr. Vernon, who covers D-F-S among other agencies as his prime responsibility, was apprised that Glenn Wilmoth, a media executive at the agency, was transferred from San Francisco back to the agency's headquarters at 347 Madison Ave., next to the Roosevelt Hotel.

Mr. Vernon, again with prior preparation, checked into the Roosevelt one lunchtime wth his secretary, Lois Doxie.

A wire preceded them to the effect that Mr. and "Mrs." Vernon (he is married, by the way, and has three children) wanted to "relive" their honeymoon in New York of six years ago; wanted the same room and specified its number. They were shown to the room opposite the windows of the D-F-S media department. Up went a huge sign in Mr. and "Mrs." Vernon's window reading, "Welcome Back Glenn."

Mr. Vernon started his off-beat approach while on the WABD (TV) New York sales staff and indeed before he joined it.

Some people accuse Bill Vernon of using a gimmick to get his job at WABD. This he denies, explaining straight-faced that all he did was to get Bob Austin, sales promotion supervisor of the International Harvester Co., to send to Tom Gallery, then the hiring executive and now with NBC sports, a model of an International delivery truck scaled to size. The doors opening at the back gave just enough room for a hand to slip in. Inside was a letter from Mr. Vernon presenting some background and recommending himself for the job.

One taping worth ten rehearsals



Mr. Robert Reed, Program Manager WOAI-TV, San Antonio

"Weathergirl 'Twila' was a novice in television. We Videotaped* her rehearsals and let her watch herself in action. She learned camera technique amazingly fast, thanks to Videotape."

AMPEX CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WJBW NEW ORLEANS, LA. • Sold to Radio New Orleans Inc. by Louise C. Carlson Inc. for $175,000. Purchasers: Sherwood Tarlow (51%), who has majority interest in WARE Ware and WHIL Medford, both Massachusetts, and WWOK Charlotte, N. C., and minority interest in WLOB Portland, Me., and WHYE Roanoke, Va.; Joseph Kruger (24%), who has minority interest in WARE, WHIL, WHYE and WWOK, and Allan W. Roberts, who has minority interest in WWOK. WJBW is on 1230 kc with 250 w.

KRES ST. JOSEPH, MO. • Sold to Macray Radio and Television by George W. Marti and Tee Casper for $135,000. Macray Radio and Television is owned by Jock MacGregor, for ten years a producer with NBC and MBS, and Raymond J. Cheney, presently an officer of WMIX Mt. Vernon, Ill. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KRES is on 1550 kc with 5 kw, directional antenna night.

KSWA GRAHAM, TEX. • Sold to Burney B. Jones and Neil J. Gilligan Jr. by Webb Enterprises for $75,000. Mr. Jones was formerly co-owner and general manager of KVOZ Laredo, Tex., and Mr. Gilligan was the station's commercial manager. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KSWA is on 1330 kc with 500 w, day.

KWRW GUTHRIE, OKLA. • Sold to Farrell M. Brooks and Norma Sue Brooks by Weldon Sledge for $46,000. The sale was handled by Patt McDonald, Austin, Tex. KWRW is on 1490 kc with 100 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 109.*

WINN LOUISVILLE, KY. • Sold to WBC Inc., of which former part owner Glen A. Harmon is president, for $266,500 by Kentucky Broadcasting Corp. WINN is on 1340 kc with 250w.

KRAM LAS VAGAS, NEV. • Sold to KRAM Inc. (Larry Buskett, president) for $250,000, plus other arrangements including assignor stockholders to be employed as consultants for five years at total salary of $25,000, by Drake Motel Corp. Two KRAM Inc. stockholders own KIST Santa Barbara, Calif. KRAM is on 920 kc with 1 kw, day, 500 w, night, directional antenna night.

WBRY WATERBURY, CONN. • Sold to WBRY Broadcasting Corp. (James B. Lee, president, and Sol Robinson, a director, have interests in WLAD Danbury) by American-Republican Inc. for $157,000. By letter, the Commission denied a request by WOV New York officer Ralph N. Weil for a hearing. Comr. Robert Bartley dissented. WBRY is on 1590 kc with 5 kw, directional antenna same pattern day and night, and is affiliated with CBS.

KFGO FARGO, N. D. • Sold to North Dakota Broadcasting Co. by Northern States Broadcasting Co. for $150,000. North Dakota Broadcasting is 56% owned by Jamestown Broadcasting Co: KXMC-TV Minot, KXJB-TV Valley City and KBMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D. KFGO is on 790 kc with 5 kw, directional antenna night and is affiliated with ABC.

KUSN ST. JOSEPH, MO. • Sold to Charles H. Norman by W. N. Schnepp and others for $90,000. Comr. Robert Bartley dissented. In a statement, he declared: "In light of the transferors' representation that they now find it 'impracticable to continue the operation of this particular broadcast facility under the existing corporate and management structure,' and in view of the fact that the station was purchased by them in January 1958 for $50,000 and is now being sold for $90,000, I would make further inquiry with a view to determining whether revocation or consent to transfer would better serve the public interest." KUSN is on 1270 operating kc with 1 kw, day.

KAUS, KMMT (TV) AUSTIN, MINN. • Sold to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) by Martin Bustad and others for $41,000. KAUS is on 1480 kc with 1 kw and is affiliated with MBS. KMMT (TV) is on ch. 6 and is affiliated with ABC-TV.

CREW AT HELM

On the premise that "12 heads are better than one," WAQE Baltimore has turned general operations and policy-making over to its staffers.

The idea to give employes a major say in running the station was engendered in a conversation between WAQE Manager Bob Howard and salesman Bob Bailey. It was decided to hold monthly meetings at which staffers would propose motions and vote on how to run the station.

As well as Messrs. Howard and Bailey, WAQE employes are George Vanden Brink and Bob King, salesmen; Ray Stevens, John Michels, Bill Kay and Dennis Hill, announcers; George Klimes, engineer; Charles Peiffer, Roz Estrin and Helene Robb, office personnel.

NORTHWEST

A prosperous Northwest market full timer. Well established and an excellent facility. Price includes net quick assets. 29% down. Balance over five years.

$125,000

TEXAS

A Texas daytimer with good signal. This very attractive facility with a good reputation is well established. Terms can be arranged.

$80,000

MIDWEST

A Midwest regional fulltimer. Excellent frequency. Includes considerable real estate and sizeable net quick assets. $60,000 down.

$200,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

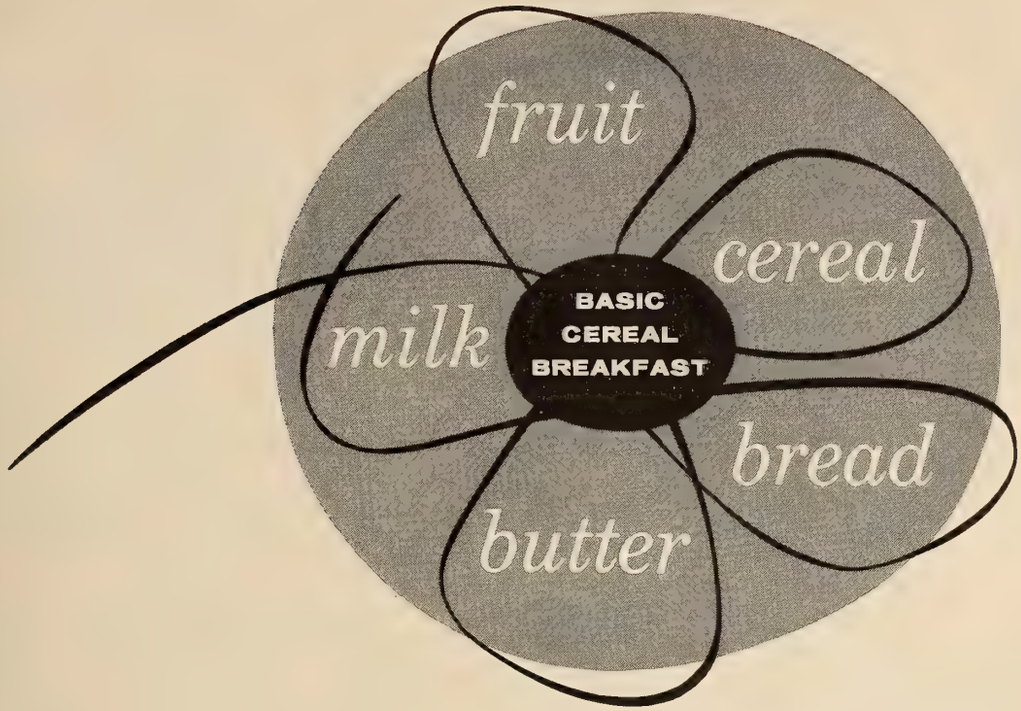
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



this moderately *low-fat* breakfast is a well-balanced meal

When a moderate reduction of the fat calories is to be recommended in the morning meal, the basic cereal and milk breakfast merits your consideration because it is moderately low fat and contributes well-balanced nourishment as shown in the table below.

The Iowa Medical College Breakfast Studies demonstrated that this basic cereal and milk breakfast, contributing about 20 gm. high quality protein, provided quick and lasting energy during the early and late morning hours and maintained mental and physical efficiency.

basic cereal breakfast pattern

Orange juice, fresh, ½ cup,
Cereal, dry weight, 1 oz.,
with whole milk, ½ cup, and sugar, 1 tsp.,
Bread, white, 2 slices, with butter, 1 tsp.,
Milk, nonfat (skim), 1 cup,
black coffee

Nutritive value of basic cereal breakfast pattern

CALORIES	502	VITAMIN A	600 I.U.
PROTEIN	20.5 gm.	THIAMINE	0.46 mg.
FAT	11.6 gm.	RIBOFLAVIN	0.80 mg.
CARBOHYDRATE	80.7 gm.	NIACIN	3.0 mg.
CALCIUM	0.532 gm.	ASCORBIC ACID	65.5 mg.
IRON	2.7 mg.	CHOLESTEROL	32.9 mg.

Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

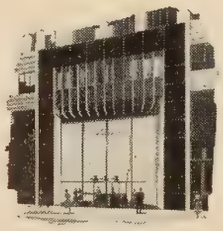
Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.
Cereal Institute, Inc.: A Summary of the Iowa Breakfast Studies. Chicago: Cereal Institute, Inc., 1957.

CEREAL INSTITUTE, INC. 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

COMMUNICATIONS CENTER
OF THE WORLD
the new
444
MADISON
BLOCKFRONT: 49th to 50th STS.



3900 SQ. FT.
TOWER FLOOR
OFFICES AVAILABLE

Unsurpassed panoramic view from Madison Avenue's tallest building. Windows on all four sides. Completely modern, air conditioned. Present tenants include leaders in the world of industry, commerce, publishing, advertising, broadcasting and foreign affairs.
for information: Ed Rindfleisch, MU 5-7000

Australia Grants 10 Tv Outlets; Six to be Commercial Operations

Government licenses have been issued in Australia for six commercial tv stations and four government-owned, non-commercial tv outlets, it was reported last week by Charles Michelson, U. S. representative and buying agency for foreign tv stations.

Call letters have not yet been assigned to the outlets, which are scheduled to go on the air during 1959. The stations are owned primarily by newspaper interests in the community in which they will operate. Licenses have been issued for two commercial outlets and one non-commercial station each in Brisbane and Adelaide and one commercial and one non-commercial outlet each in Perth and Hobart. Mr. Michelson noted there are currently two commercial tv stations and one non-commercial tv outlet each in Sydney and Melbourne.

Mr. Michelson represents TCN Sydney and HSV Melbourne and has been appointed to serve in a similar capacity for one of the commercial outlets in both Brisbane and Adelaide. He said he was in the midst of of a "buying spree" of film product for the newly-licensed outlets.

Canadian Firm to Count Viewers By Photographing Home Audience

A new television audience measuring device has been developed in Canada to record who is watching tv at any given time. Developed by International Surveys Ltd., Montreal, at a cost of $10,000 to date, the new survey tool is called a "Telerator." It not only measures the times during which a tv set is used in the home, but films an image of viewers and what they are doing.

The film is not photographically clear enough to distinguish facial expressions, but shows whether the audience is composed of children, men or women and whether they are looking at the tv set or doing something else while within range of the tv receiver.

Paul Haynes, president of International Surveys, anticipates installing the "Telerator" first in the Montreal area, later in other Canadian cities. He anticipates it will cost the industry $600,000 annually to get full Canadian coverage.

Timebuying Tough in Yugoslavia, Says WKY Guest From Belgrade

Radio timebuyers who have a tough job clearing morning and afternoon spots will sympathize with their counterparts in Yugoslavia; for Radio Belgrade compresses all its commercial time into two half-hour periods each day.

This is one of the observations by Ilija Antonijevic, Radio Belgrade's foreign relations officer, who is studying operations at WKY Oklahoma City. In spite of the brevity of the Yugoslav station's commercials (aired between 6:30-7 a.m. and 5-5:30 p.m.) Mr. Antonijevic reports there is a waiting list of sponsors.

With revenue from the commercials, government subsidies and a monthly 50 cent set tax, Radio Belgrade operates stations in each province in Yugoslavia, employs 900 staffers and supports five orchestras.

POPULAR PIRATE

Radio Mercur is getting around Denmark's "no commercial radio" rule by cruising its transmitter outside the country's three-mile shore limit in a small ship.

Despite protests and diplomatic moves, the Swiss group which owns the station continues to sell time, record programs in a Copenhagen studio and send them to the ship for broadcasting. Mercur's commercial programs are popular with the Danes and the station reportedly is constantly sold out.

Mr. Antonijevic is one of a series of foreign broadcasters visiting WKY through the Governmental Affairs Institute, Washington.

Agency Group Elects Longmore

D. E. Longmore, president of McKim Adv. Ltd., Toronto, was elected president of the Canadian Assn. of Advertising Agencies at the annual convention at Niagara Falls, Ont., Oct. 21-22. He succeeds Elton Johnson, chairman of Stanfield, Johnson & Hill Ltd., Toronto. Palmer Hayhurst, president of F. H. Hayhurst Adv. Co., Toronto, and W. H. Reid, president of Spitzer & Mills Ltd., Toronto, were elected vice-presidents. Warren Reynolds, president of E. W. Reynolds Adv. Ltd., Toronto, was elected secretary-treasurer.

INTERNATIONAL SHORTS

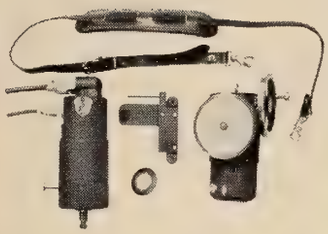
CFBC St. John, N. B., has appointed Radio Representatives Ltd., Toronto, Ont.

CFCF Montreal, Que., appoints McKim Adv. Ltd. to handle station advertising. CFCF celebrates its 40th anniversary this year.

O'Brien Adv. Ltd., Vancouver, B. C., will open office at Toronto this fall, with George F. Sayers, manager of Ottawa, Ont., branch, likely as manager.



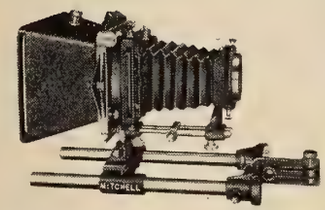
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications



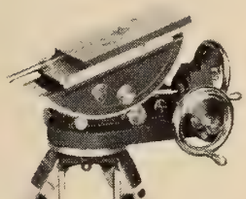
REMOTE CONTROL UNIT



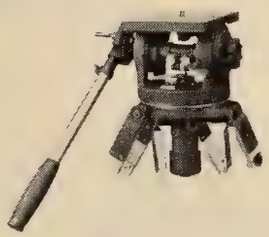
FOLLOW FOCUS ATTACHMENT



MATTE BOX AND SUNSHADE

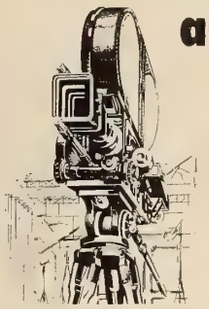


2 SPEED GEAR HEAD



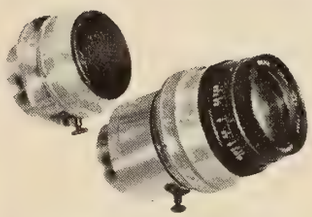
FRICTION TILTHEAD AND TRIPOD

Mitchell Professional Accessories extend 16mm and 35mm camera use

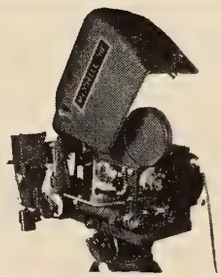


No other camera today films with trouble-free *professional perfection* such a wide range of requirements. A Mitchell, equipped with specially designed professional Mitchell accessories, has virtually unlimited ability and versatility of use.

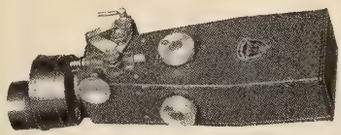
Among many accessories available for 16 mm and 35 mm Mitchell Cameras



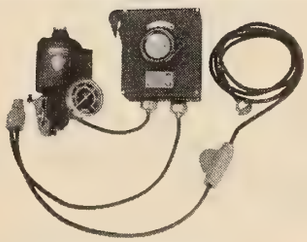
LENSES AND LENS MOUNTS



BLIMPS



VIEW FINDERS



HIGH SPEED AND
VARIABLE SPEED MOTORS

Many other Mitchell accessories also available...

Write today on your letterhead for information on Mitchell 16mm or 35mm cameras and accessories.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

***85% of Professional Motion Pictures Shown Throughout The World Are Filmed with Mitchell Cameras**



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TV MARKET

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CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES


MR. MEYER

AL MEYER, formerly manager of grocery product merchandising and promotion, Leo Burnett, Chicago, named v.p. and head of merchandising and sales promotion department of Erwin Wasey, Ruthrauff & Ryan Inc., L. A., effective Nov. 15. Mr. Meyer was previously director of food merchandising and promotion at Blackett, Sample, Hummert (now Dancer-Fitzgerald-Sample).

HERBERT D. SMITH, with Canada Dry Corp. since 1939, appointed v.p. of sales for carbonated beverage division.

TAD JEFFERY, advertising director of Bulova Watch Co., N. Y., elected v.p. of company, which recently named Grey Adv., N. Y., as its agency [ADVERTISERS & AGENCIES, Oct 27].


MR. JEFFERY

JOHN L. BALDWIN, accounts supervisor on Wilson & Co. (meat packer) account, Kenyon & Eckhardt Inc., Chicago, elected v.p.


MRS. WILLIAMS

MRS. BETTY MEIGGS WILLIAMS, named v.p. and office manager of Lennen & Newell Inc. As a result of merger of Buchanan & Co. into L&N, **FRED R. KEITH** becomes v.p. and management account supervisor of agency. Los Angeles offices of L&N and Buchanan will be consolidated in Buckeye Bldg., 9033 Wilshire Blvd., Beverly Hills, about Dec. 15.

E. B. FERREE, copy supervisor, and **JOHN W. MURPHY,** commercial production supervisor, named vice presidents at Kenyon & Eckhardt, N. Y. Mr. Ferree joined K&E in February 1957 after having spent 11 years at C. L. Miller Co. as copywriter and copy chief. Mr. Murphy joined K&E in June 1955 as film supervisor (commercial production) after associations with Biow Co. and Universal-International's United World Films.

JOHN A. McDONALD joins Bon Ami Co., N. Y., as v.p. in charge of marketing and sales for U. S. and Canada.


MR. McDONALD

THOMAS BARNETT, formerly account executive in international department of Erwin Wasey, Ruthrauff & Ryan, N. Y., appointed manager of Sao Palo, Brazil, office of agency, and is succeeded in New York by **WILLIAM STAKENBURG,** former Carribean advertising manager for KLM Royal Dutch Airlines.

CUYLER CALDWELL, formerly with Swift & Co., Chicago, as market analyst, to Dr. Pepper Co., Dallas, in newly-created post, director of market research.

BEATRICE VanROSEN, formerly with William Douglas McAdams Inc. agency, to Doherty, Clifford, Steers & Shenfield professional division as technical and creative director.

LEAH ROTH, former media director, Maxwell B. Sackheim Co., N. Y., until retirement in 1956, to media director of Wunderman, Ricotta & Klein, formed by several principals of Sackheim agency.

HAROLD A. SMITH, program promotion and merchandising manager at Needham, Louis & Brorby Inc., Chicago, takes on additional duties as press representative for agency.

WILLIAM GEBHARDT, formerly v.p.-new business at Walter J. Klein Adv. Agency, Charlotte, N. C., and previously radio-tv director, Brooke, Smith, French & Dorrance Inc., to field marketing staff of D'Arcy Adv. Co., St. Louis, on Anheuser-Busch account.

ROBERT M. FENNER, formerly group advertising manager, Vick products division, Vick Chemical Co., to Chesebrough-Pond's Inc., as brand manager in domestic marketing division, to be responsible for Pertussin, Valcream, Seaforth and Sofskin brands.

MISS MIRA BERMAN, public relations and fashion director at Snellenburgs, Philadelphia, to Lavenson Bureau of Advertising, Philadelphia, as public relations director, effective Dec. 1. **STANLEY ISENBERG,** former public relations director at Lavenson Bureau, appointed account executive.

VICTOR KWELLER, formerly research associate at Fuller & Smith & Ross Inc., N. Y., joins Alan C. Russell Marketing Research, N. Y., as account supervisor.

ALAN M. ROSENBERG, formerly director of sales promotion with American Photocopy Equipment Co., Evanston, Ill., named account manager of Sidney Clayton & Assoc., Chicago.

JEROME S. ALCH, previously advertising manager of Napco Industries, Minneapolis, joins Bozell & Jacobs Inc., Minneapolis, as account executive.

JOSEPH REINHARD JOYCE, 49, vice president of Donahue & Coe, N. Y., died Tuesday (Oct. 27) of heart attack at New York's Polyclinic Hospital. Mr. Joyce also had served with Ruthrauff & Ryan and Robert W. Orr & Assoc.

FILM

BERNARD L. SCHUBERT, chairman of board, Telestar Films Inc., N. Y., elected president of company. Mr. Schubert, replacing **SY WEINTRAUB** who resigned as president last February, will continue as board chairman.

JERRY FRANKEN, formerly public relations director for Independent TV Corp. (ITC-TPA), to Gross-Krasne-Sillerman Inc., N. Y., as assistant to president.

ROBERT D. B. CARLISLE, associate producer, NBC-TV, has joined Telestudios Inc., N. Y., as production supervisor, and **ISABEL REDMAN,** free-lance tv producer and packager, named staff producer of Telestudios.

ELLIOT SCHICK, formerly with Columbia Pictures and Hollywood Film Commercials, to Filmack Studios, Chicago and New York, as director of television and industrial films.

IRVING SAVER appointed zone manager in local sales of Alexander Film Co., Colorado Springs, to headquarter in Norwood, Mass. Other zone managers and their headquarters: **DAVID McWREATH,** Washington, Pa.; **C. W. GOODNIGHT,** Lexington, Ky.; **W. G. KIRKSCEY,** Memphis; **JACK C. ALLEN,** Indianapolis; **J. K. BOYLE,** Milwaukee; **J. L. LASSWELL,** Kansas City, Mo.; **RALPH BONAR,** Denver; **B. F. ADCOCK,** Dallas; **C. J. DEXTER,** Hollywood, and **AL D. SNEAD,** Portland. **W. A. HILLHOUSE,** formerly Chicago resident sales v.p. for Alexander, transferred to similar post in San Francisco.

GRIM NATWICK, chief animator, **BARD WIGGENHORN,** animator, **TISSA DAVID** and **FRANK NAPOLEAN,** assistant animators, all join Robert Lawrence Productions, N. Y. **JO ANNE MITCHELL** to company as assistant to creative director of animation department.



Weather or not...



There's Always Good News From Florida

When weather makes headlines it is usually calamitous. Normal weather just doesn't make big news. This journalistic truism was emphasized last winter. Florida's record cold spell was bannered across front pages of most newspapers and featured on newscasts throughout the land.

Admittedly, the weather was unusually cold for too long a stretch to have gone unmentioned. It deserved top billing and got it. But candidly, the low temperatures did not bring about the disastrous conditions that might have been inferred from this zealous reportorial attention.

Take the Florida citrus crop, for example. News of Florida's cold winter, and an anticipated freeze-produced shortage, reached every home in the country. Demand for Florida citrus soared. This increased buying, in face of a temporary embargo on fresh-fruit shipments, depleted normal stocks and forced prices upward. Yet the actual crop loss amounted to only 20 percent of pre-freeze forecasts.

HERE ARE THE FACTS

Production of citrus products in Florida has been increasing faster than consumption. Improved methods of processing have increased juice yield—from 31.58 number two cans of orange juice per box of fruit in 1947 to 40.56 number two cans per box in 1956.

Grove plantings have added 10 million trees since 1945 that are now in bearing. Pre-freeze citrus crop forecasts for 1957-58 season put the total crop at 144.5 million boxes of citrus. The forecast included a one-year increase of almost 10 million boxes—about 7%. Actual total crop meeting Florida quality control standards was 115.9 million boxes.

And Florida quality controls, the strongest and tightest quality controls on fruit and products of any citrus or other fruit-producing area in the world, were rigidly maintained.

Although last winter brought severe losses to some individual growers, it was a boom to the industry as a whole. It has brought production more into line with demand and put projected production growth into better balance with potential market expansion.

This good-news sequel to last winter's bad-weather report is just one of many examples of a dynamic Florida in action. For factual details about any aspect of the Florida economy, we invite you to write:

Florida Development Commission
515-P Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

NETWORKS

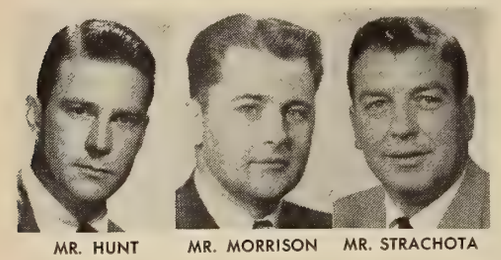
S. RAY WEST JR., assistant interruptions representative, ABC-TV since 1956, promoted to supervisor of cooperative and sustaining programs and commercial cut-in announcements.

PAUL NIVEN, CBS newsman recently expelled from Russia when CBS News' Moscow Bureau was closed, reassigned to CBS News, Washington.

GALE SWIFT, supervisor of musicians at NBC Chicago, retired Oct. 31 after nearly 28 years' service with network.

JACK R. CRUTCHER, 42, in Belgium since last March in charge of color television production for NBC International Div. at American pavilion of Brussel's World Fair, died October 25 following cerebral hemorrhage. Before Brussels assignment he had served NBC International Div. in Saudi Arabia as station consultant.

STATIONS



MR. HUNT MR. MORRISON MR. STRACHOTA

EDWARD T. HUNT, sales manager of WDGY Minneapolis, named general manager of KBOX Dallas, new Balaban outlet in that city, effective Nov. 15. **RICHARD MORRISON,** formerly sales manager at WNOE New Orleans, appointed KBOX general sales manager. **BERNARD STRACHOTA,** now general sales manager of Balaban's WRIT Milwaukee, moves up to general manager, Nov. 15.

HILLMAN TAYLOR, previously commercial manager of KELP-TV El Paso, appointed station manager of KVKM-TV Monahans, Tex.

RAYMOND G. MERCIER, previously manager of WCSH Portland, Me., appointed manager of WPOR Portland.

LES NORINS, sales manager of KABC Los Angeles, has resigned. **JOHN H. PACE,** general manager of ABC-owned radio station, is now functioning as sales manager as well.

KEN WEAVER resigns as account executive at WCKY Cincinnati to become sales manager of KENT Shreveport, La.

ALAN BAER, account executive at WWOL Buffalo, N. Y., promoted to local sales manager.

HARRY W. BARTOLOMEI, previously chief engineer at KROW Oakland, Calif., to KSFO San Francisco in similar capacity. **CHARLES SMITH** becomes assistant chief engineer and technical supervisor.

CHARLES E. (NED) STEWART, formerly national sales service representative for WHCT (TV) Hartford, Conn., to KMOX-TV St. Louis as account executive.

GUY GIAMPAPA named film operations manager of WNAC-TV Boston. **DAVID S. BAKER,** formerly in microfilm department of Remington Rand, appointed assistant film operations manager at WNAC-TV.

DONALD R. SMITH named operations manager of WMBR-AM-FM Jacksonville, Fla. **TOMMY HARPER,** WMBR air personality, promoted to production manager. **CHARLES SCHON** appointed WMBR news editor.

RUSS BAKER resigns as director of operations of WNBF-AM-FM-TV Binghamton, N. Y.

BOB FLOURNOY, veteran reporter for WKY-AM-TV Oklahoma City, named news director for WKY Radio.

RALPH PARTRIDGE, formerly farm editor of *Denver Post,* appointed farm service director of KZIX Fort Collins, Colo., and **TOM SLAYTON,** previously with KLZ Denver, named KZIX chief engineer.

BOB BINGHAM, formerly general manager of WINZ Miami, joins WYDE Birmingham, Ala., Bartell Family station, as news and special events director.

BILL CRAGO, formerly with NBC and ABC news operations, named news director of KFWB Los Angeles. **JOHN BABCOCK,** former CBS newscaster in San Francisco, joins KFWB news bureau.

BOB JEAMBEY, formerly public service director and newsman at KOLN-TV Lincoln, Neb., named news director of KFOR Lincoln, succeeding **JACK BATES,** resigned.

DONALD F. STELLGES, assistant program manager of KEX-AM-FM Portland, Ore., elevated to program manager of Westinghouse Broadcasting Co. station.

CHARLES PARKER, WDRC Hartford, Conn., production engineer, named program manager succeeding **HARVEY OLSON,** promoted to newly-created post of v.p. in charge of public relations. **PHILIP STEBEN** appointed office manager at WDRC.

JERRY BAKER, production manager of KELP-TV El Paso, elevated to station program director.

HERB KNIGHT, formerly air personality at WONE Dayton, Ohio, to WSAI Cincinnati as assistant program director and d.j.

JOHN T. (JOCK) LAWRENCE JR., formerly with *Cincinnati Times-Star* in promotion and advertising departments, to WKRC-TV Cincinnati sales staff.

CLYDE BOOKOUT, previously announcer at WMAP Monroe, N. C., to WFMY-TV Greensboro, N. C., production department.

CHARLES R. GOERTH joins public relations staff of KYW-AM-FM-TV Cleveland, Westinghouse Broadcasting Co. stations.

JOSEPH HURLEY, formerly associated with CBS-TV's *The Seven Lively Arts,* and *Omnibus,* appointed staff writer assigned to *Camera Three,* WCBS-TV New York.

TOM EVEN, formerly with WHTN-TV Huntington, W. Va., as air personality, joins WKRC-TV Cincinnati announcing staff.

ARTHUR GAETH, formerly Denver news director for Intermountain Network, named news analyst and commentator for KMYR Denver.

HAROLD C. LUND, v.p. of Westinghouse Broadcatsing Co. in charge of KDKA-AM-FM-TV Pittsburgh, named to board of directors of Allegheny County Society for Crippled Children.

GLENN WILSON JOHNSON, 35, producer-director for WBTV (TV) Charlotte, N. C., died Oct. 26 in Charlotte hospital.

LOWERY E. (UNCLE NED) STRIPLING, 42, died following heart attack while on personal appearance with his band in Cochran, Ga. Mr. Stripling was also air personality on WMAZ-TV Macon, Ga.

REPRESENTATIVES

JAMES F. O'GRADY JR., vice president in charge of sales, Young Television Corp., elected executive vice president. **HAROLD M. PARKS,** manager of Young's Atlanta office, named eastern sales manager. Mr. O'Grady was manager of Young's Chicago office before becoming sales vice president. He also had served with ABC and former DuMont Television Network.

EDWARD R. EADEH, formerly with CBS, Mutual, ABC, DuMont and Weed Co., to George P. Hollinbery Co.'s New York office as director of development, promotion and research.

HAROLD WETTERSTEN, formerly sales manager of ABC-TV Central Div., joins Blair-Tv, Chicago, on or before Dec. 1. **TOM MALONE** resigns from Blair-Tv to move over to Leo Burnett Co., same city, as account executive on Pillsbury Co.

DON DALTON, formerly in real estate display advertising department at *Chicago Sun-Times,* to Gill-Perna, Chicago.

MARVIN ROSLIN, timebuyer on Standard Brands and broadcast analyst on Carter Products, at Ted Bates & Co., N. Y., to Adam Young Inc. as assistant to Frank Boehm, v.p. of research and promotion.

PROGRAM SERVICES



MR. SARGENT

WILLIAM V. SARGENT, formerly NBC-TV director of administration, named v.p. for administration, TelePrompTer Corp., N. Y.

SID TAMBER, production supervisor and associate producer of CBS-TV's *The Big Payoff,* for past six years, as well as other Walt Framer Productions packages, appointed producer of program. **MERVYN FRAMER,** production supervisor, will succeed Mr. Tamber as associate producer. **WALT FRAMER** will serve as executive producer.

PROFESSIONAL SERVICES

AILEEN GROSSMAN, formerly advertising manager of Chicago Musical Instrument Co., named executive assistant to president of Harshe-Rotman Inc., Chicago public relations firm.

F. LEROY HESS, formerly district manager for 11 Standard Rate & Data Service Inc. publications in Southwest, appointed western advertising manager for *Media/scope,* Evanston, Ill., magazine. Assuming district manager duties in Southwest for SRDS will be **JOHN W. CHAMBERLIN** and **PAUL V. POWER.**

JOHN N. RAGSDALE promoted from assistant advertising manager to advertising manager of public relations department of Assn. of American Railroads, succeeding **HERBERT F. McLAURY,** retired after 50 years of railroad service.

MISS CONNIE DE NAVE, previously assistant magazine editor of ABC, to personal press representative of Dick Clark, tv personality.

MANUFACTURING

JOHN W. GUILFOYLE, general manager of operations, ITT's service organization, Federal Electric Corp., elected executive v.p. of FEC.

CHARLES S. VRTIS, partner in Glore Forgan & Co., investment banking firm, and **GEORGE E. DRISCOLL,** secretary and assistant treasurer, elected to board of directors of Admiral Corp., Chicago. Mr. Driscoll was also named treasurer.

ROBERT A. HUNT, formerly engineering section leader for Haloid Inc., Rochester, N. Y., named



There are times when a man particularly appreciates lightweight equipment, and Collins' 4-channel 212Z is the lightest full function remote on the market



PEOPLE CONTINUED

chief engineer of Prestoseal Manufacturing Co., Long Island City, N. Y.

CHARLES F. MERRIGAN, formerly personnel and expense-control specialist. General Electric technical products department, appointed to newly-established position of manager of scatter and special systems engineering.

EDWIN L. DAVIS, previously commercial engineer handling internal sales of receiving tubes, General Electric, Syracuse, appointed regional commercial engineer, GE electric receiving tube department, Clifton, N. J.

GEORGE T. STEWART named manager of national distribution and **PETER J. GRANT** named manager of national sales of Sylvania Home Electronics, division of Sylvania Electric Products Inc., N. Y. **WILLIAM D. GANNON,** formerly district sales manager in St. Louis for Schwander & Co., appointed resident sales manager, for Sylvania Home Electronics, Cincinnati.

CLARK LAMBERT named sales administration manager of Olympic Radio & Television, New York division of Siegler Corp., replacing **SY LIPPER,** resigned. **D. E. LINDSAY,** previously west coast regional manager for Bendix Radio, appointed head of product distribution in Oregon for Olympic.

TRADE ASSNS.

HELEN VER STANDIG, executive v.p. of M. Belmont Ver Standig Inc., Washington, named chairman of board of directors of Atlantic Council of American Assn. of Adv. Agencies, succeeding late Joseph Katz, who died Oct. 13. [ADVERTISERS & AGENCIES, Oct. 20].

DALE BUCKNER, president, Dale Buckner Adv., Lubbock, Tex., elected governor of 10th district of Adv. Federation of America. Other elected officers: **DENNY HEARD,** 1st lieutenant governor; **LESLIE HAUGER,** 2nd lieutenant governor, and **TOM McHALE,** re-elected secretary-treasurer.

PROGRAMS & PROMOTIONS

Grocers Offered Promotion Plan Through WSSV's 'Operation T.S.S.'

More than 75 independent supermarkets and grocers have signed to participate in Operation T.S.S. (T-ell'm, S-how'm, S-ell'm), a food merchandising plan launched by WSSV Petersburg, Va. First outlined to prospective sponsors at a recent Virginia Food Dealers Assn. convention in Richmond, the plan was prepared by Cy Newman, WSSV commercial manager, and Roger Beane, general manager.

To insure in-store cooperation from the grocers, WSSV will give each dealer a specified number of spots each week for his own use. The operation is restricted to 13 non-competitive food products, which must have distribution in at least 50% of the participating stores. A food sponsor uses as few as 10 one-minute spots weekly on WSSV to advertise his product. In return, the sponsor is provided feature displays, shelf stickers, pennants and weekly reports on each store on the placement of his product, condition and amount of stock on hand. A food sponsor signs with WSSV for 13 weeks, with the privilege of renewing for additional 13 week cycles at the end of the ninth week.

WGAR Contest Stars Ball Carrier

Cleveland Browns football player Jim Brown, who has gained 815 yards in five games this season, is featured in a tie-in sponsor contest on WGAR Cleveland. The listener who guesses the day and time that Mr. Brown gains his 1,000th yard will be awarded an electric wrist watch, compliments of WGAR and the Hamilton Watch Co., which is currently running a spot schedule of the watch advertisements on WGAR.

T.A.P. Toys for Girls and Boys

Want a "Hum-Dinger" balloon with a rotating ball inside that "hums"? Want a floating plastic showboat, or a paper puppet punch-out kit? Or maybe you'd like a "colorful red-white-and-blue personalized stationery set"? In any case, if you were a young fan of Crusader Rabbit, the tv cartoon hero, you would no doubt be interested in these and other "unusual premium and retail toys." At least that's the way T.A.P. Inc., merchandisers of the Crusader Rabbit series and developers of these toy products, must feel. T.A.P. Inc. reports that the toys are "in various stages of production and most of the items will be available to stations within thirty days."

Teacher Wins KXOK Apples

Mrs. Katherine Jost, Lindbergh High School teacher in St. Louis, won the KXOK St. Louis "Apple for the Teacher" contest this fall, the station has announced. The contest, conducted by KXOK d.j. Ed Bonner, consisted of having local students write letters why "I would like to bring an apple to my teacher." Lindbergh student Roslyn Kay Wahlbrink won and teacher Jost received a bushel of apples, courtesy of KXOK.

WCAU-TV Examines City's Make-Up

The first program of a new public affairs series entitled *The Face of Philadelphia* was presented Oct. 25 on WCAU-TV, that city. Written, produced and narrated by Charles Shaw, WCAU-TV news director, the series explores the problems of the city, how it operates and who its people are. The premiere program emphasized the people—where they came from and what they are doing in Philadelphia. Film coverage of various people at work and play was utilized.

The series is produced in affiliation with the Philadelphia City Planning Commission, the International Institute, the Historical Society of Pennsylvania and the Historical Society of Germantown.

Gorilla Marks Drop of Top 40

A wild animal driving a convertible in downtown Buffalo, N. Y., recently was the startling gimmick of WWOL Buffalo to announce its switch from a "Top 40" format to "Better Music" programming. Two members of WWOL's staff dressed formally to accompany a gorilla-costumed salesman on a tour of the city's ad agencies and colleges. The promotion was in cooperation with Capitol Records which tied-in with plugs for local Stan Kenton and George Shearing concerts. The convertible was covered with signs reading: "Hear No Evil! Listen to Buffalo's Better Music Station—WWOL!"



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Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Why is ARTHRITIS called "the Sphinx of diseases"?

ARTHRITIS has been likened to the ancient Sphinx. For arthritis, no less than the Sphinx, is still strange and mysterious in many ways.

For example, the *exact* cause of some types of arthritis remains unknown. Nor do doctors fully understand why it flares up in certain patients and smoulders or develops gradually in others . . . why treatment beneficial for one victim may not help another . . . why rheumatoid arthritis strikes women three times as often as men.

Despite such mysteries, when proper treatment is started early . . . or before the affected body joints have been severely damaged . . . there is great likelihood of lasting relief and marked improvement.

Proper treatment for arthritis and other rheumatic diseases . . . affecting about eleven million Americans 14 years of age and older . . . must be based on the needs of the *individual* patient.

This is because arthritis occurs in many forms, each of which requires special management. Yet, many people brush aside treatment prescribed by their doctors to seek some cure promising quick and complete recovery. *There is no such thing.*

At least 50 forms of arthritis are known to medical science. But only two of the forms together make up more than seventy percent of all rheumatic complaints. These are *osteoarthritis* and *rheumatoid arthritis.*

Osteoarthritis, or degenerative joint disease, begins as a rule in the thirties or forties as part of the process of aging. It usually attacks joints that undergo greatest wear and tear.

Under proper medical care, a great deal can be done to lessen discomfort and reduce further damage to joints.

Rheumatoid arthritis may be more serious. Though it involves the joints, it also affects the body. Moreover, it strikes in the prime of life, generally between 20 and 50.

If neglected, rheumatoid arthritis can cause severe crippling. But if it is diagnosed early and treatment is faithfully followed, many patients can be spared disability and helped considerably.

If the disease does not yield to treatment, rehabilitation can often help a handicapped individual continue a useful life.

If your joints become sore, stiff, painful or swollen, consult your doctor . . . and always avoid self-treatment. The sooner you seek his help, the better your chances to head off trouble.

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WBAI (FM) Swaps U. S. Jazz For Moscow's Classical Tapes

The story of how WBAI (FM) New York effected its exchange program with Radio Moscow was told in the Oct. 30 issue of *The Reporter* magazine. The article, by Nat Hentoff, describes how general manager Bert Cowlan sought a recording of Lev Knipper's Fourth Symphony, first by approaching the Soviet delegation to the United Nations, then by writing direct to Moscow. His bold approach apparently pleased the Kremlin for shortly thereafter the USSR extended Mr. Cowlan the opportunity to visit Moscow. This led to establishment of a program where WBAI agreed to supply the Soviets with latest jazz samplings in exchange for one full weekly concert of 2-3 hours length of fresh Soviet classical output.

WBAI, according to the agreement, may "sell" the tapes to other U. S. stations at cost but these stations must send about an hour's worth of American music to the USSR. Just as the U. S. will get mileage out of the Russian programming, so will the USSR get double value out of the American programs: they will probably be beamed back to the U. S. via Russia's shortwave North American propaganda service, according to Mr. Hentoff.

Yearbook Used as Sales Brochure

An annual yearbook of Dick Clark's *American Bandstand,* of which more than 400,000 copies have been sold in two months through promotion solely on the program, has been sent by the Triangle Stations to advertising agencies with the advice to "get aboard America's hottest bandwagon." The program was created by Triangle Stations for ABC-TV, and originates from WFIL-TV Philadelphia. The booklet is sold to viewers for $1, and is in its second printing.

Bartell Station Marks Birthday

To celebrate its first anniversary of operation WYDE Birmingham, Ala., a Bartell Family Radio station, treated more than 300 clients to birthday cakes. The cakes were delivered by models who were accompanied by the station's salesmen. During its anniversary month promotion campaign, WYDE plans to recognize the confidence local and national advertisers, as well as the general public, have placed in the Bartell method of modern programming and salesmanship, announced Tom Whitley, station manager.

New Letters Calls for Contest

KGNS-TV Laredo, Tex., until Oct. 16 identified as KHAD-TV, has announced a contest to promote its new call letters, which stand for "good neighbor station." Students in Laredo and Neuvo Laredo grade and junior high schools are eligible to compete in a contest to find the best design for a tv ID slide, using the new call letters and expressing the good neighbor theme. Entries currently are being used for ID's, with credit to the artists. The consuls general of Mexico and the U. S., stationed in the two cities, and the chairman of the international relations committee of the Laredo Chamber of Commerce will judge the contest.

WGR Promotion Gives Cab Rides

Free taxi cab rides are being offered by WGR Buffalo, N. Y., in a promotion campaign with Van Dyke Cab Co., Buffalo. The cab company has one cab cruising the streets of metropolitan Buffalo from 8 a.m. to 6 p.m. Monday through Friday, and anyone who hails the particular cab is given a free ride, courtesy of WGR. On-air announcements urge Buffalo residents "to have a ride on us . . . and don't just grab a cab . . . grab a Van Dyke."

Modern Writers Series Released

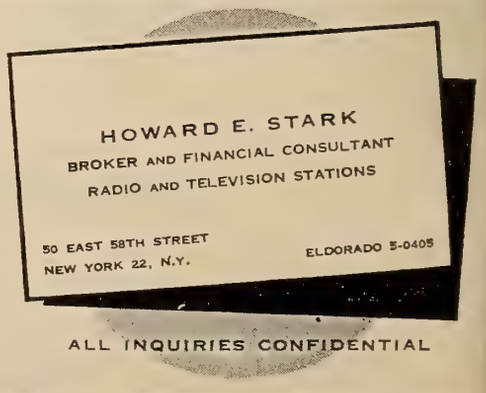
Rutgers U., New Brunswick, N. J., announced last week it has made available to radio stations a 12-week series of educational programs dealing with the work of modern writers such as Flaubert, James, Hemingway, Huxley, Faulkner and Lewis. The series, consisting of half-hour programs produced and distributed by the Rutgers Radio Center, at no cost, features Dr. Elizabeth F. Boyd, professor of English, Douglass College, New Brunswick.

KBOX Invitation Driven North

A "Guess the Mileage" contest in conjunction with a goodwill trip was sponsored by KBOX Dallas to promote Alaska Day (Oct. 16) at the Texas State Fair in Dallas. Representing KBOX and the State Fair was Eddie Gale, station announcer, who made a 30-day roundtrip drive to Juneau, Alaska, to personally invite Juneau Mayor M. L. McSpadden to the event. KBOX and Glass Motors of Dallas sponsored a contest to guess the actual distance Mr. Gale drove.

KETV (TV) Clicks With Contest

The Omaha, Neb., downtown post office had a rush crowd one day this fall, reports KETV (TV) that city, when viewers of the station's "Quote to Click" contest were racing each other to obtain the earliest postmark on their entries. The day-long contest requests viewers to name a "well-known quotation" by adding letters to the blanks presented on a blackboard at the studio. Clues to the quotation, in the form of letters pulled from a fish bowl, were given throughout the day.





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CBS-TV Shows Promotion Film

Approximately 200 advertising agency executives in New York last Thursday (Oct. 30) attended a screening of a 20-minute film, "Byline New York," which chronicled the activities of 49 women from 49 states who participated in the CBS Daytime Televisit Week promotion [PROGRAMS & PROMOTIONS, Sept. 15].

The film, produced by David Gordon, who heads exploitation-promotion for CBS-TV daytime programs, was shown at a reception in the Waldorf-Astoria Hotel. Appearing in the film in their screen "debut" were the following CBS-TV executives: Louis Cowan, president; Oscar Katz, vice president and director of daytime programs; Hubbell Robinson Jr., executive vice president in charge of programming; Sig Mickelson, vice president and general manager of news and John Day, director of news.

KYW D.J.'s Provide New Angle

Discussions of a teachers convention by two KYW Cleveland, Ohio, d.j.'s who attended the sessions met favorable reaction from parents, students and teachers alike, according to KYW. Big Wilson and Joe Finan experimented with the unique coverage Oct. 17 when 20,000 members of the Eastern Ohio Teachers Assn. held an annual meeting in Cleveland. Mr. Finan and Mr. Wilson took notes at the meeting and discussed the importance of such meetings and the teachers' problems on their respective shows.

KEYS Pays Stamps for Listening

KEYS Corpus Christi, Tex., reports it is building a larger share of audience by awarding free trading stamps to persons selected at random from the telephone directory. From one to a dozen persons are announced each hour between 7 a.m. and 5 p.m. If the party called contacts the station within 30 minutes an award of 1,000 Texas Gold stamps is made, and 1,000 more stamps are added each hour until there is a winner. The stamps are redeemable at the Corpus Christi Texas Gold Gift Center. An average of eight out of every 10 names called respond within 10 minutes, KEYS said.



TO CELEBRATE completion of its new 1,049-foot tower, WLWA (TV) Atlanta invited some 500 business and government leaders to a dinner and special telecast. Here (l-r) Harry LeBrune, vice president and general manager of WLWA; Oliver Treyz, ABC-TV president, and Robert E. Dunville, president of Crosley Broadcasting Corp., which owns WLWA, look at a model of the tower which was displayed at the party. The telecast featured the cast of *Midwestern Hayride*, flown to Atlanta from Crosley's Cincinnati headquarters for the occasion.

Letters to Tell Stock Advantages

To publicize the advantages of investing in stocks, WMBD Peoria, Ill., has invited listeners to enter its four-week "Why Invest" contest. In 100 words, entrants are to complete the phrase, "I want to invest in America through common stocks because . . ." First and second place prizes of $250 and $100 will be provided by the sponsor of the station's *Stock Market and Business Newscast.*

KFAB to Award 'Kc Baby'

An Omaha baby born closest to either 11:10 a.m. or p.m. Nov. 10 will be awarded an educational fund equal to a one-year university scholarship. The "Eleven-Ten Baby of the Year" event is in recognition of KFAB's spot on the dial, 1110 kc.

Winners Awarded at KCMO Dinner

Winners of KCMO Kansas City's second annual contest to promote better quality meat type hogs were feted Oct. 21 at a recognition dinner. A Sedalia, Mo., hog raiser won the championship award for the second time and the championship trophy goes to the Sedalia Chamber of Commerce, sponsor of the Meat Type Hog Club in that area. Producers entered approximately 5,000 hogs, with scoring based on rate of weight gain, prolificacy and type.

George Stephens, KCMO director of agriculture, credited the success of the hog production contest to the local civic organizations in Eastern Kansas and Western Missouri, Kansas City and St. Joseph stockyards personnel and extension service specialists for their assistance in organizing the groups and scoring entries.

Parade Touts KCOH's Home Show

More than 50,000 Negroes watched the first all-Negro parade down Houston's Main St. held Oct. 18 to promote the Houston Negro Exposition and Home Show which was sponsored by KCOH, that city. Approximately 30,000 persons attended the three-day show in the Sam Houston Coliseum at which guest stars Mahalia Jackson, Della Reese, Roy Hamilton, Buddy Johnson and his orchestra and the Rhythm Kings appeared.

Motorcade Hails WBRE-TV Shows

NBC-TV network shows, as well as local shows, were represented in a motorcade of more than 50 vehicles that covered a six-mile route in Wilkes-Barre, Pa., to promote the fall lineup on WBRE-TV, that city. Each vehicle in the line carried a banner stating, "Another Great Show on Channel 28" . . . then the name of the show and sponsor. WBRE-TV personalities were featured in the "Carvalcade," which included trailer trucks, a surrey, horses, 1959-model cars and a Greyhound Scenic Cruiser.

Old Fort Opens for 'Raiders'

The calendar was turned back 85 years at historic Fort Point in the San Francisco Presidio Oct. 7, when the post was "reactivated" for a preview celebration of the filmed tv series, *Mackenzie's Raiders*, which is sponsored on KPIX (TV) San Francisco by Bay Area Rambler car dealers.

Fort Point, built in 1853 and inactive since 1914, was staffed with soldiers, bearded scouts and pretty girls (all costumed students of the radio-tv department of San Francisco State College) to furnish an appropriate premiere party setting. KPIX hosted the area's newspaper columnists and Rambler dealers to an all-day activity schedule that included a tour of the old fort, luncheon in the officers' mess, a showing of the first film in the new series and a press conference.

Murray Carpenter

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 23 through Oct. 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Wailuku, Maui, Hawaii—Radio Honolulu Ltd.—Granted ch. 8 (180-186 mc); ERP 1.95 kw vis., .977 kw aur., ant. height 5,900 ft. Estimated construction cost $38,816, first year operating cost $25,000, revenue (satellite operation). P.O. address 1170 Auahi St., Honolulu. Studio location 1170 Auahi St. Transmitter location Wailuku (summit of Mt. Haleadala). Geographic coordinates 20° 42′ 41″ N. Lat., 156° 15′ 26″ W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Ellis, Hodson, Chaffetz and Masters, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KONA-TV Honolulu.** Application is for satellite to rebroadcast KONA-TV programs in Maui. Announced Oct. 29.

Existing Tv Stations

ACTIONS BY FCC

WEDU-TV, ch.* 3, Tampa, Fla.—Waived policy against issuance of special temporary authority and permitted WEDU-TV to operate on regular program basis to Dec. 31 pending filing of license application. Announced Oct. 29.

WSTV-TV Steubenville, Ohio—Granted waiver of Sec. 3.652 (a) to permit WSTV-TV to identify itself as Wheeling, W. Va., as well as Steubenville, Ohio. Announced Oct. 29.

WBRE-TV Wilkes-Barre, Pa.—Granted waiver of Sec. 3.652 (a) to permit WBRE-TV to identify itself as Scranton as well as Wilkes-Barre. Announced Oct. 29.

Translators

CALL LETTERS ASSIGNED

K83AH Roseburg, Ore.—Teleservice Co.
K79AF Olivia, Minn.—Renville County Tv Corp.
K71AM Olivia, Minn.—Renville County Tv Corp.

New Am Stations

ACTIONS BY FCC

Yuma, Ariz.—Desert Bcstg. Co.—Granted 1320 kc, 500 w. D. P.O. address 4150 Arch Drive, North Hollywood, Calif. Estimated construction cost $15,496, first year operating cost $36,000, revenue $40,000. Owners are **Robert William Crites** and **Sherman Somers** (each 50%). Mr. Crites is promotion manager, Ray Thomas Co., Los Angeles, Calif. Mr. Somers is promotion director, Central Records, Los Angeles. Announced Oct. 29.

Honolulu, Hawaii—James T. Ownby—Granted 1270 kc, 5 kw unl. P.O. address P.O. Box 1977, Phoenix, Ariz. Estimated construction cost $13,053, first year operating cost $48,000, revenue $51,600. Mr. Ownby owns **WJXN Jackson, Miss., KONI-KELE (FM) Phoenix.** Announced Oct. 29.

APPLICATIONS

Placerville, Calif. — Nevada-Placer-El Dorado Bcstrs., 1030 kc, 10 kw unl. P.O. address % **Charles H. Halstead Jr.,** 1714 Capitol Ave., Sacramento. Estimated construction cost $1,000, first year operating cost $14,000, revenue $48,000. Mr. Halstead (97%) also owns **KDIA Auburn, Calif.** Mrs. Halstead (3%) owns beauty salons. Announced Oct. 24.

Brunswick, Ga.—Harry L. Bowyer Jr., 790 kc, 1 kw D. P.O. address Talahi Island, Savannah, Ga. Estimated construction cost $16,550, first year operating cost $35,000, revenue $40,000. Mr. Bowyer, sole owner, is in automobile sales. Announced Oct. 29.

Sun Valley, Idaho—Radio Sun Valley Inc., 1340 kc, 250 w unl. P.O. address % **Roger L. Hagadone,** Hotel Boise, Boise. Estimated construction cost $10,620, first year operating cost $32,500, revenue $40,500. Owners are Mr. Hagadone, president and general manager of permittee of KCIX-TV Nampa, Idaho, 50%, and **Mr. and Mrs. David E. Robinson Jr.,** 50%. Mr. Robinson is in specialty products. Announced Oct. 23.

Irvine, Ky.—Irvenna Bcstg. Co., 1550 kc, 1 kw D. P.O. address Box 26, Pineville, Ky. Estimated construction cost $15,255, first year operating cost $29,500, revenue $35,000. **South S. Bevins,** sole owner, is WMLF Pineville Ky. general manager. Announced Oct. 23.

Lexington, Ky.—W. L. K. Y. Inc., 940 kc, 1 kw D. P.O. address % **Joseph L. Arnold,** 1300 1st National Bank & Trust Co. Bldg., Lexington. Estimated construction cost $39,825, first year operating cost $60,000, revenue $80,000. Equal partners are Mr. Arnold and **G. F. Vaughan Jr.** who are in real estate, etc. Announced Oct. 27.

Portsmouth, N. H.—Seacoast Bcstg. Corp., 1380 kc, 1 kw unl. P.O. address % **J. R. Waldron Jr.,** 70 Court St., Portsmouth. Estimated construction cost $32,945, first year operating cost $60,000, revenue $65,000. There are 12 owners, all with less than 10%. Announced Oct. 23.

Delaware, Ohio—Somerset Bcstg. Co., 1550 kc, 1 kw D. P.O. address 102 S. Park Place, Painesville, Ohio. Estimated construction cost $20,455, first year operating cost $55,000, revenue $70,000. Applicant (equal partners **Carl R. Lee** and **Theodore H. Oppegard**) is licensee of **WVSC Somerset, Pa.,** and **WPVL Painesville.** Announced Oct. 28.

Klamath Falls, Ore.—Skyline Bcstrs. Inc., 1010 kc, 1 kw D. P.O. address Box 1186, Klamath Falls. Estimated construction cost $19,530, first year operating cost $48,000, revenue $60,000. Equal partners are lumber salesman **Robert L. Johnson** and retailer-painting contractor **Ray K. Coddington.** Announced Oct. 29.

Reedsport, Ore.—Oregon Coast Bcstrs., 1470 kc, 5 kw D. P.O. address Box N, North Bend, Ore. Estimated construction cost $6,000, first year operating cost $30,000, revenue $36,000. **Walter J. Kraus,** sole owner, is in real estate, gas production, etc. Announced Oct. 29.

Beaufort, S. C.—Lower South Carolina Bcstg.



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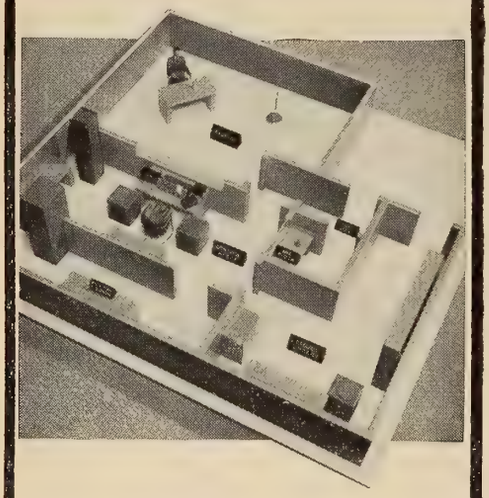
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FOR THE RECORD CONTINUED

Co., 1490 kc, 250 w unl. P.O. address General Delivery, Walterboro, S. C. Estimated construction cost $8,560, first year operating cost $27,000, revenue $36,000. **Lois D. Padgett,** sole owner, is in retail clothing. Announced Oct. 28.

Natalia, Tex.—Natalia Bcstg. Co., 1480 kc, 500 w D. P.O. address Box 57, San Antonio. Estimated construction cost $12,505, first year operating cost $24,000, revenue $36,000. Equal partners are **Manuel D. Leal,** owner of **KEXX San Antonio** and **Manuel G. Davila,** KEXX commercial manager. Announced Oct. 27.

Salt Lake City, Utah—Jack A. Burnett, 1090 kc, 1 kw D. P.O. address 4503 Aukai Ave., Honolulu. Estimated construction cost $26,645, first year operating cost $96,000, revenue $140,000. Mr. Burnett, sole owner, also owns **KULA Honolulu.** Announced Oct. 29.

Hoquiam, Wash.—Twin Cities Bcstg. Co., 1560 kc, 1 kw D. P.O. address Box 345, Forest Grove, Ore. Estimated construction cost $11,715, first year operating cost $45,000, revenue $52,000. Applicants are **Mr. and Mrs. Irving V. Schmidtke.** Mr. Schmidtke formerly owned KRWC Forest Grove. Announced Oct. 28.

Existing Am Stations

ACTION BY FCC

WOUB Athens, Ohio—Granted increase in power from 100 w to 250 w, continuing operation on 1340 kc unl.; remote control permitted. Announced Oct. 29.

APPLICATIONS

WHEW Riviera Beach, Fla.—Mod. of cp, as modified, which authorized new standard broadcast station to change hours of operation from daytime to unlimited, using power of 1 kw and install directional ant. for nighttime.

WHAB Baxley, Ga.—Mod. of license to change hours of operation from unlimited to specified hours: Mon. through Sat., 6 a.m.-7 p.m.; Sun., 7 a.m.-9 p.m.

WSBC Chicago, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFAU Augusta, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCOU Lewiston, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCPO Cincinnati, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESB Bradford, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WAZL Hazleton, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHAL Shelbyville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KALL Salt Lake City, Utah—Cp for increase in daytime power from 1 kw to 5 kw; install new trans.; and change ant.-trans. location.

WNOR Norfolk, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WSSV Petersburg, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KPOD Crescent City, Calif.—Norman C. Bayley, 1310 kc.

WAME Miami, Fla.—Frieda Bcstg. Corp., 1260 kc. Changed from WMMA.

WGML Hinesville, Ga.—Liberty Bcstg. Co., 990 kc.

KANB Shreveport, La.—Kenwil Inc., 1300 kc. Changed from KLUE.

KELI Clayton, Mo.—St. Louis County Bcstg. Co., 1320 kc. Changed from KXLW, effective Jan. 1, 1959.

KHUB Fremont, Neb.—Snyder Enterprises, 1340 kc. Changed from KFGT, effective Jan. 1, 1959.

WEEN Lafayette, Tenn.—Lafayette Bcstg. Co. Changed from WMNM.

WHEO Stuart, Va.—Mecklenburg Bcstg. Corp., 1270 kc.

KEDO Longview, Wash.—Triad Bcstg. Corp., 1400 kc. Changed from KWLD, effective Nov. 10, 1958.

WKTL Sheboygan, Wis.—Central States Bcstg. Co., 950 kc. Changed from WSHE.

New Fm Stations

ACTIONS BY FCC

Somerset, Ky.—Southeastern Bcstg. Co. — Granted 92.3 mc, 3.034 kw. P.O. address Box 740, Somerset. Estimated construction cost $12,449, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **WSFC Somerset.** Announced Sept. 29.

Charleston, W. Va.—Joe L. Smith Jr.—Granted 98.5 mc, 2.65 kw. P.O. address Box 1452, Beckley, W. Va. Estimated construction cost $13,079, first year operating cost $12,000, revenue $12,000. Mr. Smith, sole owner, also owns 74% of **WJLS-AM-FM Beckley** and **WKNA-TV Charleston,** both **West Virginia.** Announced Sept. 29.

APPLICATION

Dayton, Ohio—Skyland Bcstg. Corp., 104.7 mc, 4.8 kw. P.O. address 380 W. First St., Dayton. Estimated construction cost $8,000, first year operating cost $20,000. Applicant is licensee of **WONE Dayton.** Announced Oct. 29.

Existing Fm Stations

ACTION BY FCC

WMTW-FM Mt. Washington, N. H.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 29.

CALL LETTERS ASSIGNED

KANT-FM Lancaster, Calif. Cordell W. Fray, 107.9 mc.

WFHA-FM Red Bank, N. J.—Frank H. Accorsi, 104.3 mc.

KFMY Eugene, Ore.—Music Inc., 97.9 mc.

KLAY-FM Tacoma, Wash.—Clay Frank Huntington, 106.3 mc.

Ownership Changes

ACTIONS BY FCC

WBRY Waterbury, Conn.—Granted assignment of license to **WBRY Bcstg. Corp. (James B. Lee,** president, and **Sol Robinson,** director, have interests in WLAD Danbury); consideration $157,000. By letter, denied request by Ralph N. Weil for hearing. Comr. Bartley dissented. Announced Oct. 29.

WWIL-AM-FM Fort Lauderdale, Fla.—Granted transfer of control of license and cp from **Robert I. Horne,** et al., to **South Florida Bcstg. Inc.** (L. M. Browning Jr., president); consideration $106,666. Announced Oct. 29.

WCMI-AM-FM Ashland, Ky.—Granted transfer of control from **George H. Clinton** to **WCMI Radio Inc. (Frederic Gregg Jr.,** president); consideration $69,285. Announced Oct. 29.

WINN Louisville, Ky.—Granted transfer of control through sale of 100% of stock of parent corporation, **WINN Inc.,** by **Emile J. Arnold, Robert E. Wasdon, Jack Siegel** and **Glen A. Harmon** to **WBC Inc.** (of which Mr. Harmon is president); consideration $266,500. Announced Oct. 29.

KAUS, KMMT (TV) Austin, Minn.—Granted (1) transfer of control from **Martin Bustad,** et al., to **Black Hawk Bcstg. Co.** (KWWL-AM-TV Waterloo, Iowa); consideration $41,000 and (2) renewal of license of KAUS. Announced Oct. 29.

KLFD Litchfield, Minn.—Granted assignment of cp from **Lee Favreau** to **Frank W. Endersbee;** consideration $3,500 for expenses. Announced Oct. 29.

KUSN St. Joseph, Mo.—Granted transfer of

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control from **W. N. Schnepp**, et al., to **Charles H. Norman**; consideration $90,000. Comr. Bartley dissented and stated: "In light of the transferors' representation that they now find it 'impracticable to continue the operation of this particular broadcast facility under the existing corporate and management structure', and in view of the fact that the station was purchased by them in January 1958 for $50,000 and is now being sold for $90,000, I would make further inquiry with a view to determining whether revocation or consent to transfer would better serve the public interest." Announced Oct. 29.

KRAM Las Vegas, Nev.—Granted assignment of license to **KRAM Inc. (Larry Buskett**, president; two stockholders own KIST Santa Barbara, Calif.); consideration $250,000 plus other arrangements including assignor stockholders to be employed as consultants for 5 years at total salary, $25,000. Announced Oct. 29.

WRNB New Bern, N. C.—Granted assignment of licenses to **William W. Jefferay**; consideration $80,000 plus an agreement by assignor's stockholders that neither they nor any members of their families for 10 years will own or control in excess of 10% of outstanding stock of any corporation now or hereafter operating a radio station within 50 miles of New Bern. Announced Oct. 29.

KFGO Fargo, N. D.—Granted assignment of license to **North Dakota Bcstg. Co.** (58% owned by **Jamestown Bcstg. Co.**—KXMC-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.); consideration $150,000. Announced Oct. 29.

WDEH Sweetwater, Tenn.—Granted assignment of license to **William M. Bryan**; consideration $75,000. Announced Oct. 29.

WAGE Leesburg, Va.; WELD Fisher, W. Va.; WSIG Mt. Jackson, Va.; WFVA Fredericksburg, Va.; WINC, WRFL (FM) Winchester, Va.; WAYZ-AM-FM Waynesboro, Pa.; WHYL, WHYL-FM Carlisle, Pa.—Granted assignment of licenses of WAGE and WELD and transfer of control of others listed from **Marion P. Lewis**, widow and executrix of estate of **Richard F. Lewis Jr.** to herself as individual and as trustee for her sons, **John P., David P.** and **Howard P. Lewis**. Announced Oct. 29.

APPLICATIONS

KFSA Fort Smith, Ark.—Seeks transfer of control of licensee **(Fort Smith Bcstg. Co.)** from **Southwestern Radio and Tv Co.** to **Southwestern Operating Co.** Corporate change. No control change. Announced Oct. 29.

KWFC Hot Springs, Ark.—Seeks assignment of license from **Spa Bcstg. Co.** to **Phoenix Co.** for $48,000, license to be assigned irrevocably, assets and facilities to be leased by proposed assignee for five-year term with option to buy at end of term for $16,000. Purchaser is **Harman I. Moseley II**, KWFC general manager. Announced Oct. 24.

KVRH Salida, Colo.—Seeks assignment of license from **Heart of the Rockies Bcstg. Co.** to **Loveland Bcstrs. (William R. Vogel** [85%] and others), for $10,000. Mr. Vogel owns 60% of **WLOV Loveland, Colo.** Announced Oct. 28.

WMT-TV Cedar Rapids, Iowa—Seeks acquisition of positive control (51%) by **American Bcstg. Stations Inc.** through purchase of 2000 shares (2%) from **William B. Dolph**, whose ownership will thereby drop to 29%. Value of stock is to be deducted from amount Mr. Dolph owes for previous purchase of 29,000 shares. Announced Oct. 29.

KFMA Davenport, Iowa—Seeks assignment of license from **KFMA Bcstg. Co.** to **Doralcar Assoc. Inc.** for $85,000. Purchasers are equal partners **Howard Dorsey**, announcer, WGN-AM-TV Chicago, real estate man **Alex J. Clark**, and **Harry F. Alpirn**, retired. Announced Oct. 29.

WJBW New Orleans, La.—Seeks assignment of license from **Louise C. Carlson Inc.** to **Radio New Orleans Inc.** for $175,000. Purchasers: **Sherwood Tarlow** (51%), who has majority interest in **WARE Ware** and **WHIL Medford**, both **Massachusetts**, and **WWOK Charlotte, N. C.**, and minority interest in WLOB **Portland, Me.**, and **WHYE Roanoke, Va.**; **Joseph Kruger** (24%), who has minority interest in WARE, WHIL, WHYE and WWOK, and **Allan W. Roberts**, who has minority interest in WWOK. Announced Oct. 28.

WMPM Smithfield, N. C.—Seeks assignment of license from **John S. Townsend**, tr/as **Selma-Smithfield Bcstg. Co.**, to **Carolina Bcstg. Service Inc.** for $15,000. Purchasers are equal partners **Ellis C. Barbour**, insurance and real estate, **Charles F. Barry Jr.**, Baptist minister, and **John G. Ciccone** and **Carl E. Lamm**, both salesmen and announcers with WCKB Dunn, N. C. Announced Oct. 24.

WBUT-AM-FM Butler, Pa.—Seeks assignment of license from **J. Patrick Beacom** and **Harold W. Critchlow**, d/b as **WBUT Radio**, to Mr. Beacom, tr/as WBUT Radio, Mr. Beacom is buying Mr. Critchlow's 20% interest for $26,000 plus 40% of accounts receivable as of Nov. 30, 1958. Mr. Beacom also owns **WVVW Grafton** and **WJPB-TV Fairmont**, both **West Virginia**. Announced Oct. 24.

KWYR Winner, S. D.—Seeks transfer of control of licensee **(Midwest Radio Corp.)** from equal partners **William H. Finch, Richard L. David** and **Robert W. Fouse** to **Al Clark** (33.3%), and 16 others, for approximately $25,000. Mr. Clark is KWYR manager. Announced Oct. 28.

WTUC Union City, Tenn.—Seeks assignment of license from **Joe H. Harpole** and **William H. Parks**, d/b as **Obion County Bcstg. Co.**, to **Davy Crockett Bcstg. Co.** for $25,000. Purchasers: **David J. Capps** (40%), WTUC commercial manager in charge of sales; **Don Hickman** (40%), assistant manager of WENK Union City; **Paul Clark** (20%), Pepsi Cola Bottling Co. manager. Announced Oct. 28.

KSWA Graham, Tex.—Seeks assignment of license from **J. Earl Webb** and **Gilbert T. Webb** d/b as **Webb Enterprises**, to **Burney B. Jones** (two-thirds) and **Neil J. Gilligan** (one-third), d/b as **Jones & Gilligan**, for $71,250. Mr. Jones formerly owned one-third of KVOZ Laredo, Tex.; Mr. Gilligan is KVOZ assistant manager. Announced Oct. 29.

WSKI Montpelier, Vt.—Seeks transfer of control of licensee **(Green Mt. Bcstg. Co.)** from **Ellis E. Erdman** et al to **Eben** and **Elinor M. Parsons** and **Daniel B. Ruggles III** and **Elaine P. Ruggles**, each couple 50%, for $105,000. Mr. Parsons is attorney; Mr. Ruggles is commercial manager, WCCM Lawrence, Mass. Announced Oct. 29.

KAYE Puyallup, Wash.—Seeks assignment of license from **Henry Perozzo** and **Alvis Edgar Owens**, d/b as **KAYE Ltd.** to Mr. Perozzo who is buying Mr. Owens' 20% interest for $308, increasing his ownership to 100%. Announced Oct. 28.

Hearing Cases

FINAL DECISION

By order, Commission adopted and made effective immediately Sept. 15 initial decision and granted applicaton of **Valley Bcstrs. Inc.**, for new Class B fm station to operate on 107.3 mc in **Stockton, Calif.** Announced Oct. 29.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Capitol Bcstg. Corp.** to change facilities of station **WCAW Charleston, W. Va.**, from 1400 kc, 250 w, unl., to 680 kc, 250 w, DA unl. Announced Oct. 28.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Pacifica Foundation** for new noncommercial educational fm station to operate on 90.7 mc in **Pasadena, Calif.**; engineering condition. Announced Oct. 27.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of **Pierce Brooks Bcstg. Corp.** to increase daytime power of station **KGIL San Fernando, Calif.**, now operating on 1260 kc, 1 kw, DA-1, unl., to 5 kw and to decrease power to 1 kw, employing its nighttime DA pattern during daytime hours that KPPC Pasadena, Calif., is operating. Announced Oct. 23.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of **Patrick Henry** and **David D. Larsen** for new Class A fm station to operate on 92.7 mc in **Alameda, Calif.**; engineering condition. Announced Oct. 23.

OTHER ACTIONS

By memorandum opinion and order, Commission denied joint petition by Bay Area Telecasting Corp., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and WTSP-TV Inc., applicants for new tv stations to operate on ch. 10 in Largo, Fla., for declaratory ruling waiving co-channel mileage separation requirement of Sect. 3.610(b) to permit them to locate trans. site for channel in northern 3-mile section of the Tampa-St. Petersburg ant. farm area with co-channel separation of 185 miles. These five petitioners and Florida Gulfcoast Bcstrs. Inc., are in comparative hearing. Announced Oct. 29.

By order, Commission dismissed, at request of WDMG Inc. (WDMG), Douglas, Ga., latter's petition for reconsideration of Commission's order of July 16 affirming Feb. 20, 1957 grant of application of Fernandina Beach Bcstrs. for new am station (WSIZ) to operate on 1310 kc, 1 kw, D, in Douglas. Comr. Bartley not participating. Announced Oct. 29.

By memorandum opinion and order, Commission denied petition by Virginian Television Corp., Norfolk, Va., to enlarge issues in Hampton-Norfolk, Va., ch. 13 comparative proceeding to include determination of financial qualification of Peninsula Bcstg. Corp. (WVEC-TV), Hampton; also denied motion by Peninsula to dismiss Virginian petition. Proceeding involves application of WVEC-TV for mod. of cp to change operation from ch. 15 to ch. 13; Tim Brite Inc., to change operation of WTOV-TV Norfolk, from ch. 27 to ch. 13, and Virginian for new tv station to operate on ch. 13. Announced Oct. 29.

By memorandum opinion and order, Commission granted petition by Nick J. Chaconas, Gaithersburg, Md., to extent of enlarging issues in proceeding on applications of Chacanos, Tri-County Bcstg. Co., Laurel, Md., The Eleven Fifty Corp., Capitol Heights, Md., and TCA Bcstg. Corp., College Park, Md., for new am stations to operate on 1150 kc, to determine whether operation proposed by Tri-County would comply with Sect. 3.188(b)(1) of rules relating to adequate nighttime coverage of the business district of city of Laurel; denied petition by Tri-County to enlarge issues. Announced Oct. 29.

By memorandum opinion and order, Commission dismissed as moot petitions by (1) Pacifica Foundation, Pasadena, Calif., to enlarge issues in proceeding on its application and that of University of Judaism—West Coast Branch of the Jewish Theological Seminary, Los Angeles, for new noncommercial educational fm stations to operate on 90.7 mc and 90.5 mc, respectively,

Continued on page 117

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RADIO

Help Wanted

We expect to have an opening on our staff. It may be soon or it might be ninety days. We would like to correspond with an experienced person who would like to have a permanent position with a good independent station and live in one of the nicest towns in central California. Halfway between Los Angeles and San Francisco. Our choice, a man with creative ability, good voice and the ability to write local news. First class ticket not necessary. Your reply will be treated in confidence. Box 583G, BROADCASTING.

Management

Manager wanted for good small market daytime radio station. Strong on sales. Prefer young family man with proven sales ability seeking first management opportunity. Salary $8,000 to $10,000, annually plus fringe benefits. Furnish detailed information in reply. Box 428G, BROADCASTING.

Sales manager for independent music and news metropolitan market. Box 472G, BROADCASTING.

Unusual opportunity for strong sales executive as assistant manager 5 kw #1 station in market of 130,000 population. Permanent position, excellent income for producer. Box 575G, BROADCASTING.

Sales

Sound progressive western New York indie offers security and opportunity for second salesman in good market. Must be sober, reliable, self starter, team worker. Will get loads of help. Box 269G, BROADCASTING.

Aggressive young man. Also combination salesman-announcer. Box 473G, BROADCASTING.

Salesman—northern Illinois. Excellent opportunity for good producer who loves to sell. Box 534G, BROADCASTING.

Experienced salesman for major Pennsylvania market station. Excellent opportunity with chain organization with reputations for quality and good operation. Draw against commission, plus expenses. Send resume, photo, letter of application and your current monthly billing. Box 570G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Chicago, St. Louis, Newark, now—In these major markets promotion and staff expansion has provided an excellent opportunity now for outstanding sales candidates and one sales manager. Our salesmen earn well into five figures on salary plus commission in 8-station radio-tv chain. Send resume, photo and history of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Announcers

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Need 2 announcers for nighttime "Good Music" dj show. 1st class phone a must. Should be available to report to southwest U. S. approximately November 30. Rush tape, snapshot, references, financial requirements, etc. to: Box 490G, BROADCASTING.

Come west young man. Growing stations in thriving southwest community needs experienced, solid disc jockey announcer. Good pay based on amount of experience. Send details and tape to Box 512G, BROADCASTING.

Have opening for experienced, qualified announcer-program director who can be satisfied with a small market station with tremendous potential. We need a right hand man who knows the radio business, who wants to build a good future for himself with our organization. Your background must be able to stand rigid inspection. Box 554G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Staff man for station in metropolitan Pennsylvania market. Wide awake expanding chain operation with best opportunities for advancement. Applicants must have minimum of 2 years of staff experience, must be available for personal interview, must have excellent employment history. Send tape, photo, resume. Box 569G, BROADCASTING.

Combo first phone with experience. Announcing experience either country or pop. Permanent position available immediately. 1000 watt independent. Must be experienced. Salary $100 per week. Call collect Richland, Virginia, Woodlawn 1-4066.

Top Texas independent needs combination announcer-engineer for midnight to 6 A.M., six days weekly. No maintenance, must have first class ticket. Send tape or write: William Duke, KDSX, Denison, Texas.

Locate in Pacific northwest! 5000 watt CBS affiliate, part of fast-expanding Cascade Broadcasting Company, wants strong voice with 1st ticket. Staff announcer position open now! Opportunity for advancement into company management for right man. No top-40 dj's need apply. Send tape, background resume to Rex Heninger, KIMA Radio, P. O. Box 702, Yakima, Washington.

Wanted immediately. Announcer with first phone, emphasis on announcing. Excellent opportunity with well established station. Call KOJM, Havre, Montana. Phone 1096.

Central California radio station KSBW has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW Radio, P.O. Box 1651, Department D, Salinas, California.

Need versatile staff announcer and adult dj. No top 40 and no floaters. Possibility some tv work. Send details including snapshot and tape with news commercials and dj work, to Manager, KSWS, Box 670, Roswell, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Capable announcer from west, good morning record show background for network station. New management needs right man. Send personal background, photograph, tape to George Anthony, Manager, KXLY, West 315 Sprague Avenue, Spokane, Washington.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

If you have had two or three years (or more) commercial experience in general announcing, WDBM, Statesville, North Carolina, would like to meet you and discuss hiring you. Contact Clay Cline, TRiangle 2-2455.

WFRL, Freeport, Illinois, is increasing staff and wishes to hire an experienced announcer for straight staff work. 48 hour week, overtime after 40 hours. Paid vacations, free insurance, straight shifts, daytime operation with chance of new man being assigned to sign-on. Write or call Bud Walters.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Girl dj's wanted. We need 3 attractive female dj's for pop music stations in our chain. Following are musts: Attractive, pleasing voice, over 18 and under 36, experienced in commercial air work, able to run own board, willing to travel some, available approximately November 24. Sorry, no jobs for husbands, boy friends or expectant mothers. Rush full resume, character and ability references, photo, tape, financial and other requirements to (Mr.) Connie B. Gay, Town & Country Network, Arlington, Va.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Wanted: Combination salesman, first phone. Excellent opportunity in growing radio chain. Box 1405, Great Falls, Montana.

Wanted immediately, experienced first class engineer for 1 kw daytimer with fm and stereo. Permanent position. No drunks or floaters. Combination hillbilly personality and engineer desirable, but not necessary. Contact J. L. Solomon, WAUG, Bon Air Hotel, Augusta, Ga.

Chief engineer for 250 watt fultime independent. Experience in maintenance and construction necessary. Man who likes to work. We are top station in market and pay top salary. Installation and knowledge of radio business essential. Write or call Val Carter, WDOT, Burlington, Vermont.

Chief engineer. Must do maintenance! Announcing helpful. Top pay for right man. Immediate opening. WLAS, Jacksonville, N.C.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

RADIO

Situations Wanted

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

RADIO

Situations Wanted—(Cont'd)

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Energetic young man seeks position as assistant manager-program director of small market radio station. Eight years experience in radio-tv, all phases, announcing, writing, air personality work. Can operate own board. Third class ticket. College grad, could invest. Box 516G, BROADCASTING.

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Broad experience, small station operation. Capable hard working. Seeking step up to managerial position. Reply Box 536G, BROADCASTING.

Honest, hard-working, aggressive radio veteran. 20 years, all phases except technical. Family man, 40. Civic, church, service club leader. Now with fine organization northeast, but no advancement possible. Wants to manage small station or assist at larger one. Box 540G, BROADCASTING.

Manager. Experienced programming, sales, promotion. Available immediately. Box 543G, BROADCASTING.

Sales manager, suitable, good size market. Local and national assignment. Box 562G, BROADCASTING.

Managerial position wanted by young family man with 10 years experience. Presently with indie in Chicago area. Efficient in all respects. Box 577G, BROADCASTING.

Successful employed management will invest money in your station and make money for both of us. Prefer market of 50-100 thousand. Box 582G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Sales. Experienced all phases broadcasting. Young, ambitious, permanent. Box 544G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

When the lights go on I go to work and, "Music is my beat." Relaxed late evening jockey—single but dependable. Box 427G, BROADCASTING.

DJ, 1 year experience. Married, 21, draft free. Will consider any locality. Box 437G, BROADCASTING.

Salesman—announcer. Married. Excellent references. Southeast or west preferred. Box 453G, BROADCASTING.

Morning man with 15 years of know-how available. Cue-ins, etc. Box 454G, BROADCASTING.

Country music dj, recording artist, nationally known, top man, 29, sober, reliable, best references, know radio promotion, production, desire to relocate. Box 510G, BROADCASTING.

Warm, enthusiastic personality. Strong on "sell". Skillfully trained. Prefers Texas. Salary secondary. Tape sent immediately. Box 514G, BROADCASTING.

Seven years, solid references. Knows standard and formula radio. All phases air work. College and veteran. Program director experience. Box 518G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Radio personality—2 years experience at same station. All phases of announcing. Box 526G, BROADCASTING.

Good music or jazz jockey, experienced; best voice. Have road map, will travel. Box 527G, BROADCASTING.

Announcer-dj, young, experienced, free to travel, tape and resume. Box 530G, BROADCASTING.

Announcer-dj. 43, married, reliable, sober. 7 years experience all phases radio. Professional musician. Civic leader. High type station only. Prefer New England. Box 533G, BROADCASTING.

Versatile-capable, eleven years combo-op, dj. Four years chief. Strong air-salesman. Handled all phases news, interviews, remotes. Desires solid position where versatility, effort pays. Reply Box 537G, BROADCASTING.

Morning personality dj must relocate east or midwest for family health reasons. Best ratings in top markets. Family man, nationally known writer looking for future in clean operation in competitive market. Best references. Available immediately. Box 538G, BROADCASTING.

DJ-announcer, 27, experienced. Prefer midnight spot south of Mason Dixon line. Available immediately. Box 539G, BROADCASTING.

Young man wants to work! Travel anywhere at once. Runs own board,and will write or sell. Tape and resume on request. Box 545G, BROADCASTING.

Announcer 1st phone, no maintenance. $80. Available now, no car. Box 546G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Experienced, versatile announcer. Midwest. Box 550G, BROADCASTING.

Play-by-play staff announcer: experienced, seek active and progressive sports station, family man. Box 555G, BROADCASTING.

Announcer with 50 kw. Past, four years experience. Deep resonant voice, reliable, single, draft deferred, looking for sound station in mideast, prefer Michigan, Ohio. Experienced publicity, contact, pd work. Air mail reply. Box 557G, BROADCASTING.

Announcer-dj, experienced. Suitable larger market. Music, news, commercials, copy. Box 558G, BROADCASTING.

Personality-dj; strong commercials, gimmicks. Operate board. Steady, reliable, cooperative. Box 559G, BROADCASTING.

Negro dj. Good training and background. Operate board. Versatile. Box 560G, BROADCASTING.

Disc-jockey. College graduate. 21 years old. Like playing top 40 and rock and roll. Box 566G, BROADCASTING.

Girl announcer—good selling voice. Can do disc-jockeying, women's shows, copywriting, tape upon request. Box 567G, BROADCASTING.

Announcer wants to relocate. Heavy sports, dj, news. Operate board. Vet., college. Box 571G, BROADCASTING.

New personality announcer, NYU training in CBS method. Will relocate. Salary open. Box 573G, BROADCASTING.

Desire permanency with swinging "Gung Ho" type radio and/or tv operation. Authoritative newscaster; good commercial man; adult dj knows good music. 3 years radio—year tv. Dependable, references, family, veteran. Please be specific. Box 574G, BROADCASTING.

Personality dj, news, commercials, production minded, 2½ years midwest radio with television, former musician, relaxed style, married, veteran. Box 579G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Stop: Experienced dj—2½ years, young, married, vet, knows music, board, desires larger market. Midwest. Box 580G, BROADCASTING.

Available immediately, one announcer, one sales man, both experienced. Prefer working as team. Contact Henry G. Boldyzar, RD#2, Belle Vernon, Pa. Phone West Newton 6343R4.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Colored dj experienced control board, commercials. Louis E. Lyon, Route 1, Box 70, Apex, N. C., ELgin 4-3883.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Technical

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Ten years engineering, with references. Willing to travel. College, and veteran. Knows am and fm. Finest of background. Box 517G, BROADCASTING.

Experienced engineer would like opportunity in am fm operation with tv affiliate. Four years experience all phases radio, no tv but desires to learn. 24, tech school graduate, draft exempt, will travel anywhere. Box 535G, BROADCASTING.

Maintenance engineer desires permanent position. Five years on last job. Experienced to five kw fm and am. Box 549G, BROADCASTING.

Chief engineer. Reliable family man. Experienced construction, maintenance, directionals, remote control. No announcing. Box 568G, BROADCASTING.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G. BROADCASTING.

News director, gather, write and deliver news, with authority, background radio-tv, college, married, vet, desires the midwest. Box 531G, BROADCASTING.

Newsman—7 years radio-newspaper experience, now employed, competent reporter, writer, professional delivery, college, best references, interested radio and/or tv. Box 552G, BROADCASTING.

Radio-tv newsman-announcer-photographer-pd. Major eastern, midwest experience. Box 572G, BROADCASTING.

Dynamic sportscaster, salesman, newsman. Basil deSoto, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

Program director. Young family man, nine years broadcasting experience, would like opportunity in programming, management, radio or television. Prefer California. Background of successful radio-tv air work, writing, producing, with stations in key midwest markets. Top references. Now heading radio-tv department in ad agency. Write—1617 60th St., Des Moines, Iowa. Phone CR 4-1678.

TELEVISION

Help Wanted

Sales

California small market 3 network vhf station KSBY-TV needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P. O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Wanted: Top flight news and staff announcer. Good pay, permanent. Will consider radio announcer seeking tv opportunity. Send tape, recent photo or snapshot, full details. Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

Production-Programming, Others

Accountant/office manager. Tv/radio. Live in beautiful Cedar Rapids. Only first rate man experienced in all phases accounting need apply. 5½-day week. State experience and requirements. Contact Redd Gardner. General Manager, KCRG-TV, Cedar Rapids, Iowa.

Film editor-director, experienced, young, aggressive. Send photo and resume to Mr. Robert Shehtanian, KLRJ-TV, Box 550, Las Vegas, Nevada.

TELEVISION

Situations Wanted

Management

National and local sales manager regional am and full-power vhf desires better future potential. Fifteen years experience. Excellent personal and business references. Family man who knows value of public relations and participation in community affairs. Desire connection with top-flight organization. Present salary in excess of $12,000.00. Reply Box 553G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

10 year-experienced sales management executive desires commercial manager position vhf network affiliate. Excellent sales history. Best references. Box 563G, BROADCASTING.

Announcers

Need a good, reliable television announcer? Fine job in booth, on-camera news, commercials and sports. Presently employed. 28, vet, married, stable. Prefer east, southeast. Box 542G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials. Versatile. Box 561G, BROADCASTING.

Production-Programming, Others

Humble and hungry production crew available—3 announcers, 4 dir-cameramen and film director. News, kids personalities, weathermen. Can organize from ground up. Ample supervisory experience among crew. Box 423G, BROADCASTING.

East coast—Newsman with talent. Effective radio-tv delivery. Professional writing style. A trained reporter who knows his business. Box 524G, BROADCASTING.

Hard working, capable, announcer - director, weatherman, children's personality, cartoonist. Over four years television experience, college grad. Recently available due to staff cutback. Desire permanent position with progressive station. Contact John M. Schinker, 6556 Sprague Street, Omaha, Nebraska. Telephone GLendale 4499.

FOR SALE

Stations

To successful operator only, kw daytimer, by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

UHF station southern city. One vhf in area. Equipment buildings, land, etc. Inventory value over $150,000-$75,000 nothing down, $1000 to $2000 monthly. Must be financially responsible. Box 548G, BROADCASTING.

Florida station, absentee ownership. $14,500 down. Daytime, single station market. Box 551G, BROADCASTING.

North Texas money making station for lease to qualified applicant. 208 West Burton St., Sherman, Texas. Phone. TW-31021.

FOR SALE—(Cont'd)

Stations

East Texas regional daytime. Making money. $45,000. Some terms. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Large market stations: Rocky Mountain, $500,000; Florida, $500,000; midwest, $225,000; eastern (2), $200,000; $275,000. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York; 33 West Micheltorena, Santa Barbara, California.

West Texas top market fulltime. $55,000 very liberal terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

150 mile radius of New York City, profitable station, competition free market, $200,000 with 29% down. Chapman Company, 1270 Avenue of Americas, New York.

East Texas regional, single market. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

California medium and large market fm stations (2), terms. Chapman Company, 33 West Micheltorean, Santa Barbara, California.

Equipment

One Tapak recorder, complete; records with broadcast quality, erases, monitors, rewinds. In a No. 1 condition, complete, except less batteries; first $150.00 buys. KTBB, Tyler, Texas.

Rust remote control model RI-108. Excellent condition. Reasonably priced. WBLJ, Dalton, Ga.

Complete Dumont 1 kw uhf television transmitter. Good condition. The first $5000 check buys it, subject to buyer's inspection. WNOW, Box 1747, York, Pennsylvania.

200 ft. Stainless guide tower, including lights, flasher. etc., complete dismantled for $1,300.00 or as is standing for $1,000.00. Contact Radio Station WQIK, Jacksonville 6, Florida.

Gray Telop No. 2 projector—complete with accessory tape puller. Original cost: $3900. Excellent condition, available because of merger of two stations. $1500. General Electric iconoscope film chain complete. Make offer. WTCN, 2925 Dean Boulevard, Minneapolis, Minnesota.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders; regrinding, repair, etc., BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Ampex model 350 portable 3 channel stereophonic recorder. Used as a demonstrator only. Price new—$3,000.00. Will sell for $1,600.00. W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

GE-250 watt fm transmitter. Model 4BT-1-B. Four bay antenna. GE type BY-4-A frequency and modulation monitor. GE type BM-1-A spare tubes. 350 feet Andrew coax. All in A-1 shape. Write R. A. Switzer, Box F, Foley, Ala. Phone WH-33531.

WANTED TO BUY

Stations

Want all or part am station: prefer northeast. Down payment $20,000. Full details please. Confidential. Box 426G, BROADCASTING.

Present owners-operators wish to purchase their second small market am station. All replies in strictest confidence. Write Box 497G, BROADCASTING.

Reliable principals will buy radio station in market of 35,000 or larger. You will find us easy to work with, confidential. Write Box 511G, BROADCASTING.

AM stations wanted in Jackson, Little Rock and Birmingham. Will pay up to $225,000 each. Box 523G, BROADCASTING.

WANTED TO BUY

Stations

Want 100% or control profitable am. Prefer midwest or west. 20 years successful management. Give facts first letter. Box 556G, BROADCASTING.

Experienced individuals desire purchase of medium priced radio property. Can make substantial down payment and furnish excellent financial statement. Prefer south-western states location. Direct negotiations preferred but brokers invited to reply. Box 578G, BROADCASTING.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Wanted. Used 250 watt fm transmitter, monitor. State price, condition. Also other studio eqiupment Reply Box 494G, BROADCASTING.

Used 2000 mc, 10 watt microwave transmitter and receiver. 6 to 10 foot dish. Reply Box 541G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Wanted short wave transmitter, 500 watts in 6185 kcs for 50 cycles. Address: Vocero Mexicano, S.A., Bucareli 109, 3er piso Mexico 6, D.F. Mexico.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Help Wanted

NEEDED IMMEDIATELY

FULL STATION STAFF

Top morning man, disc jockeys, engineers, combo's, salesmen, copy and traffic girls for 5000 watt daytimer in Miami, Florida. Send tapes, resumes, and salary requirements to M. Woroner, 10485 Southwest 112 Street, Miami, Florida.

RADIO

Help Wanted—(Cont'd)

Sales

WANTED

Sales Manager type. Under 30. Familiar with RAB materials. Excellent salary. Best potential in our business. Able to travel. Educable. Contact:

Warren Boorom
RAB, 460 Park Ave.,
New York City

FINE POSITION

For a man who can successfully sell educational films in the D. C., Maryland area and represent us at Government levels in Washington. A vital, stimulating, growing, prestige organization. Give background, financial requirements.

Box 584G, BROADCASTING

Announcers

CENTRAL CALIFORNIA RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

Outstanding air personality with accent on "sell" for top indie in top market. Info salary and tape immediately to

PROGRAM DIRECTOR
P.O. Box 5111, Charles Nagel Station
St. Louis 15, Missouri

Technical

CHIEF ENGINEER

Top station in large Florida market. Excellent opportunity. Announcing ability desirable but not necessary. Experience and references required.

Box 581G, BROADCASTING

TELEVISION

Help Wanted

This advertisment is addressed to personnel in television stations who may have health problems, either personally or in their families, which require warm dry climate for alleviation or cure together with a job in tv. KIVA, Yuma, Arizona, with sales office at El Centro, California and serving Yuma and Imperial Valley with full power and carrying all three networks presently needs a good, first class engineer competent at maintenance of DuMont and GE equipment and switching. Yuma is a growing community with inexpensive housing with fishing and hunting nearby, both in Northern Mountains of Arizona and in nearby Mexico. Yuma has a climate like Miami Beach for about 8 months but in the summer it is hot. However homes, offices, tv station and many automobiles are refrigerated, so actually there is little concern for heat at the "Hottest TV station in the Nation," than in high humidity areas. In addition to present need of engineer this station wishes to build list of personnel who anticipate need of reaching kind of climate so frequently recommended by eastern and northern doctors. Whatever job you perform in TV, if you have this kind of problem in your family, let us know and, one day, we might have an opening to satisfy our mutual needs and help you solve your health problems. Applicants for open engineer job, if qualified, may call collect to Blake Ramsey, Chief Engineer, State 6-8311. Others write Harry Butcher, KIVA, Box 1671, Yuma, Arizona.

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted

Production-Programming, Others

TOP DRAWER TV DIRECTOR

CBS O&O seven year director. All programs—accent on news. Single. Prefer Eastern market. Available November 15th on closing of Hartford station. Write or wire: Jack Bell, 268 Booth Ave., Englewood, N. J.

MISCELLANEOUS

ATTENTION

If a Victor Lee Adams (Vik Adams), SS #259-52-1301 apply for position as announcer, or a Robert Goss Davis (Bob Touchstone), or you know anything of these two men, call Manager, WVMI, Biloxi, Mississippi, Idlewood 2-7001 IMMEDIATELY, collect.

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

WANTED

Radio Station in a growing market, with $100,000 to $200,000 gross. Young men, currently holding management positions are looking for career opportunity as owner-managers. Considerable capital available for cash or term settlement. References furnished as to responsibility.

Box 418G, BROADCASTING.

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS TO BE FILLED IN THE DYNAMIC NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

and to dismiss University application, and (2) by University to amend its application and to dismiss Pacifica application. University dismissed its application on Oct. 14. Announced Oct. 29.

By memorandum opinion and order, Commission denied motion by Young People's Church of the Air Inc., to enlarge issues in proceeding on its application and that of WJMJ Bcstg. Corp. for new Class B fm stations to operate on 104.5 mc in Philadelphia, Pa., but, on own motion, enlarged issues to inquire into comparative coverage of proposed stations. Announced Oct. 29.

By memorandum opinion and order, Commission (1) denied request by Capitol Bcstg. Co. WJTV (TV) Jackson, Miss., that Supreme Bcstg. Co., Inc. (WJMR-TV, ch. 20), New Orleans, La., be directed to cease operation immediately of its experimental tv station on ch. 12; (2) cancelled Supreme's experimental license effective Jan. 1, 1959; (3) denied request of Supreme for oral argument, and (4) designated Supreme application for experimental authorization for evidentiary hearing in accordance with May 22 decision of Court of Appeals. Announced Oct. 29.

Commission designated for consolidated hearing applications for new am station in California of Gralla and Gralla to operate on 840 kc, 250 w, D, n Tujunga; South Coast Bcstg. Co., 890 kc, 1 kw, D, Laguna Beach; Southland Communications Co., 900 kc, 250 w, DA, D, Anaheim; J. J. Flanigan, 830 kc, 1 kw, D, Fontana; Gordon A. Rogers, 860 kc, 5 kw, DA, D, Colton; San Luis Rey Bcstg. Co. 820 kc, 500 w, DA, D, Newport Beach; Upland Bcstg. Co., 900 kc, 250 w, DA, D, Upland; and Cannon System Ltd., to increase power of KIEV Glendale, from 250 w to 10 kw, continuing on 870 kc, D; denied requests of Gralla and San Luis Rey for additional time in which to amend their applications. Announced Oct. 29.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross on October 23

Granted petition by Shelby County Bcstg. Co., Shelbyville, Ind., for extension of time to Oct. 31, to file opposition to petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, to enlarge issues in proceeding on their am applications.

By Chief Hearing Examiner James D. Cunningham on October 24

Scheduled hearings on dates shown in following proceedings: Ralph Luke Walton for am facilities in Indianapolis, Ind.; Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, Calif., on Dec. 17.

On own motion, ordered that oral argument on petition by KISD Inc. (KISD), Sioux Falls, S. D., for leave to withdraw its protest in matter of transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, will be held at 9 a.m., Oct. 28.

By Hearing Examiner Isadore A. Honig on September 24

Issued order following prehearing conference in matter of application of Blue Island Community Bcstg. Co., for fm facilities in Blue Island, Ill.; continued hearing from Nov. 17 to Dec. 16.

By Hearing Examiner H. Gifford Irion on October 27

Granted request by Norman O. Protsman, Valdosta, Ga., for continuance of hearing from Oct. 29 to Dec. 15 in proceeding on his am application.

By Hearing Examiner Thomas H. Donahue on October 23

Granted such part of petition by Peoples Bcstg. Co. as it relates to continuance of hearing on am application of Fall River Bcstg. Corp. (KOBH), Hot Springs, S. D., and continued hearing indefinitely; cancelled prehearing conference scheduled for Oct. 23.

By Hearing Examiner Charles J. Frederick on October 23

Granted motion by Enterprise Bcstg. Co., Fresno, Calif., for various corrections to transcript in proceeding involving its am application, et al.

By Hearing Examiner Herbert Sharfman on October 23

On own motion, ordered that unless objection is made within 5 days the transcript of remarks of hearing examiner at prehearing conference of Oct. 15 on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, is corrected in various respects.

By Commissioner John S. Cross on October 21

Granted petition by Livesay Bcstg. Co. for extension of time to Nov. 7 to file oppositions or other pleadings to petition to intervene by Plains Television Corp., and to petitions to enlarge issues by Plains and Prairie Television Co., in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), for renewal of license and Livesay Bcstg. Co. for new tv station to operate on ch. 10, both Terre Haute, Ind.

By Hearing Examiner Jay A. Kyle on October 21

On own motion, scheduled further prehearing conference for 2 p.m., Oct. 23, in proceeding on fm applications of Baltimore Bcstg. Corp., and Commercial Radio Institute Inc., both Baltimore, Md.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 29

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	44	100	576
FM	681	31	103	67
Tv (Commercial	428[1]	80[2]	111	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 29

	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner Isadore A. Honig on October 21

Continued hearing from Nov. 28 to Dec. 5 in proceeding on am application of Johnston Bcstg. Co., Pensacola, Fla.

By Hearing Examiner Elizabeth C. Smith on October 21

Upon oral motion by counsel for applicant and with consent of all other counsel, continued hearing from Oct. 22 to Dec. 3 in proceeding on fm application of Harold Lampel, Garden Grove, Calif.

By Hearing Examiner Charles J. Frederick on October 22

Scheduled prehearing conference for 9 a.m., Nov. 13, in proceeding on am application of Irving Braun (WEZY), Cocoa, Fla., for mod. of cp.

On own motion, scheduled oral argument for 9 a.m., Nov. 3 on (1) petition by Kenneth C. and Misha S. Prather for leave to amend their application for new am station in Boulder, Colo., and (2) request by KDEN Bcstg. Co. (KDEN), Denver, Colo., respondent, for additional 60 days to take measurements.

By Hearing Examiner Millard F. French on October 22

Granted motion by South County Bcstg. Co., Wickford, R. I., and continued prehearing conference from Oct. 23 to Nov. 12, and hearing scheduled for Nov. 12 is continued to date to be set by subsequent order in proceeding on its am application.

PETITION FOR RULE MAKING DENIED

Georgia State Department of Education, Atlanta, Ga.—Petition requesting amendment of rules by institution of rule making so as to reserve vhf ch. 8 at Waycross, Ga., for educational use and retain uhf ch. 16 at Waycross for commercial station. Denied by memorandum opinion and order adopted Oct. 15, 1958, and released Oct. 17, 1958.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 24

KVII (TV) Amarillo, Tex.—Granted license for tv station; ERP vis. 45.7 kw, aur. 22.9 kw, ant. 840 ft.

WANE-TV Fort Wayne, Ind.—Granted license for tv station and redescribe trans. and studio locations.

WNIC (FM) DeKalb, Ill.—Granted mod. of license to change name to Northern Illinois University.

KSWS-TV Roswell, N. M.—Granted cp to change studio location (inside city limit); ERP vis. 316 kw, aur. 182 kw (main trans and ant.) and cp to maintain ant. incorporated in STA granted 2-8-57 as aux. ant. at main trans. site.

KGPO (FM) Grants Pass, Ore.—Granted cp to decrease ERP to 1.3 kw, install new type ant. and increase ant. height to -475 ft.

WCHU (TV) Champaign, Ill.—Granted mod. of cp to change ERP to vis. 5.5 kw, aur. to 2.96 kw, trans. and studio location, type trans. and ant., and make other equipment changes; ant. 140 ft.

WAGM Presque Isle, Me.—Granted mod. of cp to change ant.-trans. site.

KRWC Forest Grove, Ore.—Remote control permitted.

WFMQ Chicago, Ill.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KOPR-TV Butte, Mont., to 5-11-59; KNOP (TV) North Platte, Neb., to 11-15; WPTZ (TV) North Pole, N. Y., to 5-1-59; WPTT (TV) Augusta, Me., to 5-1-59; WSPD-TV Toledo, Ohio, to 5-2-59 (main trans. & ant. and aux. trans.); WGTV Athens, Ga., to 5-5-59; WFKB Key West, Fla., to 1-31-59; KDOG (FM) La Habra, Calif., to 1-10-59, and KAKC Tulsa, Okla., to 12-31.

Actions of October 23

WMNI Columbus, Ohio—Granted license for am station and specify studio location.

KACY Port Hueneme, Calif.—Granted license for am station and specify studio location same as trans

KMON Great Falls, Mont.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; remote control permitted while operating nondirectional.

WINR Binghamton, N. Y.—Granted license covering changes in directional ant. system (main trans.).

KFOX Long Beach, Calif.—Granted license covering change in ant.-trans. location, installation new ant. and trans.; remote control permitted.

WXYZ-TV Detroit, Mich.—Granted cp to change studio and trans. location (location of main trans. and ant. (aux. trans. and ant.).

KICD Spencer, Iowa—Granted cp to install new ant. and present main trans. for aux. purposes at main trans. site; and cp to install new type trans.

WRBI Fair Lawn, N. J.—Granted extension of completion date to 1-15-59.

KBEV Portland, Ore.—Granted extension of completion date to 4-1-59.

Actions of October 22

K70BA Lewiston, Idaho—Granted license for tv translator station.

WKYT (TV) Lexington, Ky.—Granted cp to change ERP to vis. 195 kw, aur. 97.7 kw, redescribe trans. and studio location (not a move), add power amplifiers to trans. and make other equipment changes.

KWSD Mt. Shasta, Calif.—Granted mod. of cp to change type trans.

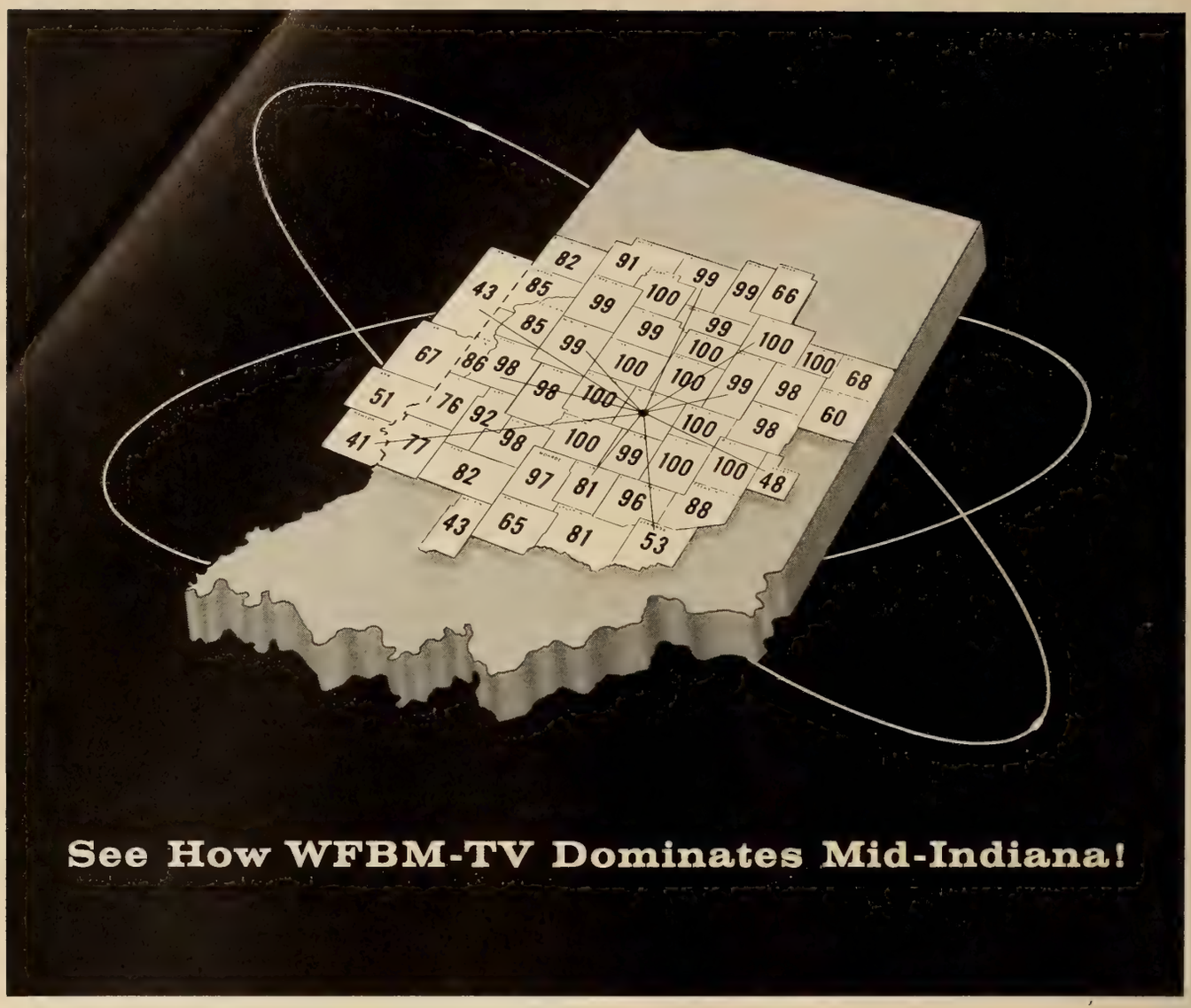
WNCN (FM) New York, N. Y.—Granted authority to modify trans.; condition.

WDLP-FM Panama City, Fla.—Granted authority to remain silent for period of 6 months.

Actions of October 21

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted cp and license for 2 low power (0.15 w) auxiliaries on 26.10-26.48 mc to be used with WABC-AM-FM-TV New York, N. Y.

WTOC Savannah, Ga.—Remote control permitted while using non-directional ant. (main and aux. trans.).



First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

— will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

— does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

— do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

— can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look! We are proud of our current ARB . . .* and of course we have 100% in Marion County, too!

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families *with* 90% *television ownership!*

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

from **GEORGE J. ABRAMS,** *v.p., Revlon Inc., and chairman, radio-tv committee, Assn. of National Advertisers*

Separating who from what in advertising

Seeing the other fellow's point of view is always desirable, but in few places does the concept have more significance than in advertising—where the person of true objectivity could be hopping mental fences all day long to catch the view from the other side.

The advertiser generally likes to think of himself as an open-minded, objective person. He likes to think that he is taking into account the agency's point of view, the network's point of view, and the supplier's point of view. He likes to think he does all of these things, and at the same time, he rarely does!

Take a simple thing like the pilot of a television filmed series. The packager is criticized if he spends lavishly on the first effort. Yet, unless it is truly outstanding the advertiser quickly turns to other program alternatives.

Or take a simple thing like a western. The network programs these cowboy epochs because the public likes 'em. That's the basic, fundamental, prime reason, and the ratings prove it. Then the advertiser shies away from westerns because there are "too many of them," "they're all alike," "they have low sponsor identification." But the network answers back, "audiences love them," "look at the ratings," "lowest cost per thousand," "even the reruns do well."

There are always opposing points of view, particularly in a business as fluid and controversial as television. How then do objective advertisers resolve the problems that constantly beset them when they make decisions about their expensive television properties?

Well, one rule I was taught a long time ago is to get all the facts and then decide on a basis of "What's right?" rather than "Who's right?" This, at least, tends to overcome some of the personal and emotional elements present in every major decision.

I talked with a major advertiser the other day whose Saturday night program regularly gets about a 10 Nielsen, far below the average for evening shows in prime time. Everyone is advising this unhappy (?) advertiser to dump his show —that is everyone except his sales department, who regularly report the program is selling his tonic like crazy. Who's right—the people who say you've a sub-standard rating? Or—What's right —a low priced program which sells merchandise quickly and profitably?

One of America's top 10 advertisers discussed television ratings with me not long ago and was forceful in his criticism of all of them. "What I really want to know," he declared, "is not how many are watching my program as much as whether these people are using or going to use my product!" He recently put his money on the line to emphasize this need, so I assume we have the unique case of a truly objective advertiser willing to invest to find out "what's right."

Or take time periods—a subject of much discussion and debate every season. If it's an early time period, one group will vocalize over the fact that it will attract children. Another group will maintain that the earlier periods (around 7:30 p.m.) go to pot in the warm months of the year. Still another group will declare that this is the perfect time period for reaching a true family audience—mother, father, and child. From each side of the fence the arguments bear merit. For each arguer, there is emotional strength supporting his contention. Again, apply the rule of not "who's right," but "what's right" and you may find the deciding solution.

Not too many years ago, I heard advertisers everywhere plumping for three and even four-network competition. Now that three strong networks compete, these same people object to the three-way division of audience. Which side of the fence are *you* on?

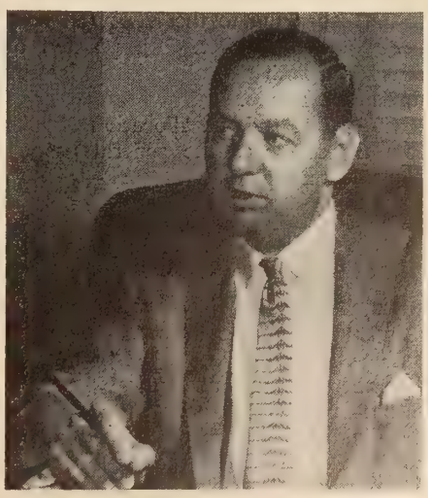
For years the battle has raged over filmed fare versus live television. The proponents of film maintain it is more flexible, permitting outdoor and action shots not possible on the stage of the average tv studio. The proponents of "live" television argue for its spontaneity, among other things. Then you tune in and see a live dramatic show interspersed with film, where you not only get the extra-dimension of live tv, but also the freedom of movement provided by film.

The agencies have long collected 15% on packaged television shows. The advertisers—many of them—have objected to this practice, where the program is completely developed and delivered to the air by the program supplier. If you take the agency position, you soon understand their justification of the 15% lies not alone in the particular program but in overall services rendered to an advertiser under the 15% system. If you take the advertiser's negative position, you soon understand their justification lies in paying for direct rather than overall service. Then there is the media position which justifies payment of the 15% to the agency on the basis of having sold the use of the medium to the advertiser and having performed certain accounting functions. Which side of the fence are *you* on—and—what's right?

There is considerable criticism of motivational research, the use of so-called "hidden persuaders" to make the consumer respond to advertising. Here again, it depends on which side of the fence you lie. Research men have one point of view. Creative men another. And advertisers still another.

Who's right? What's right? There's a $64,000 Question for you.

George Joseph Abrams, b. Feb. 14, 1918, Hoboken, N. J. B.S. in business administration, New York U., 1947, M.S. in 1949. First job: newspaper reporter, Orange (N. J.) Evening Transcript. *Into advertising 1934 as advertising assistant, National Biscuit Co.; in 1941 joined Anacin Co. (now Whitehall Pharmacal Division, American Home Products) as product advertising manager; left in 1946 to join Eversharp Inc. as merchandising manager-research director. In 1947 switched to Block Drug Co. as advertising manager, left in summer of 1955 with title of vice president of advertising and sales. In August that year joined Revlon as advertising v.p. Married in 1941 to Mary Della Sablon. They live in Llewellyn Park, N. J.*



Economic Interest and Necessity

THE decision taken by CBS Radio last week cannot have been an easy one. It alters drastically the historic affiliate-network relationship and introduces changes into the traditional concept of radio networking. What it means for the future cannot be sensibly predicted. Obviously, CBS would like to think that economic stability, and perhaps even prosperity, will be one of its end results.

In brief, what CBS Radio proposes to do is (1) "consolidate" its programming, in the process cutting its total program time heavily; (2) change its station-compensation plan so that affiliates will be paid in programs for local sale instead of cash, a concept which Mutual has used—with success, according to MBS authorities—since June 1957.

The CBS decision came as a surprise in the sense that it was not expected in this form at this time. That some new cost-cutting move would be made among the radio networks, however, has seemed inevitable in the face of large and continuing losses. In their search for a solution all the nationwide radio networks have gone through basic and in some cases agonizing changes in programming and/or method of operation. For a while it was touch and go as to whether ABC Radio might not be silenced completely.

This is a lamentable situation. Radio networks are not merely vital to the country's welfare; they are indispensable. Yet they are running at a loss, and there is no bright prospect that they will ever be restored to healthy profitability. In any other field such staggering losses would have been halted long ago by liquidation.

Whether CBS Radio has found "the" answer remains to be seen. The ultimate solution may take other forms, and among different networks it may take different forms. Perhaps, as CBS Inc.'s Dick Salant suggested last week, Washington will be willing to make some concessions to network television in return for network tv's "carrying" network radio. Whatever the changes, one thing is constant: as long as it is necessary to reach people quickly, to inform and instruct instantaneously, the need for radio networks will be as great as at any time in their illustrious past.

Cause and Effect

RADIO networking may be in trouble, but radio in general is not.

The advertising world has learned a lot in the decade since television first burst upon the media scene.

Ten years ago, when the radio networks were faced with an advertisers' strike and began reducing rates, all radio suffered alarmingly.

Today, a network may curtail its operations sharply, but the action will have little economic effect upon other phases of radio operation. Spot and local radio are growing and promise to expand still more. Advertisers who once wrote off all of radio have long since rediscovered it.

As Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), said last month: "One of the major discernible effects of television has been to make radio a stronger local advertising influence than it had been before."

Mr. Nunn, speaking to the NAB fall conference in Milwaukee [TRADE ASSOCIATIONS, Oct. 20], pointed out that his company relies heavily on both tv and radio, in fact puts 70% of its budget in the broadcast media.

The Standard of Indiana allocation of advertising is part of the inexorable trend toward the general use of two vastly different but complementary media.

A Status Mostly Quo

BY tomorrow night (Nov. 4) the elections will be history. Unless the pollsters have gone completely beserk, there will be few, if any, new faces in important places where regulation of broadcasting is concerned.

The Democrats will control the House and Senate as they have for the past two years, perhaps with even stronger majorities. Thus the divided authority of a Republican administration and a Democratic Congress will continue, but probably with more friction. Both parties will be looking two years ahead to the Presidential elections.

What broadcasting can expect from the 86th Congress is more of the same buffeting it received from the 85th. Broadcasting, especially television, commands public attention. When politicians talk about broadcasting—especially if they talk critically—they command public attention too.



Drawn for BROADCASTING by Sid Hix

"Our editorial today: Lax enforcement of the stray-dog ordinance."

Congress, through the House Legislative Oversight Committee havoc of last year, has made a shambles of the FCC. Even when the Commission was about to recover by itself reopening cases in which allegations of *ex parte* contacts had been made, the Supreme Court has delivered several haymakers, promptly headlined by the press as "misconduct" charges, which they were not. These incidents have made the FCC's lot perhaps the toughest among all administrative agencies.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its free-wheeling Oversight Subcommittee, will be back. He faces only token opposition. It isn't likely that the subcommittee will get additional funds next Congress. But Mr. Harris already has scheduled post-election hearings under the authority of the current Congress. And his full committee, if so disposed, can carry on where the subcommittee left off with its own funds.

Sen. Warren G. Magnuson (D-Wash.) will be back as chairman of the Senate Commerce Committee, since he was not up for election. Most of the other committee chairmanships which touch the fringes of broadcasting will continue unchanged.

The next two years leading up to the 1960 elections are destined to be rough for broadcasting and broadcasters. NAB President Harold E. Fellows emphasized this during the fall conferences.

There is only one defense. That is the strongest possible offense against Congressional or regulatory intrusion upon the business of broadcasting. That is what Congress originally intended when the first Radio Act was written in 1927. The courts, the Commissions and power-hungry politicians have distorted this intent.

Illinois' Editorializing Idea

AT last a broadcasting group has come forward with a constructive plan to help push away the barriers to station editorializing. Illinois Broadcasters Assn. took a forward step at its recent meeting when it proposed formation of an industry group to acquaint the FCC, Congress and other official agencies with the illogical rules and dicta that govern broadcast editorials.

As this publication has repeatedly pointed out, a powerful public service technique is used only sparingly because the FCC has muddled the situation with conflicting policies that leave management caught between a desire to serve and a fear of regulatory rebuke or even loss of license.

The Illinois group put its finger on a key problem by urging elimination of the requirement that an editorializing broadcaster *affirmatively* seek out responsible persons to present the other side. Other state associations should take up the Illinois idea. It should be the top item at the meeting of NAB's Editorializing Committee, tentatively set for Dec. 9.



The Man in the KPRC-TV Shirt

ADVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary television stations. Hence the growing popularity of KPRC-TV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more *generous,* and therefore, more *comfortable.* Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable taste.

KPRC-TV is run by a small company of dedicated television men in the City of Houston, Texas. They have been at it, man and boy, since 1949. You'll find all the pertinent data in SRDS, or write to Jack McGrew, Station Manager, or Edward Petry & Co., National Representatives.



...with top CBS-ABC-NTA network programs in America's 37th TV market

CBS

Gunsmoke
Have Gun Will Travel
Playhouse 90
Jack Benny
Ed Sullivan
Alfred Hitchcock
G.E. Theatre
Phil Silvers
Person to Person
Perry Mason
Oh Susanna
Jackie Gleason
Name that Tune
December Bride
The Millionaire
I've Got A Secret
Danny Thomas
Red Skelton
To Tell the Truth
Douglas Edwards
What's My Line
$64,000 Question
Lassie
Bachelor Father
20th Century
Hit Parade
Trackdown
Zane Grey
Lux Playhouse
Wanted Dead or Alive
Robin Hood
Mighty Mouse
Garry Moore
Captain Kangaroo
For Love or Money
Play Your Hunch
Arthur Godfrey
Top Dollar
Love of Life
World Turns
Jimmy Dean
House Party
Big Payoff
Verdict is Yours
Edge of Night
Secret Storm
CBS Hockey
Pro Football

ABC

Cheyenne
Sugarfoot
Zorro
Walt Disney
Lawrence Welk
Rin Tin Tin
American Bandstand
Mickey Mouse Club
Wed Night Fights
Voice of Firestone
Pat Boone
The Lawman
Patti Page
All-Star Golf

NTA

This Is Alice
Man Without a Gun
How to Marry A Millionaire
TV Hour of Stars

as for coverage, NCS #3 confirms Channel 9 domination in the rich Upper Ohio Valley.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.

WSTV-TV

NOVEMBER 10, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE

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Hot Springs to get hotter as tv fires facts at detractors — Page 33

Happy tidings for media: top buyers to spend more in '59 — Page 35

Pittsburgh discount firm hails radio-tv for sales miracle — Page 36

Election post mortem: it wound up as a Sec. 315 rat race — Page 58



YOUR BEST LINK WITH
THE MARYLAND MARKET

The only radio and vhf television combination in Maryland

WBAL-RADIO

Baltimore, Maryland
50,000 Watts
N. B. C. Affiliate
Nationally represented by
Henry I. Christal Company

WBAL-TV

Channel 11
Baltimore, Maryland
N. B. C. Affiliate
Nationally represented by
Edward Petry & Company



Now what manner of man is this, ye say?

'Tis our lovable Irish Tom, it is!...

When one of the big network stars complains about how tough it is to turn out a weekly television show, we can't help but smile a little and think about Tom Duggan.

For 3 years now, Duggan has talked and kidded and charmed his way through 105 minutes *every weekday night*, and 75 more on Saturday. All live. Sundays we let him off.

He can't sing, can't dance, isn't much of a comic; but he's the kind of guy that's easy to take late at night, and his show is fun to watch. Once in awhile he even blows off a little steam when he thinks somebody's getting stepped on.

Maybe it's the way he handles guests. Maybe it's his handsome puss, or that Kilarney gift of gab. Or maybe it's the crazy commercials. All we know is that this warm, screwball Irishman attracts more people and more sponsors and sells more products than anyone ever imagined.

KCOP 13

Los Angeles' most powerful television station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

COVERING THE NATION'S **38TH** MARKET

Represented by the **P.G.W. Colonel**



multi-city buying is in fashion, too

Empire is the latest vogue. Buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

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closed circuit.

SALE OF WEEK • Sale of WKTV (TV)-WKAL Utica-Rome, N. Y. to group headed by Paul F. Harron, former owner of ch. 12 WPFH-TV (now dark WVUE), and Gordon Gray, veteran East Coast broadcaster, for approximately $2.9 million net, has been agreed upon, with transfer papers likely to be filed this week. Station, now assigned to ch. 13 but cleared for move to ch. 2, is owned by Myron J. Kallett (56%); Penn-State Realty Co. (25%) and others. Mr. Kallet controls Kallet Theatres Inc. WKTV is NBC primary and holds secondary affiliations with ABC and CBS. WKAL, 250 watter on 1450, is MBS affiliated.

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Mr. Harron last year sold his ch. 12 WPFH-TV Wilmington-Philadelphia and WIBG-AM-FM Philadelphia to Storer Broadcasting Co. for $5.6 million (Storer Broadcasting last October closed down tv but continues WIBG operation). Mr. Gray, now identified with Tom O'Neil-RKO Teleradio Pictures Inc. and formerly vice president-general manager of WOR-AM-TV New York, will become executive operating head of stations upon FCC approval of transfer. In addition to Messrs. Harron and Gray, there are two minority stockholders from New York as well as several from Pennsylvania.

•

POTTER AND FCC • Sen. Charles E. Potter, of Michigan, who lost out in last Tuesday's elections, is expected to wind up with top federal appointment in Washington. Although recognized as one of best informed men in Senate on communications (he headed Communications Subcommittee during GOP control), Mr. Potter also has been active in veterans and socio-economic affairs. While FCC is not ruled out, there are no vacancies on that agency, and reports have him slated for top job either in Dept. of Health, Education and Welfare or Veterans Administration. Prior to war, he was in social work.

•

If GOP vacancy did exist on FCC, it's generally believed that Sen. Potter could have it for asking. He considered FCC while in Senate but was urged by GOP leadership to run this year, even though outlook was bleak. Actually, there will be no opportunity for FCC until June 30, 1959, when current term of veteran Comr. Rosel H. Hyde, Idaho Republican, expires. Acting Chairman Hyde's unblemished record and distinguished service are expected to win his reappointment for another seven-year term. Moreover, it is felt Sen. Potter would be reluctant to stand in Mr. Hyde's way, and would actively support his reappointment.

•

LIQUOR INQUIRY • BBDO, New York, has quietly been asking radio station representatives for lists of stations accepting liquor commercials, so far has found but few. BBDO represents several Schenley brands, but told reps it had no liquor campaign in mind for radio, was simply seeking information in case clients asked for it.

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How widespread is triple-spotting in television? BBDO, which stamped contracts last summer with payment-refusal clause reserving right not to pay for announcement triple-spotted in prime time (between network shows), also took sample based on study by Broadcast Advertising Reports—sample of 15 out of 25 reported markets—and found incidence of triple-spotting at only 5%; "over-commercialization" was restricted to only "two or three markets."

•

COPY CHECK • Rhubarb which broke out couple weeks ago over ways networks were using ratings figures in program promotion ads [NETWORKS, Oct. 27]—actually all three networks had used different parts of same service (Trendex)—is only one side of coin. They won't comment officially, but it's understood Nielsen officials, for example, currently are spending 30 to 40 executive hours per month checking network ads in advance of publication.

•

American Research Bureau has signed CBS-TV and NBC-TV and "most major agencies" as clients for its new multi-city Arbitron instant ratings system. Multi-city Arbitron, in seven markets, has been in commercial operation since Oct. 11, but no announcement of that status has been made (see Arbitron ratings of tv election coverage page 62 and Arbitron daily leaders page 9).

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AGENCY MERGER TALK • Exploratory talks that could lead to merger were reportedly begun last week in New York between Ernest A. Jones, president of MacManus, John & Adams Inc., and Fletcher D. Richards, president-board chairman of agency bearing his name. While Mr. Jones—en route to West Coast—could not be reached Friday, MJ&A spokesman confirmed talks were held. Fletcher D. Richards officials also confirmed talks but added that MJ&A was one of several agencies Richards is "listening to . . . but not necessarily initiating talks with." Richards, according to these officials, seeks growth through merger, so far this year has signed with two West Coast and Canadian agencies — Harris-Harlan-Wood and Tandy Adv. Ltd.

•

Chances are dimming for Senatorial expose of secondary boycott pressures used by unions against broadcasters, judging by tentative agenda of McClellan labor investigating subcommittee which resumes hearings Nov. 13. Probe of IBEW methods used against WKRG-AM-TV Mobile, Ala., had been considered by subcommittee, but present signs indicate probers prefer to focus on highly vulnerable teamster and bakery union activities in light of sensational revelations earlier this year. WKRG technicians voted out IBEW over year ago and IBEW has directed vigorous drive against station's advertisers.

•

POLITICAL BROADCASTERS • Add to list of broadcasters holding high public office: John Morgan Davis, elected Democratic lieutenant governor of Pennsylvania last Tuesday's Democratic landslide. Mr. Davis is owner of WALL Middletown, N. Y., and only last week received FCC approval of transfer of WSPB Sarasota, Fla. (see page 84). An attorney, Mr. Davis was formerly general counsel for NAB (Aug. 1944-Dec. 1945). He resigned midsummer as judge of Court of Common Pleas of Philadelphia County to campaign [CLOSED CIRCUIT, July 28].

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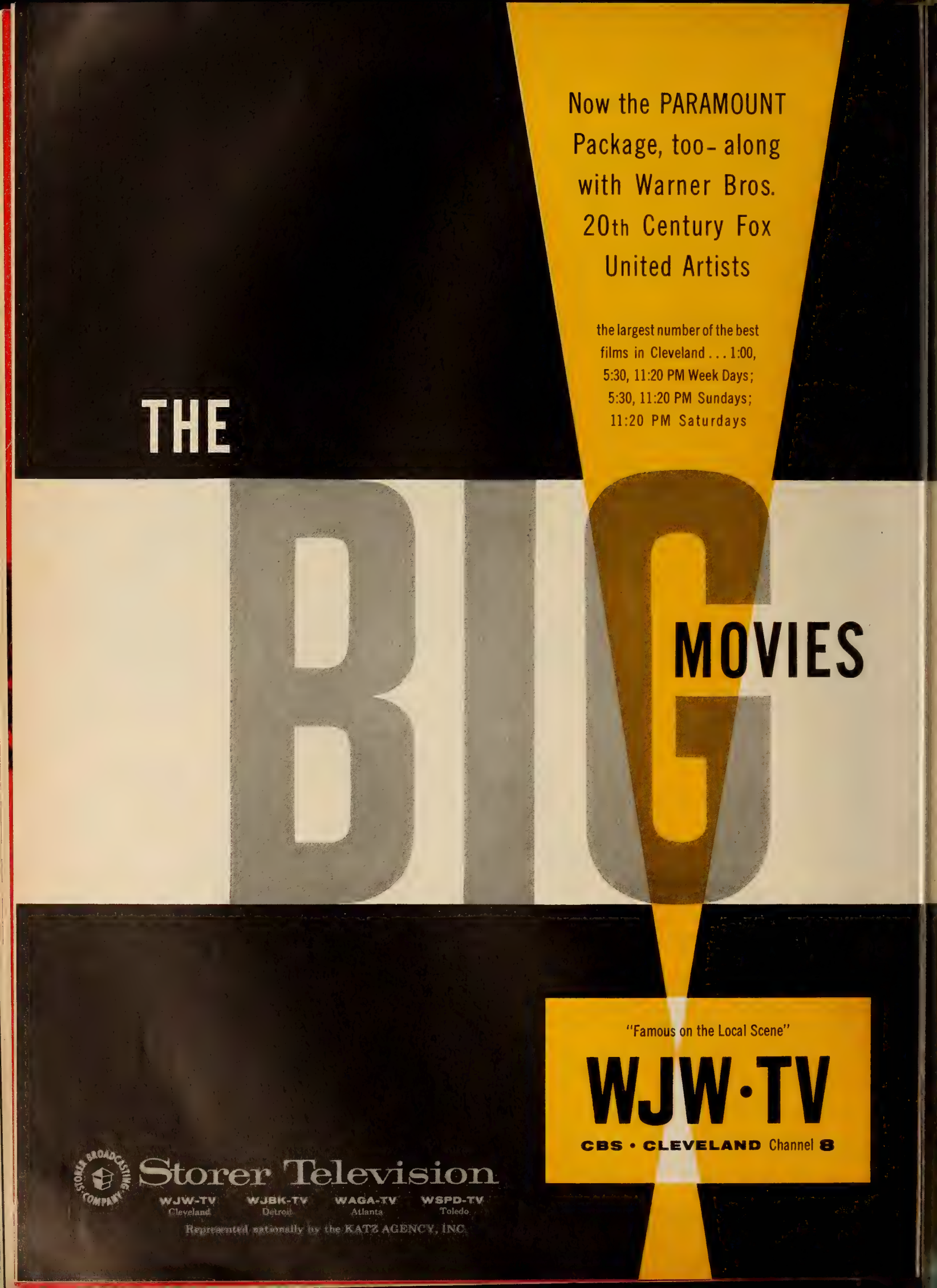
FCC Chairman John C. Doerfer, who has been in Europe since mid-September as chairman of American delegation to International Telecommunications Conference in Geneva, advised his office Friday that he plans to return to U. S. between Nov. 20 and 25. He is accompanied by Mrs. Doerfer and several members of FCC staff.

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PUSH FOR POWER • FCC will be asked today (Nov. 10) by WPIK Alexandria, Va., to act on number of applications for power boosts to 5 kw filed by U. S. daytime am outlets on Mexican Class I-A clear channels. FCC heretofore has restricted these stations to 1 kw under "gentlemen's agreement" with Mexico. Two countries reached agreement in January 1957 to raise power limits to 5 kw, but pact has not yet been ratified by U. S. Senate, though hearings were held in 85th Congress by Senate Foreign Relations subcommittee. Of some 150 such stations, 18 have filed for 5 kw.

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It appears unlikely now that sale of WCKR Miami by Biscayne Tv Corp. (Niles Trammell and principals in Knight and Cox newspaper-broadcasting organizations) to Sun Ray Drug Co. (WPEN Philadelphia) for $800,000, will receive FCC approval before contract cut-off date of Nov. 21 (story page 64). Whether contract will be extended beyond cut-off date presumably will be determined when deadline is reached.


Now the PARAMOUNT
Package, too- along
with Warner Bros.
20th Century Fox
United Artists
the largest number of the best
films in Cleveland . . . 1:00,
5:30, 11:20 PM Week Days;
5:30, 11:20 PM Sundays;
11:20 PM Saturdays
THE
BIG
MOVIES
"Famous on the Local Scene"
WJW·TV
CBS · CLEVELAND Channel 8
STORER BROADCASTING COMPANY
Storer Television
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
WSPD-TV Toledo
Represented nationally by the KATZ AGENCY, INC.

THE WEEK IN BRIEF

Tv Gets Guns Ready—Preview of Miles Wallach report, indicating sponsors don't get all they think they do, brings cross-fire from broadcasters as Mr. Wallach prepares to present details to Assn. of National Advertisers. Blair-Tv releases details of test runs to back up contention that it's impact and sales effectiveness that count. Page **33.**

Ad Budgets to Grow—"Substantial increase" foreseen for 1959, ANA reports after extensive survey of members. Details released as ANA's annual fall meeting opens with capacity attendance. Page **35.**

Miracle in Pittsburgh Retailing—Discount department stores group, using unconventional merchandising techniques plus skilled broadcast promotion, makes phenomenal gains in nation's eighth largest market. Page **36.**

Mogul to Moguls?—Plural is added to Emil Mogul agency as it plans merger Jan. 1 with Lewin, Williams & Saylor Inc. Effect of merger: larger, $18 million agency shooting for $20 million-plus in 1959 with emphasis continuing on tv-radio. Page **38.**

Tv's High Mortality Rate—Benton & Bowles' Thomas McDermott chides agency people for not keeping shows strong, points to longevity of B&B's shows and predicts about half of current nighttime shows will go down drain. Page **41.**

Hollywood's Stake—Of $50 million spent last year for tv commercial production, about 60% was concentrated on the West Coast, John Cole of Sullivan, Stauffer, Colwell & Bayles, tells Hollywood Ad Club. Other panelists at meeting testify to Hollywood influence on tv commercials. Page **44.**

Adult Audience Study—An RAB-commissioned survey by The Pulse shows that radio reaches more adults during two-thirds of the broadcast day than television. Page **46.**

Stumped—$2.1 million and 29 Cadillacs later, *$64,000 Question* is dismissed by Revlon and Lorillard as they decide to scrap first of big-money tv quizzes; end of epoch marked by show's passing. Page **50.**

ANPA's Still Swinging—Latest barbs in newspaper bureau's anti-tv campaign addressed to American Marketing Assn. meeting in New York. Page **50.**

General Foods Agency Lineup—Ogilvy, Benson & Mather scoops up choice Maxwell House vacuum packed ground coffee account. Agency joins Benton & Bowles, Young & Rubicam, and Foote, Cone & Belding in servicing GF products. Page **52.**

Court Suit Scratched—Weiss & Geller's $115,000 breach of contract suit and Bon Ami's $186,000 countersuit are about to be dropped as agency and ex-client reach agreement. Bon Ami continues to use up barter commitments while adding cash buys. Page **52.**

SSC&B's Tv Developments—Agency will install new $100,000 television studio including VTR, previews new "pre-testing" commercial technique. Page **56.**

Sec. 315 Headaches Hit New High—Inquiries from station managers and complaints from politicians kept the wires hot and FCC lawyers hopping in the last few weeks of the election campaign. Although the Commission received a record number of Sec. 315 cases, past FCC interpretations were relied upon to resolve all but a few. Page **58.**

A Word From the Wise—House Legislative Oversight Subcommittee sets a panel of legal experts on administrative law to discuss functions of federal agencies before congressmen Nov. 18-19, with all points of view to be presented. Meanwhile, hearings on the Pittsburgh ch. 4 case resume this week. Page **62.**

Transatlantic Production—Sol Lesser Productions of Hollywood closes deal with J. Arthur Rank Organization of London through its U. S. representative, Sydney Box Tv, for $5 million tv production program. Agreement calls for at least four series, using both Hollywood and London locations and stars on both sides of ocean. Page **66.**

BPA Set for St. Louis—Agenda for convention-seminar finalized. Nominating committee to offer officer slate for 1959 headed by WGN's Wilson. Page **70.**

Fast Hop for the Networks—CBS-TV comes out on top in transatlantic race to be first with coverage of Pope's coronation and introduces a new technique into Europe-U. S. program exchange with videotape. Page **76.**

Television's Seven Days—Stations and networks, under auspices of NAB and Television Bureau of Advertising, complete plans for celebration of National Television Week, Nov. 16-22. Page **78.**

AFTRA's Strike Threat—National board of union asks for strike power from its key locals after negotiations with radio-tv networks for new contract snag on issue of payment for videotape commercials and programs. Page **85.**

Laurels to Adman and Tv—Ernest Hodges of Guild, Bascom & Bonfigli named "Young Advertising Man of the Year" by Assn. of Advertising Men & Women. Ralston Purina's all-tv sales success won him honor. Page **89.**



MR. MILLER

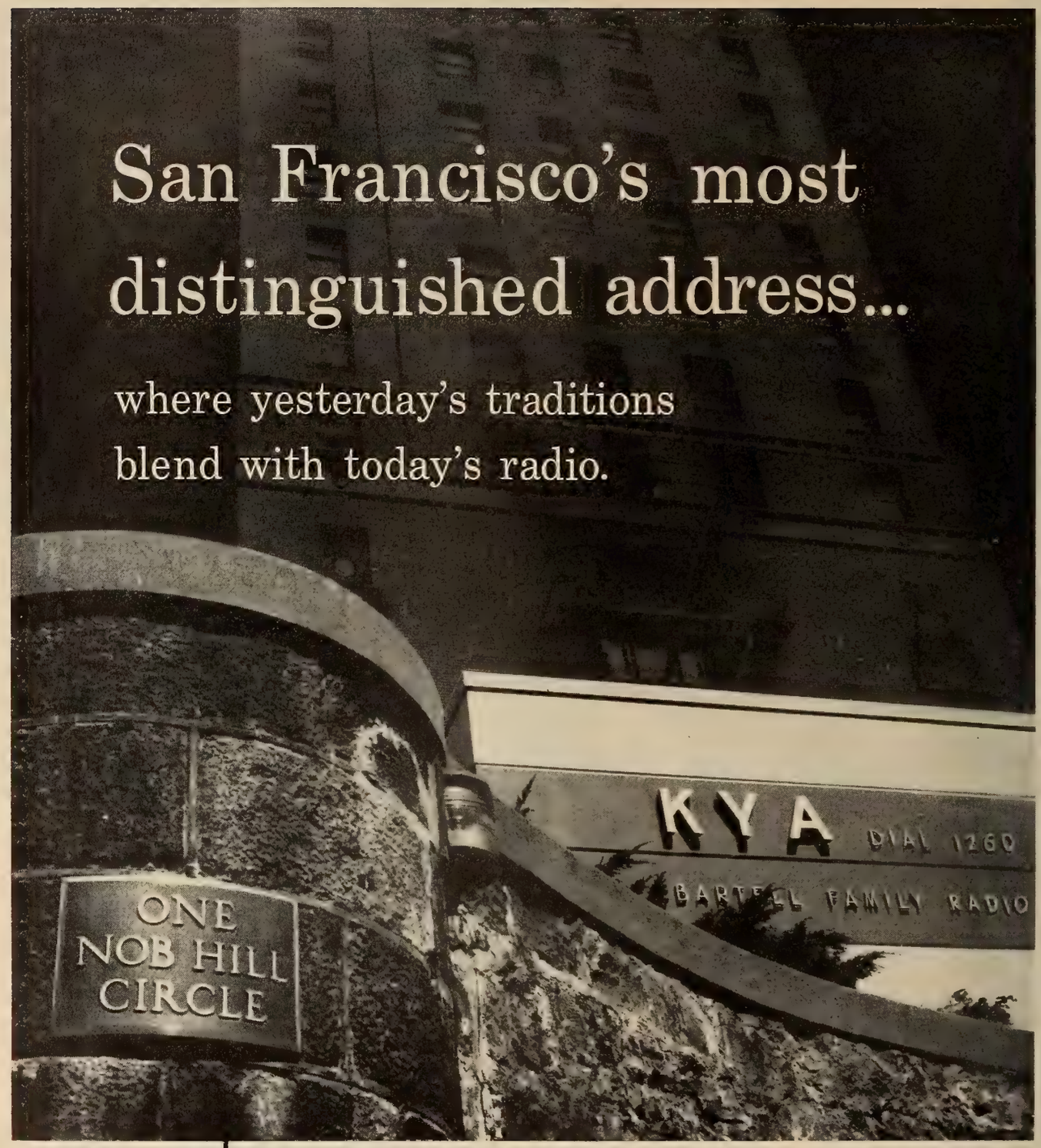
Jealous Mistress—Blackstone's definition of the law is holding up well on Madison Avenue according to testimony by legal chief of one of the largest agencies, David Miller, vice president and general counsel of Young & Rubicam. Television has added considerably to his job, he writes in MONDAY MEMO, with the new set of complexities it has brought to advertising law. Page **107.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

'TWENTY-ONE' PRODUCER INDICTED

First criminal action in tv quiz program investigation came Friday (Nov. 7) with indictment of Albert Freedman, 36, producer of *Twenty-One,* who was charged in New York on two counts of perjury. *Twenty-One,* which figured prominently in ex-contestants' allegations of rigging, went off NBC-TV Oct. 16. Its sponsor was Pharmaceuticals, via Parkson agency.

New York District Attorney reported Mr. Freedman's alleged perjuries were committed Oct. 2 when testifying under oath before special grand jury. Mr. Freedman then denied he had revealed to any contestant either questions [count one of the indictment] or answers [count two] that later were repeated on show.

Action against Mr. Freedman was taken as quiz program structure had about collapsed. Score: *Dotto* killed on NBC-TV and CBS-TV by Colgate-Palmolive over Aug. 16 weekend; *The $64,000 Challenge* bumped from NBC-TV by P. Lorillard Co. in mid-September; *Twenty-One* dropped by Pharmaceuticals on NBC-TV Oct. 16; *The $64,000 Question* dropped by Revlon and Lorillard last week (see story, page 50). Grand jury probe started in late September.

Friday afternoon Mr. Freedman was arraigned and released in custody of his attorney with understanding he would post $1,500 bail next day.

After Mr. Freedman's arrest, NBC issued statement saying he had been employe of Barry & Enright, which owned *Twenty-One,* and NBC replaced him with another producer when network took over production of show early last month.

Barry & Enright issued statement affirming faith in Mr. Freedman's integrity.

Bob Sarnoff Commits NBC Radio To Continue on Present Course

Robert W. Sarnoff, NBC board chairman, said Friday NBC Radio intends to continue "present methods of operation," plans to keep on "building" and feels it now has "even greater opportunities to do so." Statement was in telegram to George W. Harvey, WFLA Tampa, Fla., chairman of NBC Radio Affiliates Executive Committee, who had asked special meeting and "an expression of faith in network radio from NBC" as result of CBS Radio's new "program consolidation plan [early story, page 76; also LEAD STORY, Nov. 3]. Mr. Harvey called CBS move one of "further depreciating network radio in contrast to the revitalizing job NBC has done."

Mr. Harvey had said NBC affiliates convention two week ago engendered confidence that "network is on firm ground and improving," but that "we do not want our position to be compromised" and therefore asked for meeting with network officials Nov. 21 or 22 in New Orleans. Mr. Sarnoff replied that, aside from reassurances contained in his reply telegram, NBC could add nothing to what was said at October meeting and accordingly felt another meeting was not necessary at this time.

Pepperidge Farm Moves to Tv

After phenomenal results using spot radio, "Maggie" Rudkin's Pepperidge Farm bread and other baked goods will go to tv. Upcoming later this month: First of series of tv films featuring now-familiar Titus Moody character developed by late Fred Allen and played by Parker Fenneley. Initial campaign in selected major markets will last about 10 weeks and is placed via Ogilvy, Benson & Mather, N. Y.

Welch Starts New Spot Cycle

Welch Grape Juice Co., Westfield, N. Y., will start Dec. 1 new 39-week cycle of tv minutes and 20-second spots in its top 25 markets for juices and spreads. Buy encompasses six or seven spots weekly in daytime and late nighttime. Welch also starting 26-week radio spot drive today (Nov. 10) for tomato juice in New England markets and Philadelphia. Agency: Richard K. Manoff, N. Y.

KOMO Switching to ABC

Radio half of KOMO-AM-TV Seattle will switch to ABC June 14, 1959. KOMO-TV announced in October it will go ABC-TV Dec. 10, 1959 [NETWORKS, Oct. 27]. Both moves follow shift of NBC radio and tv affiliations from KOMO stations to KING-AM-TV Seattle [NETWORKS, Oct. 20].

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

WINCHELL SPONSORS • Bon Ami Co., N.Y., and Symphonic Electronics Corp. (high-fidelity equipment), N.Y., have signed as co-sponsors of new *Walter Winchell* newscast and commentary program on Mutual (Sun. 6-6:15 p.m.), starting Sunday (Nov. 16). Agency: Cole, Fischer, Rogow for Bon Ami; Symphonic Electronics placed direct.

AGENCY DROPPED • Guild, Bascom & Bonfigli, San Francisco, confirmed Friday (Nov. 7) that Breast-o' Chicken Tuna Co., San Diego, is dropping agency. GB&B spokesman said cut-off date not definite but believed to be Dec. 1. Robinson, Jensen, Fenwick & Haines, Los Angeles, regarded as strong contender for account, which bills about $500,000.

HOLIDAY PERFUME • Chanel Inc., N. Y., for its No. 5 perfume, buying tv spots in top 10 markets for three weeks preceding Christmas, seeking 10- and 20-second availabilities in prime time. Agency: Norman, Craig & Kummel, N. Y.

SPOTS FOR FOOD • Maison Julien Inc. (food sauces and syrups), N.Y., planning national radio-tv spot campaign about first of year through Roy S. Durstine Adv., N.Y. Firm is using 10 spots weekly on WPIX (TV) New York.

RICE APPOINTMENT • California Rice Growers Assn., Sacramento, Calif., has appointed Publicidad Badillo Inc., San Juan, P.R., and N.Y., as agency for its Red Seal rice in Spanish-language markets in U.S. Company uses program and spot radio advertising in New York and expands to Philadelphia shortly.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Oct. 31-Nov. 6 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Oct. 31	*Person to Person* (10:30 p.m.)	CBS-TV	25.6
Sat., Nov. 1	*Gunsmoke* (10 p.m.)	CBS-TV	33.2
Sun., Nov. 2	*Loretta Young* (10 p.m.)	NBC-TV	29.9
Mon., Nov. 3	*Desilu Playhouse* (10 p.m.)	CBS-TV	28.0
Tues., Nov. 4	*Rifleman* (9 p.m.)	ABC-TV	29.5
Wed., Nov. 5	*Wagon Train* (7:30 p.m.)	NBC-TV	23.8
Thurs., Nov. 6	*Zorro* (8 p.m.)	ABC-TV	24.5

at deadline

Georgia Judge's Media Ban Draws Protests From Industry

Media protests from all over nation were directed Friday (Nov. 7) to Judge Durwood Pye, of Superior Court in Atlanta, for ruling that bans radio pickups, and tv-newspaper photographers from courthouse, its premises and adjoining streets during trial of T. V. Williams, state official charged with embezzling funds. Ban covers participants and spectators on way to or from Williams trial.

J. Leonard Reinsch, managing director of Cox radio-tv stations, went on air Friday to protest one of most sweeping anti-media directives in recent history. Speaking on WSB-AM-TV Atlanta, Mr. Reinsch said onerous restrictions were uncalled for and public will not receive adequate coverage of trial. He added that WSB-AM-TV newsmen have been given access to other Georgia courts, with presiding judges commending broadcast reporting as helpful in showing operation of courts without obstructing justice.

Harold E. Fellows, NAB president, wired Judge Pye that people are entitled to be fully informed on all public affairs, terming unreasonable limit on media inconsistent with this right of people.

Georgia Assn. of Broadcasters filed protest under name of Frank Gaither, WSB-AM-TV, its president. Georgia Press Assn. and Freedom of Information Committee of Sigma Delta Chi also submitted protests.

House Oversight Subcommittee Adds McConnaughey to List

House Legislative Oversight Subcommittee, which opens hearings at 2 p.m. Wednesday (Nov. 12) on Pittsburgh ch. 4 case, will hear former FCC Chairman George C. McConnaughey on following Monday (Nov. 17), spokesman said Friday, with "10 or 11" other witnesses to be heard before Mr. McConnaughey.

Representative of FCC, Charles Effinger Smoot, assistant general counsel, has been added to list of participants in panel discussions on function of federal agencies, scheduled Nov. 18-19 (see page 62). Robert W. Lishman, subcommittee chief counsel, said Mr. Smoot was invited to prevent any criticism that FCC views are not being sought in discussion.

Bakers Coconut in 14 Markets

General Foods Corp. (Bakers coconut), White Plains, N. Y., kicks off four-week spot tv drive in 14 markets (including 16 cities) on Nov. 17, then takes hiatus until Jan. 26 when campaign will run for nine more weeks. All announcements are in daytime periods, will be on three per week. Young & Rubicam, N. Y., is agency.

FCC's Multiplexing Order Invalid, Appeals Court Rules

FCC's 1955 rulemaking requiring fm stations to cease simplexing functional music and switch to multiplex was held invalid Friday by U. S. Court of Appeals for District of Columbia in 2-1 decision which remanded to Commission its order denying WFMF Chicago's petition to continue simplexing.

Court said its jurisdiction to examine validity of 1955 rule is "always a threshold consideration," even though parties didn't put jurisdiction into question.

Majority—Judges Henry W. Edgerton and David L. Bazelon—said FCC's position that functional music operations are non-broadcasting in nature is not supported by Communications Act. ". . . Program specialization and/or control is not necessarily determinative" of whether programs are intended to be received by public, court said. "Broadcasting remains broadcasting even though a segment of those capable of receiving the broadcast signal are equipped to delete a portion of the signal." It added that functional programming "can be, and is, of interest to the general radio audience," and cited WFMF programs' "high degree of popularity."

Dissenting Judge John A. Danaher said FCC "is commanded by the [Communications] Act to accomplish the objective it sought here to achieve. The Commmission simply decided that the specialized simplex service was not to be permitted to pre-empt the valuable spectrum space allocated to fm frequencies intended to be devoted to broadcasting."

Several other fm outlets have appealed FCC denials to continue simplexing and others have sought and received injunctions of FCC orders pending outcome of WFMF case.

AT&T, Bell Companies Agree To Provide Pay-Tv Facilities

AT&T and most of its affiliated Bell System companies are in agreement that telephone companies "must provide the facilities" for pay-tv systems in larger cities, John H. Page, AT&T marketing engineer, told northwest convention of National Community Tv Assn. in Portland, Ore., last week.

Entertainment and sports people see pay tv in large markets as answer to some of their problems brought on by broadcast tv, Mr. Page said, but they have tended to "oversimplify" problems of broadband transmission and "underestimate" costs.

He said for community antenna system operations in smaller communities, telephone companies feel that $2 for initial attachment of CATV cable to telephone poles is not "compensatory," and that $5 is "more nearly correct."

PEOPLE

WILLIAM E. HUTCHINSON, 70, executive vice president, general manager and secretary of Corn Belt Publishers (WAAF Chicago) died Nov. 6 in Wesley Memorial Hospital, Chicago. Funeral services were conducted Nov. 8. His wife and a daughter survive.

Funeral services were to be held Saturday (Nov. 8) for **CASPER J. KRAEMER JR.,** 63, New York U. professor of archeology and classics and host on WCBS-TV New York's *Sunrise Semester* educational series, who died Thursday in Polyclinic Hospital, New York, after cerebral hemorrhage. He collapsed in CBS studio Wednesday. Station has 13 lectures videotaped, which will be shown as scheduled.

EDWARD BALTZ, who joined Compton Adv. last February and is marketing director and account supervisor in agency's L.A. office, elected vice president. Mr. Baltz specializes in agency servicing and handling of food and packaged goods accounts, has been in that activity on West Coast past three years.

PHILIP M. PRITCHARD, formerly general sales manager, parts division, Sylvania Electric Products Inc., to General Instrument Corp. as marketing manager for entertainment electronic components, which represent half of firm's volume.

NAB Wire-Line Noise Study

Move to obtain power utilities' cooperation in reducing interference of power lines with radio reception undertaken Friday by NAB Engineering Advisory Committee at Washington meeting. Committee also called for study of ways to improve industry participation in government airspace group controlling antenna height and location. Chairman of committee is Jay Wright, KSL Salt Lake City.

RCA Forms Defense Unit

Establishment of new high-level scientific and technical organization within RCA to create and develop new and advanced weapon system concepts announced Friday (Nov. 7) by Arthur L. Malcarney, executive vice president, RCA Defense Electronic Products. Known as Advanced Military Systems, new group will be headed by long-time RCA engineering officials Dr. Nathaniel Korman, director, and David Shore, associate director. Organization will headquarter in Princeton, N.J.

Savings Group Buys Game

Savings & Loan Foundation, Washington, D. C., through McCann-Erickson, N. Y., will sponsor half of NBC-TV's telecast of 34th annual East-West Shrine football game from San Francisco Dec. 27, starting 4:45 p.m. EST. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Wm. Esty Co., N. Y., and Whitehall Pharmacal Co., N. Y., through Ted Bates & Co., N. Y., have signed for one-quarter sponsorship each of telecast.

IN BOOMING SAN DIEGO

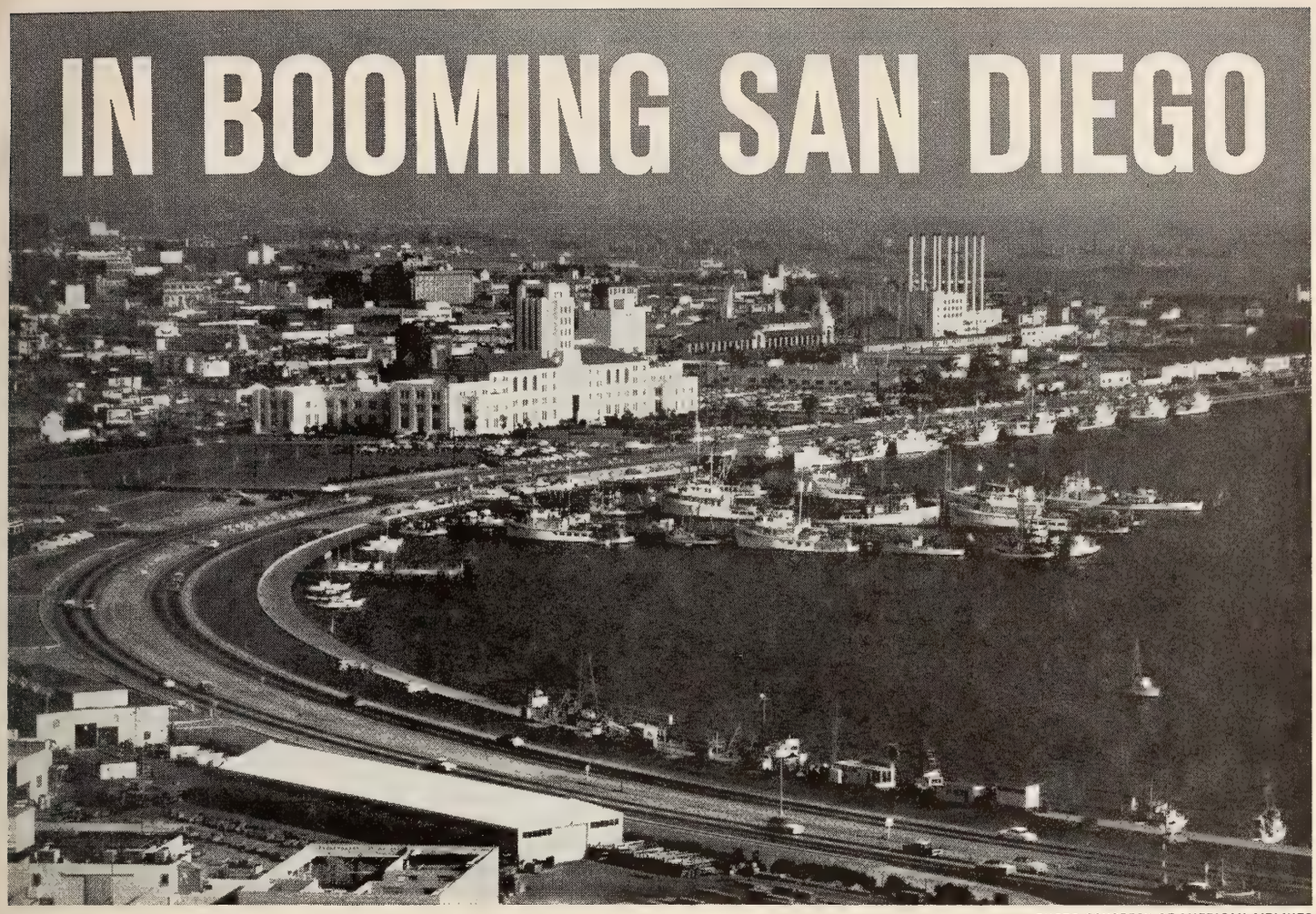


PHOTO COURTESY OF AMERICAN AIRLINES

Sell MORE... with the power and prestige of XETV

CHANNEL 6 • ABC-TV

In all the world, few areas can match the charm of San Diego, America's great international playground. And San Diego is striding ahead in commerce and industry—shown by almost any index to be the fastest-growing market in the U. S. Keeping step with this growth is the romance and success of Station XETV—one of the most fascinating chapters in the history of Television. For few markets have television facilities to match the thorough low-CPM efficiency with which XETV blankets and sells the booming San Diego market. Your Blair man has the convincing facts. They merit thoughtful attention.

Effective December 1, 1958
XETV announces
the appointment of

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

RADIO-TELEVISION S. A. Julian M. Kaufman, Vice President and General Manager

ARROW PRODUCTIONS

a new service of ITC...

NOW!

Flexibility!.. ARROW is designed to fit your needs, whether you require one series or a dozen; whether you want a series for a single run or multi-run stripping needs. Created specifically for television, ARROW's programs provide a tailor-made, streamlined service for you.

Program Counselors to Serve You!.. Both field organization and administrative heads are a team dedicated to work with you. Their broadcasting experience averages 12 years and 3 months per man—on the buying and station programming side of the desk, as well as in sales.



SUSIE
Starring Ann Sothern as the Private Secretary

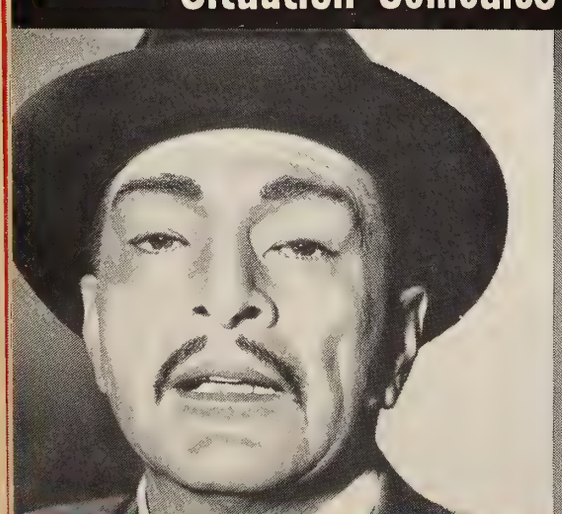


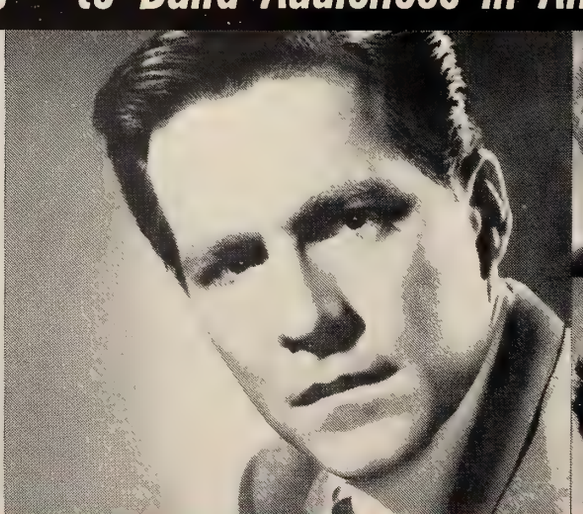
The ADVENTURES of TUGBOAT ANNIE
Saturday Evening Post success series

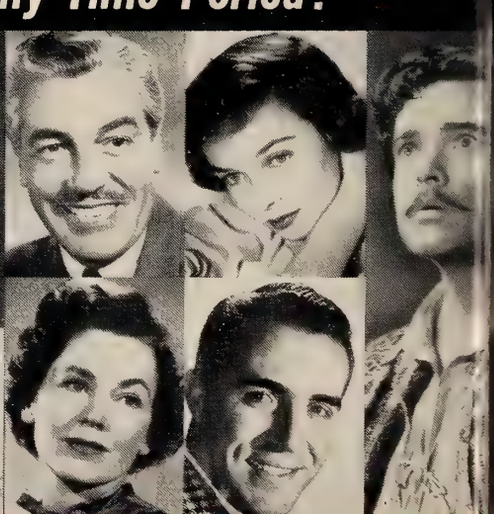


The HALLS of IVY
Starring Ronald Colman and Benita Hume

Situation Comedies—*to Build Audiences in Any Time Period!*







The NEW ADVENTURES of CHARLIE CHAN | **MYSTERY IS MY BUSINESS** | **STAGE 7** | **FEATURE**

More Popular Than Ever—Mystery Dramas! Hollywood Anthologies!

neans PROGRAMMING for PROFIT!



RAMAR OF THE JUNGLE

HAWKEYE AND THE LAST OF THE MOHICANS

COUNT OF MONTE CRISTO

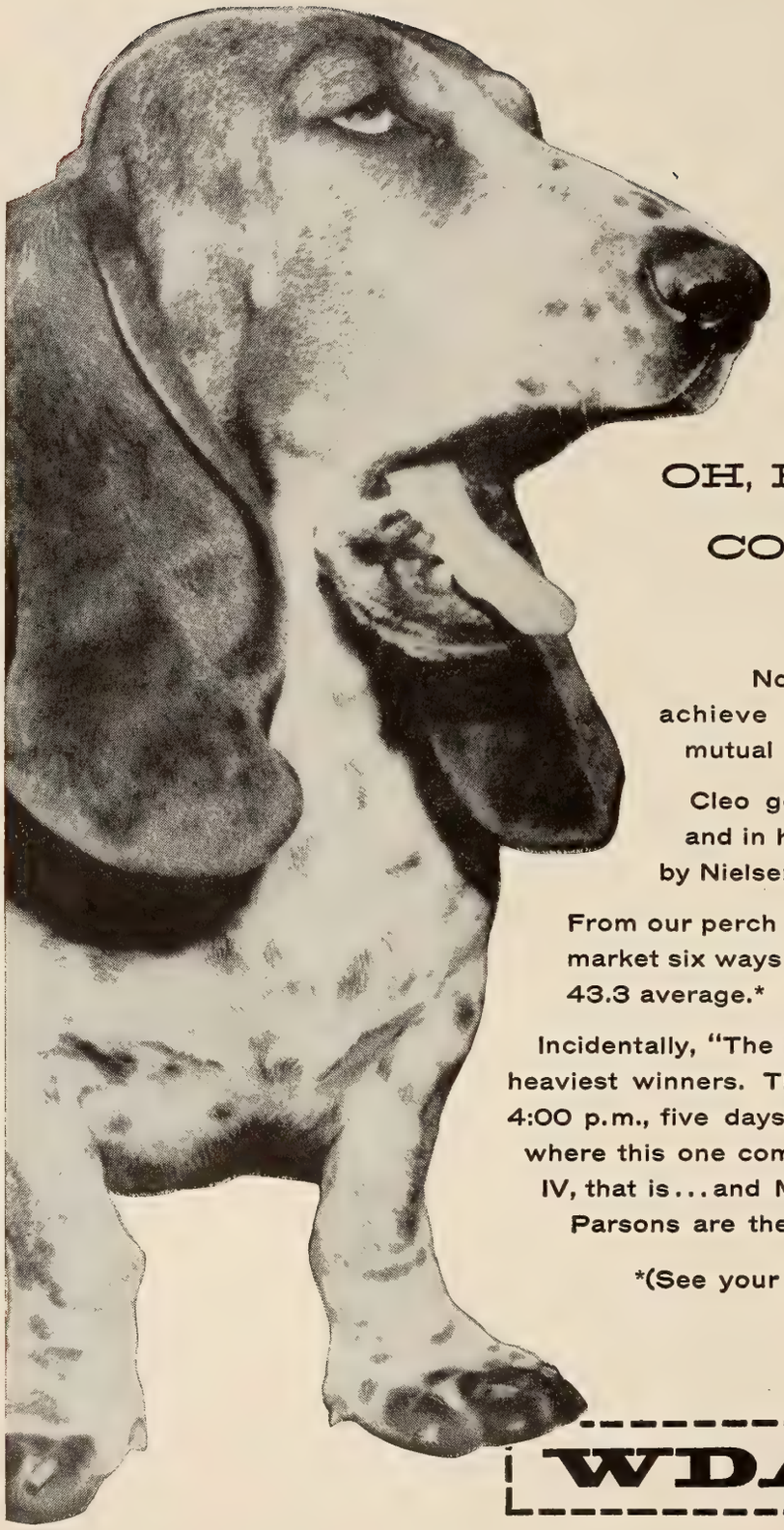
Late Afternoon Action Strip to Build Audience!

write, wire or phone today...

ARROW PRODUCTIONS

A Division of INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue · New York 22 · PLaza 5-2100



OH, BROTHER!

CONGRATULATIONS

TO US!

No matter how we try, we can't achieve Cleo's detachment about our mutual success.

Cleo goes with the People's Choice, and in Kansas City that's Channel IV... by Nielsen, and by a healthy margin.

From our perch on Signal Hill we're topping the market six ways from Sunday, with a whopping 43.3 average.*

Incidentally, "The People's Choice" is one of our heaviest winners. That's why we're stripping it at 4:00 p.m., five days a week. There's plenty more where this one comes from... WDAF-TV, Channel IV, that is... and Messrs. Harrington, Righter and Parsons are the people to see.

*(See your latest K.C. Nielsen)

WDAF TV SIGNAL HILL KANSAS CITY, MO.

BASIC NBC

A NATIONAL THEATRES STATION

WALT DISNEY PRESENTS TEXAS JOHN SLAUGHTER

Texas John Slaughter, latest Western lawman to be exhumed from the history books and recreated on television, made his tv debut Oct. 31 in an hour-long action-packed telecast that must have delighted any youngsters who were not out trick-or-treating at the time. As presented by Walt Disney, Mr. Slaughter is a perfect hero for the under-teens, a hard riding, hard fighting, straight shooting man who wants only to live in peace on a ranch with a wife and cattle, but who is willing to postpone marriage and ranching to help the Texas Rangers clean out the rustlers and make that kind of life possible.

In the opening installment of his saga, Texas John rides into town and is forced to kill a couple of men who are trying to kill him because the white hat he wears makes them think he's a Texas Ranger. He declines an invitation to become one and tries to become a rancher, but when the Davis Gang steals his cattle and murders his hired man he changes his mind, tells his fiancee she'll have to wait a while and joins up. How he proves Frank Davis a murderer by a 100-mile cross country race against the clock, changing to a fresh horse every 10 miles at relay points along the way, provides a thrilling climax for the program.

No adult complications are allowed to disturb this story. The ranchers are good, but helpless; the Rangers (in the white hats) are good and strong; the rustlers are bad and strong, but not quite as strong as the Rangers. Anyway, they aren't allowed to wear white hats, so of course, they can't win.

Production costs: Approximately $275,000.

Sponsored by Reynolds Metals Co. through Clinton E. Frank Inc., Kellogg Co. through Leo Burnett Co. and Hill Bros. Coffee through N. W. Ayer & Son, on ABC-TV, alternate Fridays, 8-9 p.m. EST.

Produced by Walt Disney Productions; executive producer: Walt Disney; producer: James Pratt; director: Harry Keller; writers: Albert E. Lewin, Burt Styler, Frank D. Gilroy.

Cast: Tom Tryon (John Slaughter), Norma Moore (Adeline, his fiancee), Harry Carey Jr. (Ben Jenkins, in charge of the Texas Ranger company), Robert Middleton (Frank Davis), Ken Clark (Sam Barrett).

KALEIDOSCOPE

"The S-Bahn Stops at Freedom," the first in this series of NBC-TV special alternating news and entertainment shows, told the courageous yet profoundly sorrowful story of the thousands of refugees who weekly make the wide-eyed journey from Communist East German tyranny to West German democracy. The program was hosted by Charles Van Doren and narrated on film by Chet Huntley. "The S-Bahn Stops at Freedom" included interviews with both refugees and western officials who made it abundantly clear why three million Germans have fled the Soviet yoke during the past decade.

The information made available was fascinating. For example: 85% of those who attempt to escape East Germany are successful; it would be "physically impossible, politically unwise" for the Communists to seriously try to halt this traffic; 10% of East Germany's doctors have fled in the past ten months; except for some businessmen, few refugees leave for purely material reasons—most mention religious persecution as an important goad.

The only criticism that might be leveled at "The S-Bahn Stops at Freedom" would be that the program was repetitious, a trifle too long. However, the general excellence of this first *Kaleidoscope* effort, as well as other recent public affairs programs on this and the other networks, underscored the opinion long held by many, that the true greatness of television lies not in drama, comedy, giveaways or westerns but in that unique service of the medium—living pictorial journalism.

Production costs: Approximately $55,000. Sustaining on NBC-TV on alternate Sundays, 5-6 p.m. EST. Started Nov. 2.

Producer: Reuven Frank; director: Jack Sughrue; reporter-editor: Chet Huntley; writer: Piers Anderton; filmed by Joseph Oexle; resident correspondent: John Rich (NBC News); host: Charles Van Doren.

PURSUIT

Judging by its infrequent appearances television drama, like the buffalo, seems destined to vanish from the American scene. It provided mental food and shelter in the latter days but is now condemned as too tough for the tender gums and minds of the American viewer, happily gurgling over the soothing pap of the western.

Accordingly, CBS-TV's *Pursuit*, a weekly hour-long dramatic program, is an anachronism in a medium 10 years old but aging fast. It is also a paradox—it is live and not live; i.e., it is taped to keep the goodness (spontaneity) in and the badness (flubs) out.

The Oct. 22 debut was "The Vengeance," a rather thin story of a young man hounded by a remorseless detective who holds him responsible for crippling his son in a street fight. Sal Mineo as the boy and Macdonald Carey as the detective were adequate if easily anticipated in mood and gesture.

But the production did not have enough of the stuff of life to retain interest, much like a bad comedy that runs out of imagination in the middle of the second act and resorts to slapstick for the rest of the evening.

Any trepidation about this series was thoroughly dissipated, however, by the Oct. 29 production, "Free Ride," which was superior to the *Pursuit* premiere in every respect. Skillful acting was underlined by brisk direction. Keenan Wynn and Ralph Meeker were not actors but a cop and a lush pug on a train heading back to a San Francisco manslaughter trial. Sidney Blackmer was a polite broker from Chicago who resolved the question of whom the

"JAXIE"
JACKSONVILLE
BLUSHES WITH
PRIDE . . .
AGAIN !



Distinguished Achievement AWARD

For Television News Operations

Sponsored by Radio-Television News Directors Association

In Cooperation with The Medill School of Journalism Northwestern University

R T N D A

NEWS with Harold Baker 6:30 PM Monday thru Friday

Ray Dantzler 11:00 PM Monday thru Friday

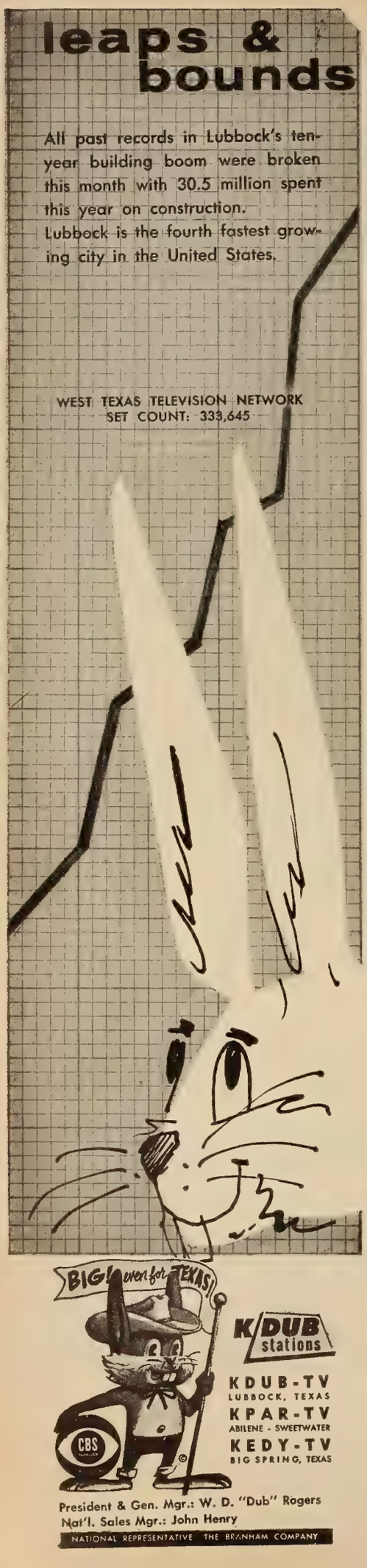
WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION



NBC Radio is overwhelmingly the #1 network by the most significant business yardstick— *total measured network sponsored hours!* NBC Radio offers advertisers creative programming ideas like Monitor, News On The Hour, Hot Line and Stardust, marketing plans like Engineered Circulation and Imagery Transfer, and the unique Salesvertising Plan which includes dealers in national-local campaigns.



For the past two years NBC Radio has pioneered the development of these programming and marketing patterns which have set the pace for all network radio. NBC Radio firmly intends to continue developing new and productive ways to serve its listening public, its sponsors and its affiliated stations. Now—and in the future—the *leadership* radio network is the **NBC RADIO NETWORK.**



syndicate wanted to kill (the cop or the pug) in a tense last scene.

"Free Ride" sped to its climax, a certain sign of a taut, well-produced, well-acted drama. Judging by the marked improvement in one week, *Pursuit* has an excellent chance of attaining its goal of presenting "human drama with all of the human emotions," and perhaps persuading a few others that this form of entertainment has *some* merit after all.

Production costs: Approximately $45,000. Sponsored by Mennen through Grey Adv. on CBS-TV, Wednesday, 8-9 p.m. EST. Started Oct. 22.

Producers: Charles W. Russell (for first four shows), Eva Wolas (for next four); executive producer: Norman Felton; directors: David Greene, Herbert Hirschman, Buzz Kulik, Paul Nickell.

ANATOMY OF SOVIET COMMUNISM

As part of a 13-week study of various aspects of life within the Soviet Union, the MBS program Nov. 1 examined foreign policy. It was a highly informative stanza, outlining the twists and turns of Soviet foreign policy and offering an assessment by Soviet scholars and American specialists.

The series is being presented by Mutual in association with the Institute for the Study of the USSR in Munich, a body of scholars drawn from the various nationality groups within the Soviet Union. The *Anatomy* is essentially a "balance sheet" of Soviet promises on the one hand and actual achievements on the other. The program already has explored education, the secret police, religion, sports and culture.

The program on foreign policy, for instance, highlights pronouncements of top Soviet officials of the past and present. Their views often are at variance, and in other instances, their claims are disputed by Soviet and American specialists. The program makes use of monitored broadcasts of Radio Moscow and beeper telephone interviews with persons abroad.

To achieve variety and change of pace in a "talk" program, producer-director Robert Cody balances various Russian and American voices. Mr. Cody also serves as chief narrator of the series and performs this assignment skillfully.

It is a tribute to the resourcefulness and ingenuity of Mr. Cody and his associate, Dr. Isaiah S. Bard, that such a complex subject can be covered so satisfactorily on a small budget. Program scripts are available on request to the network.

Productions costs: Approximately $800. Sustaining on MBS, Saturday, 11:35 a.m.-noon EST. Started Sept. 20.

Producer-director-narrator: Robert C. Cody; associate producer-writer: Dr. Isaiah S. Bard.

CIMARRON CITY

What ever happened to the good old westerns where black was black and white was white, the good men were always good and the bad men downright evil? In *Cimarron City*, where George Montgomery presides as mayor every Saturday night, there are reformed gunslingers, tough hombres who ride into town and settle down to become solid citizens and townfolk who learn moral lessons at every turn in the plot.

In a couple of recent episodes Mr. Montgomery has talked at least two youngsters out of gunslinging careers, killed a thief, broken up a band of outlaws, and set about building something really fine in the way of a frontier community.

The show has its moments—some emotional peaks here and there in the stories, snatches of good acting and production, but hardly anything has been told in the weekly 60 minutes that hasn't been told before to the point of tedium and couldn't be told better in 30 minutes.

Production costs: Approximately $40,000. Sustaining on NBC-TV, Saturday, 9:30-10:30 p.m. EST. Started Oct. 18.

Stars: George Montgomery, Audrey Trotter, John Smith.

Produced by Revue Productions in association with NBC-TV. Executive producer: Richard Lewis.

LAWMAN

There are simple westerns and sophisticated westerns, adult westerns and infantile westerns, long westerns and short westerns, eastern westerns and western westerns. *Lawman* is a simple, adult, short, western western.

It stars John Russell as the marshal, stern, strong and implacable, and Peter Brown as the deputy, young, zealous and as authentic as an Indian blanket made in Scranton, Pa. The writing favors the leanness of another law enforcement show, *Dragnet*. Examples: the marshal, "I hate your insides [to Robert Ford, the murderer of Jesse James], but I'm paid to preserve the peace;" or by a young cowhand about Ford, "He sure needs killing."

The camera work is definitely above average and so is the musical background which often uses a lone guitar with telling and melancholy effect. *Lawman* succumbs without compunction to a seemingly necessary accouterment of these series—a theme song which sends waves of ennui up and down the spine.

At the end of the Nov. 2 episode, one of the mob (intent upon lynching that "dirty little coward, Ford") steps back from the pointed shotgun of the marshal, saying, "Some things just ain't worth dying for." Right, pardner, and some things jest don't make sense, like another western when there's already 'bout thirty of 'em.

Production costs: Approximately $41,000 weekly.

Sponsored by Reynolds Tobacco through William Esty Co. and General Mills through Dancer-Fitzgerald-Sample on ABC-TV, 8:30-9 p.m. EST. Started Oct. 5.

Executive producer: William T. Orr; produced by Jules Schermer.

Interview: W B Templeton

Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee



"For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE."

NESCAFÉ



"The Crosley Group always measures up a cupful of mighty flavorful returns for advertisers."

"From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!"



"Warm it up?"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis · WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

Famous on the local scene . .

"The First American Thanksgiving"
—a local celebration that became a national institution because it is an idea built on man's finest instincts.

Storer stations, important in their local communities, are known nationally, too, because they are built on the finest traditions of broadcasting—integrity, believability and, for the advertiser, achievement of their sales goals.



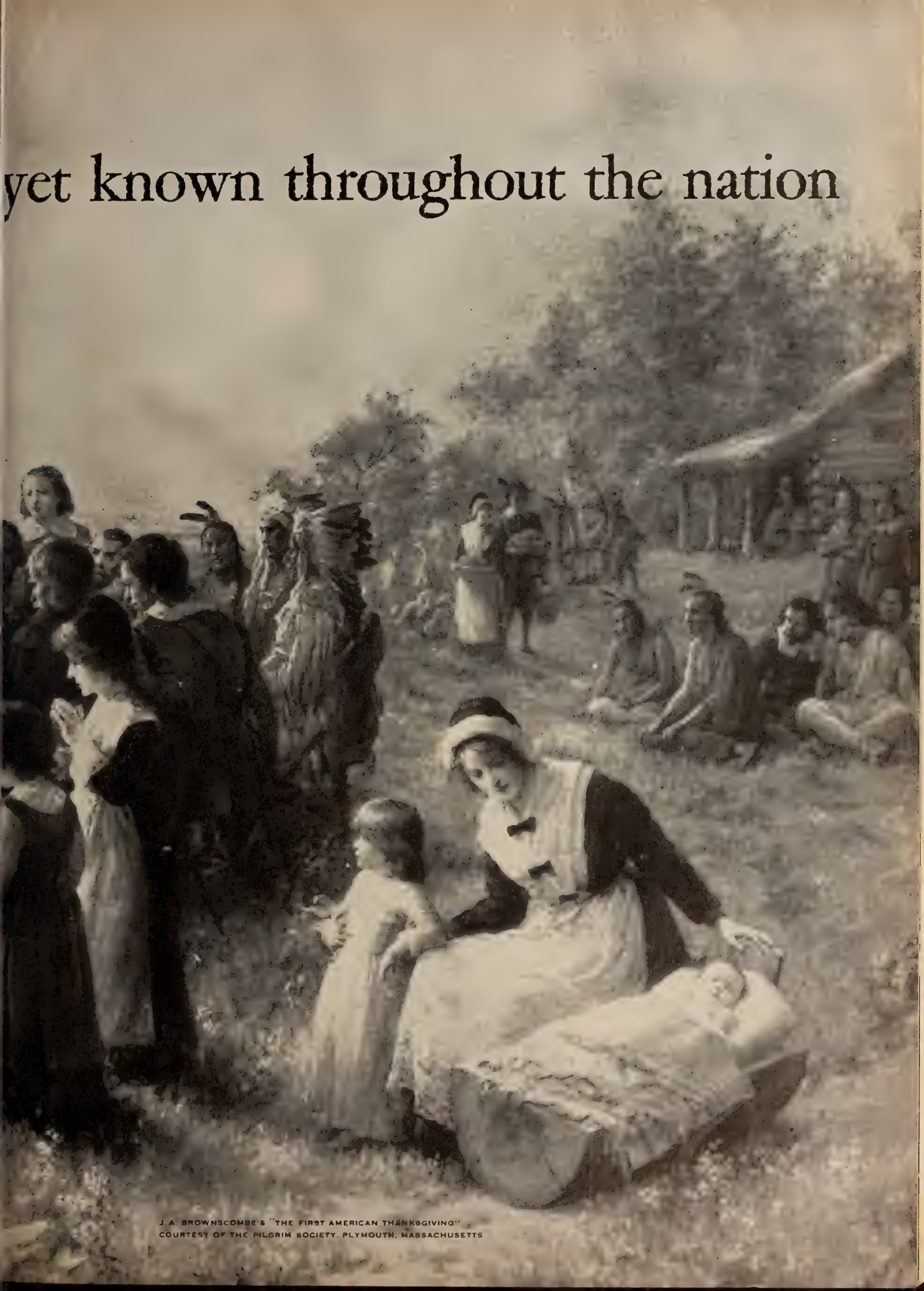
STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS	WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit	Atlanta

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

yet known throughout the nation



J. A. BROWNSCOMBE'S "THE FIRST AMERICAN THANKSGIVING"
COURTESY OF THE PILGRIM SOCIETY, PLYMOUTH, MASSACHUSETTS

Time Magazine calls him GREAT!
Advertisers say he's Selling DYNAMITE!

SOUPY SALES



Adults love him!
Kids worship him!

"BREAKFASTIME WITH SOUPY"

A happy morning show with an established audience ready to move from noon to morning with their favorite comic. The new time will mean more adults will be around, too . . . making Soupy a better buy than ever! When you buy Soupy you buy the comic who became the top-rated daytime show in Detroit—outrated network competition from the other two!

7:30-8:30 A.M. MONDAY thru FRIDAY starting OCT. 13

For Availabilities contact

WXYZ-TV CHANNEL 7 DETROIT abc

or Blair-TV!

Everywhere But Outer Space

EDITOR:

As a result of the story on the Lambda Tele-remoter [MANUFACTURING, Sept. 1], we received an almost immediate response from Mr. R. H. Thomson, chairman of Scottish Television Ltd. Needless to say, we were surprised and pleased to receive a response from such a distance as a result of this article. We hadn't realized the foreign circulation of BROADCASTING which also resulted in two other inquiries from foreign countries.

L. W. Mallich, President
Lambda-Pacific Engineering Inc.
Van Nuys, Calif.

Nosegay From Mathisson

EDITOR:

I consider the Clark gasoline story [ADVERTISERS & AGENCIES, Oct. 20] a well-written article. It is surprising how you were able to accumulate enough information to print a story when, as you point out, "company and agency executives studiously abstain from discussing radio philosophy, policy, budget and coverage."

Paul J. Wraga, Vice President
Mathisson & Co.
Milwaukee, Wis.

For 'Hard-to-Crack' Prospects

EDITOR:

"Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20] is a real hot sales tool. Send a dozen copies. I want to present them to some of our hard-to-crack prospects.

Willard Deason, President
WVET Austin, Tex.

. . . If the Wanamaker article is reprinted, we want a few dozen copies.

Frank E. Wimberly, President
KWHW Altus, Okla.

. . . Please send reprints of Wanamaker story.

Larsen Schilling
Mallard Mfg. Corp.
Philadelphia

. . . What's the possibility of getting 25 reprints?

George Webber, President
KWDM Des Moines, Iowa

. . . I would like ten copies of that Wanamaker page.

Brett Allison, Program Director
KRBC Abilene, Tex.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

Not Enough to Go Around

EDITOR:

Please send six reprints of "More Support for Auto Buys on Tv" [LEAD STORY, Oct. 13], telling the success of different dealers in selling cars on tv. We have tried to circulate our few copies of BROADCASTING around the car dealers in town, but requests run too high. It's articles like this that help keep local tv salesman in business and make our job easier.

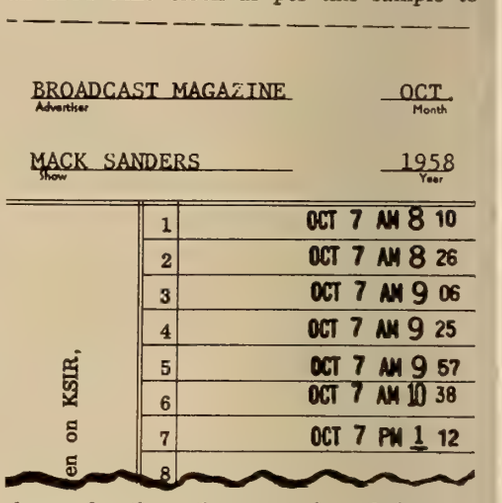
Charles Warner, Account Executive
WSPA-TV Spartanburg, S. C.

[EDITOR'S NOTE: Reprints of this sales ammunition are available at ten cents each.]

Clocking The Spots

EDITOR:

You might be interested in the new system we have established here. We are using an IBM time clock as per this sample to



show advertisers the exact time their spots were run. This has been a great time saver. It could be adopted by other stations.

K. W. Pyle, General Manager
KSIR Wichita, Kan.

Mail Pull

EDITOR:

Thanks for your thorough and excellent handling of the story on our spot tv industry study [ADVERTISERS & AGENCIES, Oct. 27].

Since that time our highest hopes for the success of this job have been fulfilled. Requests are coming in from all groups—advertisers, agencies, stations and all of our sales offices—at the rate of almost 100 a day. . . . Your editorial acumen serves as our bell-wether for estimating the degree of a project's probable success.

Bob Hutton
Edwin Petry & Co.
New York

Stereo in Other Places

EDITOR:

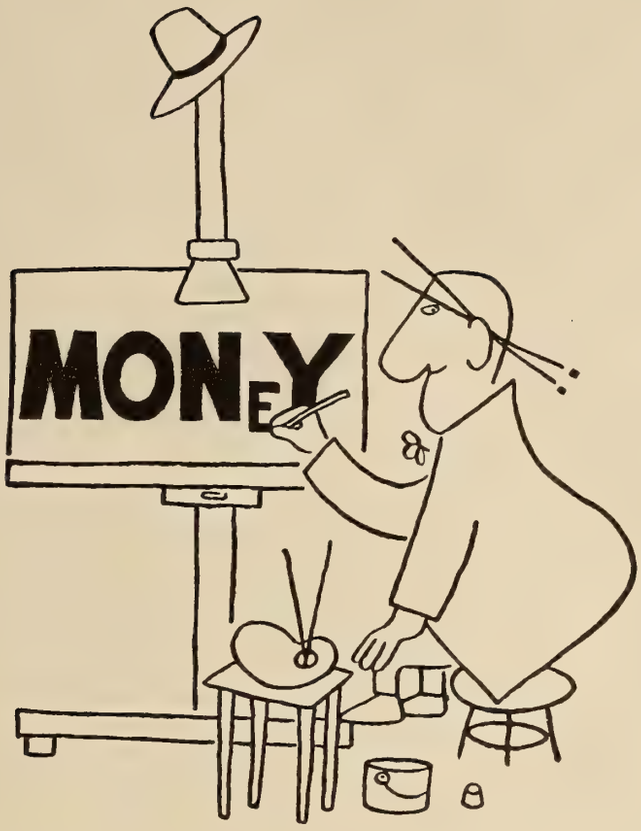
With malice toward none, we beg to dispel the belief that the Atlantic City twin-am stereo broadcasts [STATIONS, Oct. 27] were the first aired over such a setup. KARK and KLRA in Little Rock began regularly-scheduled sponsored stereo broadcasts on Oct. 1.

Shirley Kennedy
KARK-AM-TV Little Rock, Ark.

EDITOR:

. . . KTW and KNBX in the Greater Seattle area have been doing sponsored stereo shows on two am stations since March 1.

Don Bevilacqua, Manager
KTW Seattle, Wash.



why we spell MONY without the "E"

"MONY," our modern nickname, didn't just happen, it was created to meet a need. Time was when our official company name was really distinctive, because ours was the first mutual life insurance company in America to offer life insurance on the mutual principle to the general public.

But as the first hundred years rolled by, many other *mutual* life insurance companies sprang up and our natural nickname, "Mutual Life," began to lose individuality. This created confusion with our policyholders and the public. Obviously, something had to be done.

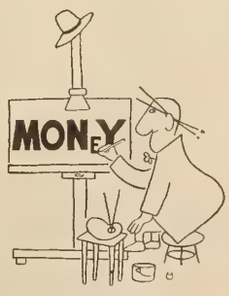
The more we studied our full company name, the more evident it became that the words "Mutual Of New York" seemed to set us apart most clearly. A little doodling with our initials led us to "MONY". . . as in cold cash.

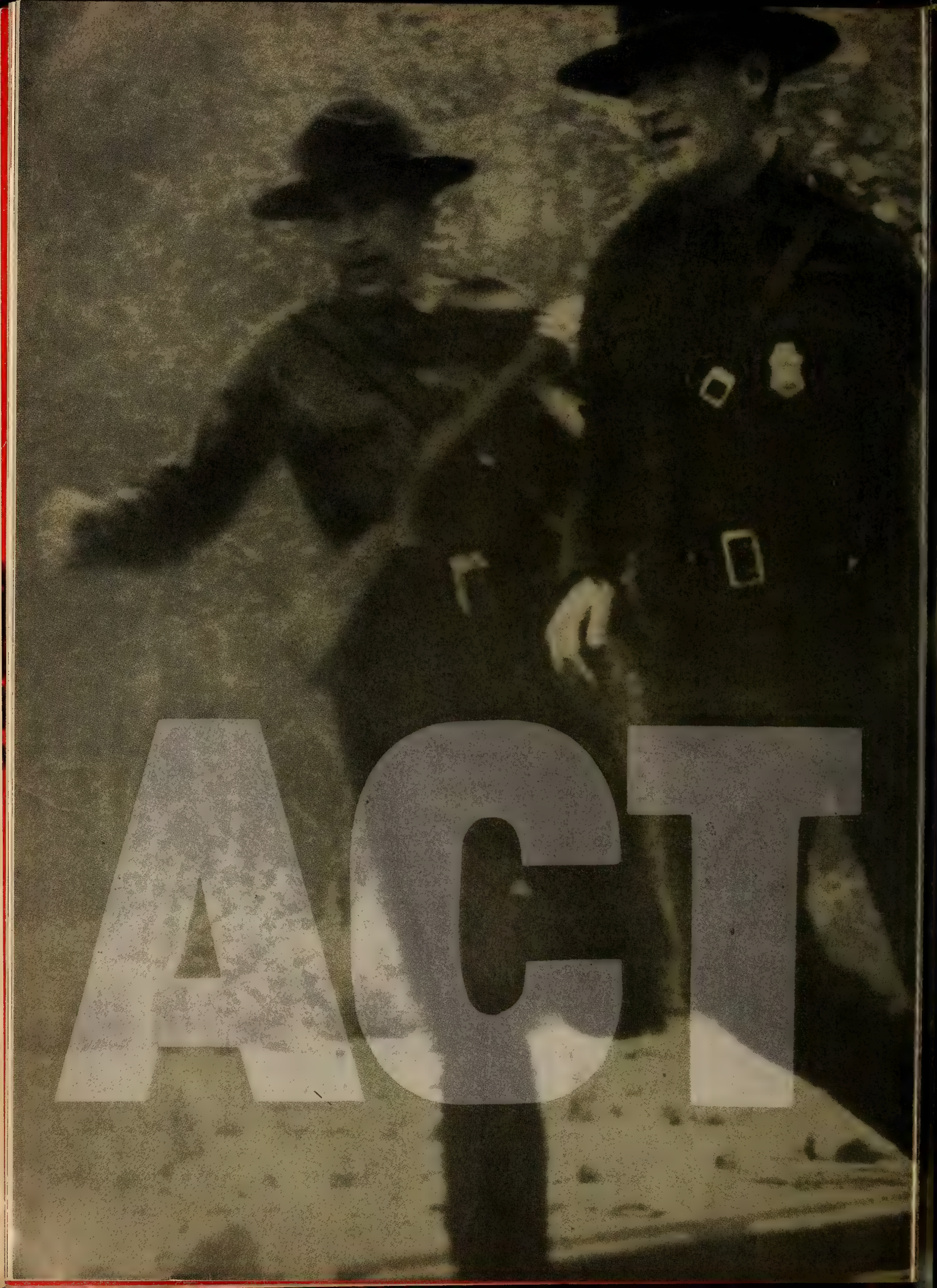
MONY now provides us with a short and easy-to-remember brand name which clearly describes our principal service . . . money for future delivery.

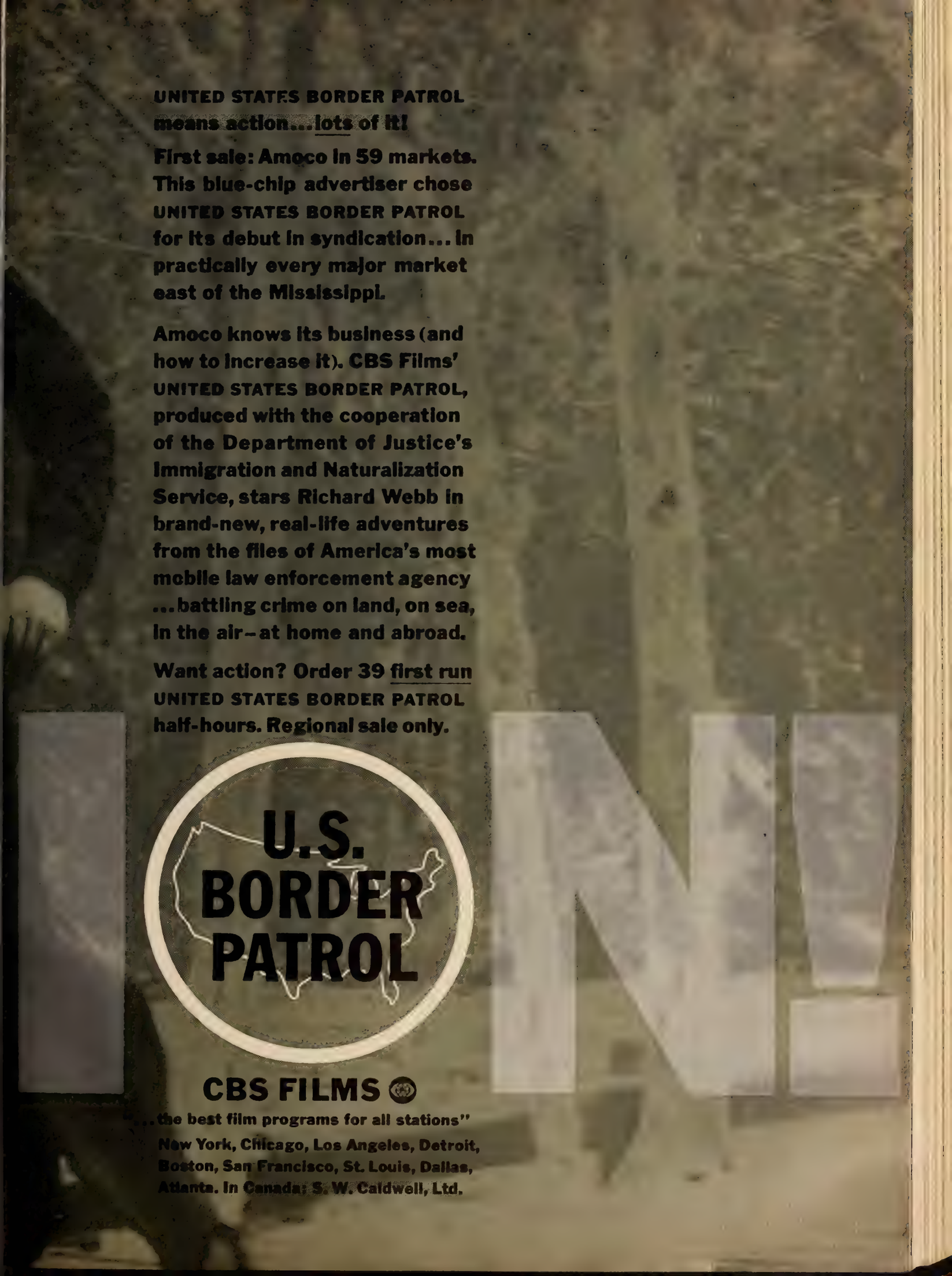
MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS
MONY TODAY MEANS **MONEY** TOMORROW!




ACT


UNITED STATES BORDER PATROL
means action...lots of it!
First sale: Amoco in 59 markets.
This blue-chip advertiser chose
UNITED STATES BORDER PATROL
for its debut in syndication... in
practically every major market
east of the Mississippi.
Amoco knows its business (and
how to increase it). CBS Films'
UNITED STATES BORDER PATROL,
produced with the cooperation
of the Department of Justice's
Immigration and Naturalization
Service, stars Richard Webb in
brand-new, real-life adventures
from the files of America's most
mobile law enforcement agency
...battling crime on land, on sea,
in the air--at home and abroad.
Want action? Order 39 first run
UNITED STATES BORDER PATROL
half-hours. Regional sale only.
U.S.
BORDER
PATROL
CBS FILMS
...the best film programs for all stations"
New York, Chicago, Los Angeles, Detroit,
Boston, San Francisco, St. Louis, Dallas,
Atlanta. In Canada: S. W. Caldwell, Ltd.

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to John Bell Simpson



THE client interrupted the conference when Jack Simpson was three-fourths of the way along in his "informative" talk on a particular network property—hardly a "hard sell" presentation. Said the client: we'll buy the program.

This was Jack Simpson, Foote, Cone & Belding's broadcast negotiator, in action earlier this fall in the New York office of the agency. Only a few months before—in the heat of the summer—he was brought from his Chicago post to New York and to the source of national tv-radio program negotiation and decision-making.

He is unlike some of his agency contemporaries. He's neither highly-charged nor aggressive, and tends to "sell" his proposals effectively but on a "low key."

In the newly-created post of vice president and national director of broadcasting, Mr. Simpson's area is client contact, creativity and negotiation, a field that is difficult and demanding because it requires instinctive and practical knowledge of advertising and radio-tv. His responsibility sweeps across broadcast activity of all FC&B offices, including all the agency's network negotiating as well as channeling all national radio-tv activity of the agency.

He is definitely not ulcer-prone. Long ago he learned to keep under control the nervous tensions and demands of the business. Often he'll work off excess strain by "raking the leaves, playing golf or taking the children to a football game." And there's also the advice given him years back. At a board meeting, a client repeatedly smashed his fist on the table. Mr. Simpson calmly cautioned him of ulcers. "I don't get 'em, Jack; I give 'em," was the terse reply. After the meeting the client gave him some straight-from-the-shoulder advice on when and how to relax.

John Bell Simpson was born in Chicago Oct. 15, 1909, went through Cleveland, Ohio, schools and studied journalism at the U. of Missouri. In 1936 he was writing in New Orleans, the output going to mystery detective pulps and assisting production for a local theatre unit. Through the latter, he got into radio by a "fluke," writing, casting and producing a radio show for WDSU New Orleans, the station later hiring him as an announcer six hours nightly. Since the station was a network affiliate, Mr. Simpson spent hours "listening to radio and reading every script I could get my hands on." Soon he was writing and selling scripts. By 1937, he was handling radio for Stone, Stevens, Howcott, Halsey, an agency in New Orleans.

ONE of his first shows: a women's program of household hints and featuring a young New Orleans lass, Mary Alyce Buist, known on the air as "Ann Baker." His association with the program lasted four years but with Mary Alyce, much longer; they were married in 1940.

Mr. Simpson had struck up a close friendship in New Orleans with another mystery detective writer, an ex-attorney from California named Erle Stanley Gardner. In 1942, he took a leave of absence from the agency to accompany Mr. Gardner to Hollywood to help develop the *Perry Mason* radio show.

In May 1943 NBC asked him to direct musical and dramatic production for the network in Chicago.

In 1944, Mr. Simpson joined the Russel M. Seeds Agency as director of radio and television, serving as creator, producer, writer and director of many radio shows, and produced hundreds of radio and tv commercials (some of the programs: *The Raleigh Room with Hildegarde, Gay Mrs. Featherstone With Billy Burke, Red Skelton, People Are Funny* and *A Life in Your Hands.*

He moved to FC&B in Chicago as radio-tv supervisor in January 1952 and was elected a vice president and director of broadcast exactly a year later. His responsibilities included broadcast activities of Armour & Co., recommendations bearing on broadcast media from all of the agency's product groups and traffic for all radio-tv supervision and operations.

Mr. Simpson is an "avid airplane reader," consuming books at a high rate while in travel. He has a complete workshop (including power tools) at his home in the Milbrook section of Greenwich, Conn., has read every book written by Mr. Gardner and gets in a round of golf every weekend available—his house backs up to the approach on the eighth green of the Milbrook Club.

The Simpsons have two daughters, Carol Buist Gardner, 15, and Jann Bell, 12.

On tv's sales impact, Mr. Simpson has a yarn. About 10 years ago, he and a top executive of Kool cigarettes visited nearly every bar in Chicago's Loop because "all tv sets then were in saloons" and Kools sponsored a 7:30-11 p.m. telecast of local collegiate basketball. Viewers stood four deep at the bar and when the commercial came on, actually asked the bartender for packages of Kools. "Reaction was that immediate," Mr. Simpson says, his voice bearing still a trace of awe.



Symbol of service

Looking for protection of your advertising dollars? WROC-TV, Channel 5, Rochester, N. Y., serving 307,750 TV homes in 13 Western New York counties, reaches 27.4% more homes daily than the other Rochester channel (NCS #2). Thus every rating point on WROC-TV, Channel 5 is worth 27.4% more than a rating point on the other channel.

In an area like Rochester with over a million population, 1½ billion dollar buying income and one of the highest per capita incomes, such superiority has great significance.

For unusual results in an unusual market that is famous as a test market, viewers and advertisers turn to Channel 5, WROC-TV, Rochester's *most powerful* station.

A symbol of service, like the devoted policeman, WROC-TV guards the interests of audiences and advertisers. Represented by Peters, Griffin and Woodward.

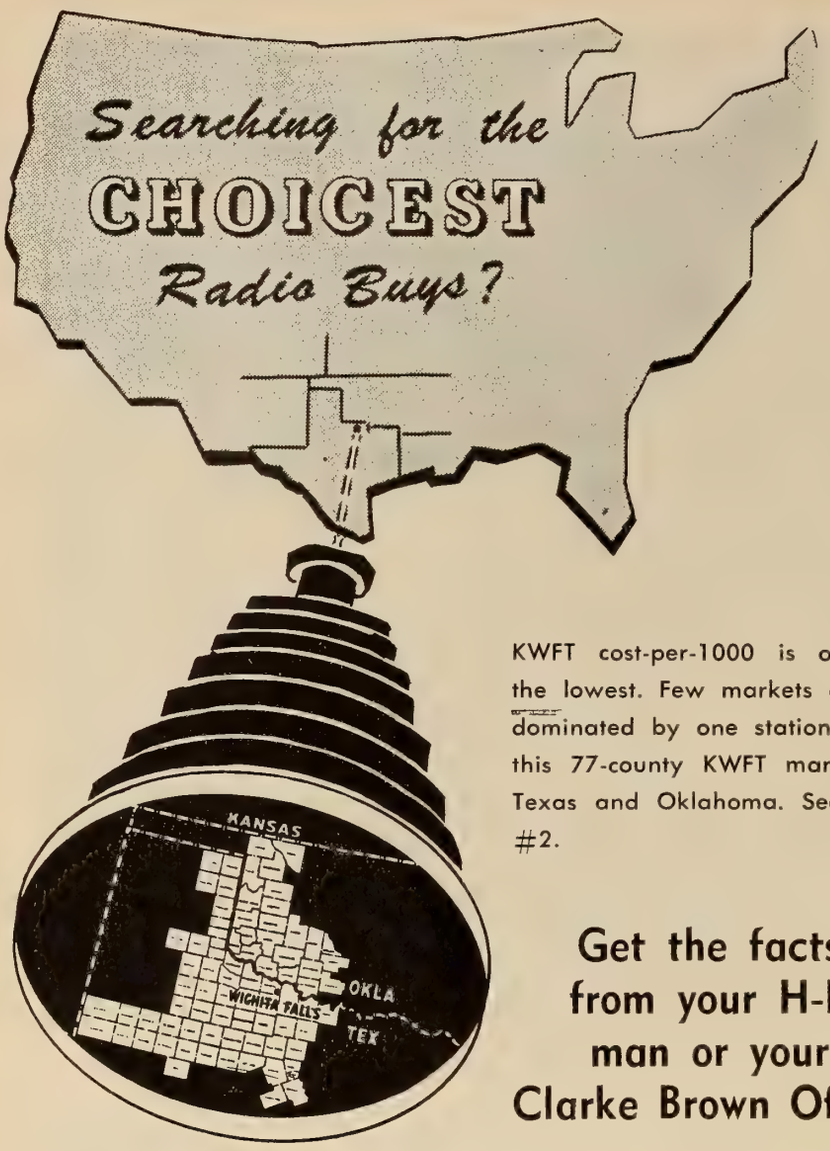
Symbol of Service

TRANSCONTINENT TELEVISION CORPORATION

WGR—WGR-TV, Buffalo • WROC-TV, Rochester • WSVA—WSVA-TV, Harrisonburg • WNEP-TV, Scranton, Wilkes-Barre

Offices: 70 Niagara Street, Buffalo, MOhawk 2300 • 15 East 47th Street, New York City, Plaza 1-3030

TC2



KWFT cost-per-1000 is one of the lowest. Few markets are so dominated by one station as is this 77-county KWFT market in Texas and Oklahoma. See NCS #2.

Get the facts from your H-R man or your Clarke Brown Office

Radio Station

BEN LUDY
Pres. and Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW at 620 Day and Night

WICHITA FALLS, TEXAS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

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*Reg. U. S. Patent Office

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IT HAS HAPPENED HERE

Whoever fired *electronic journalism* into orbit did something pretty constructive for the broadcasting industry. We hope the satellite stays up there indefinitely, beeping its constant inspiration.

Much is heard these days about "Freedom of Information" and "The Right to Know." Call it what you may, people will stick close to the media which makes those ideals a reality.

Last week's TV-Radio election coverage was a smash-hit performance. Speed and interpretation were an unbeatable combination. It was a real public service. We hope that momentum generated with such an achievement will carry down the line.

There is still a great opportunity at station levels to reflect the every-day happenings of a neighborhood, a city or an area. It requires talent, originality and production imagination, but the job can and should be done.

We have sincere admiration for the men who have ventured, and made the broadcasting business what it is. The time may be appropriate for other trends in *electronic journalism.*

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	*NEW YORK*	*CHICAGO*	*DENVER*
1625 Eye St., N. W.	**60 East 42nd St.**	**35 East Wacker Dr.**	**1700 Broadway**

THIS HALLOWED GROUND . . .

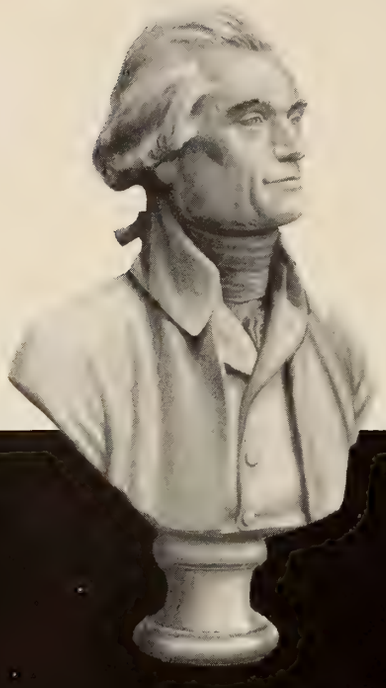
Here in Arlington Cemetery
is ground dedicated to
our Nation's honored dead . .
those who have well
served their Country.
Fred Maroon's sensational
photograph captures the
Autumnal splendor a portion
of this National Shrine . .
another in the
continuing WTOP-TV series of
Washington landmarks.

Reprints on request

WTOP-TV
WASHINGTON, D. C.
AN AFFILIATE OF THE CBS TELEVISION NETWORK
OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

REPRESENTED BY CBS TELEVISION SPOT SALES

Arlington National Cemetery, 1958



FLORENCE

the milky way market

Buy selling time with WBTW!

Accurately measure your advertising investment with results in Florence, *"the Milky Way Market."*

More than 121 National Advertisers are enjoying satisfying sales results by using WBTW, the only VHF Television Station in the entire 78-mile area.

Selective programming from all three networks creates perfect adjacencies for your product. The potential: One Million with One Billion!

BUY SELLING TIME WITH WBTW! Call CBS Television Spot Sales.

WBTW
FLORENCE, S.C.

Channel 8 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 19 NOVEMBER 10, 1958

BLOOD ON THE HOMESTEAD'S LAWNS?

- **Tv cost controversy predicted for ANA meeting this week**
- **It's sparked by anticipated report on alleged tv inflation**
- **Network, rep researchers muster strong counter-arguments**

Television operators last week mounted a drive to repeal the prospect of a rate-cutting movement among the country's leading advertisers.

Target of their offensive was a report to be delivered today (Nov. 10) to the Assn. of National Advertisers by Miles Wallach of M. A. Wallach Research Inc. and its new TPI Inc. division. Mr. Wallach has said he can show that advertisers might profitably reconsider the validity of cost-per-thousand figures computed on the basis of existing ratings [ADVERTISERS & AGENCIES, Nov. 3].

Mr. Wallach's report, to be presented to the radio-tv workshop at the ANA's 49th annual fall meeting, is based on in-home coincidental interviews which, according to Mr. Wallach, found a high degree of inattentiveness among television viewers—"a major difference between 'sets in use' and sets actually being viewed." The ANA meeting is to be held at The Homestead, Hot Springs, Va. (story, page 35).

Mr. Wallach's pre-ANA preview, which also questioned television's impact in terms of sponsor identification, stimulated television broadcasters to reply in kind—with research and conclusions of their own—and prompted Blair-Tv, one of the leading television station representatives, to release details of previously undisclosed media tests made for some of the nation's heaviest spenders.

No matter what Mr. Wallach's findings on attentiveness may be, said Blair-Tv Executive Vice President Edward P. Shurick, "the fact that television is a selling force of unmatched power and efficiency is the really important thing."

This argument also was advanced by network and other researchers who, while citing existing evidence to challenge Mr. Wallach's conclusions, pointed out that they would have to wait to see his documentation before attempting to evaluate the studies in detail.

Mr. Shurick released the results of a series of tests made for major advertisers under Blair-Tv's "Test Market Plan." This is a market research service, designed to bring new advertising into television and directed by the Blair research vice president, Ward Dorrell. TMP enables new advertisers to test television impact, sales effectiveness, copy formats, etc., at no cost other than the normal charge for the media used. The research costs are paid by the Blair stations in the markets tested.

Blair-Tv officials estimate that more than $500,000 worth of advertising already has been tested through TMP. To date, advertisers have used 22 of the 26 Blair-Tv stations in conducting 44 tests, of which 32 have now been completed.

In releasing results of those tests which the advertisers no longer insisted upon keeping in the confidential file, Mr. Shurick said:

"The important thing is that television, spot or network, sells merchandise—and it moves the goods off the shelves faster, in larger quantities and more efficiently than any other advertising medium. The Blair-Tv represented stations during the past year have proved this on the basis of monitoring the singing of cash registers instead of doorbells for a blue-ribbon list of the country's most astute advertisers [Editor's Note: See list on page 34].

"What would happen if one applied the same technique of Miles Wallach to newspapers? First, it would be discovered that copies of newspapers are sometimes purchased but never read. In the largest, mass buying markets where commuting is a necessary evil, hundreds of papers are read by the man of the house and left on the train, never to reach the eyes of Mrs. Housewife who is responsible for most of the purchases in the home. And even when she does see the paper, 'noting' and 'read most' figures long since have shown that the odds are she missed reading a particular advertisement.

"Does this mean that newspaper advertising is ineffective? Of course not. The comparative studies conducted to date through Blair-Tv and its represented stations by in-



STATION REP SHURICK



RESEARCHER WALLACH

Edward P. Shurick, executive vice president of Blair-Tv, last week released results of television sales power tests to counter charges that television is overrated. The charges, based on in-home, personal interviewing, will be made today to the ANA annual meeting by Miles A. Wallach, of M. A. Wallach Research Inc. Mr. Wallach says advertisers may want to review the validity of cost-per-thousand figures computed on the basis of existing ratings.

THE SELLING IMPACT OF TV

dependent research organizations do give dramatic proof that television is decidedly more effective than other advertising media on an equal dollar investment basis.

"I would be the last one to say that research has not contributed greatly to making television (and radio, for that matter) more scientific than other media. We know more about public response, whether it's audience ratings or sales impact, than any of our contemporaries. In fact, we darn near research ourselves to death.

". . . The proof of the pudding to hard-headed businessmen is that television sells and it sells more effectively than other advertising media."

Researchers among the networks and elsewhere were wary about analyzing Mr. Wallach's observations until they can see the documentation he offers to ANA, but in general they did assert that:

• The question of attentiveness is not new; it has been raised before and presumably answered to the satisfaction of advertisers and agencies.

• Nobody claims that 100% of the audience gives 100% attention all the time. The important thing is television's ability to reach and sell audiences, and its superiority in this respect has been documented many times.

• A. C. Nielsen Co. research for CBS-TV showed that in daytime—when people would seem more apt to wander away from their sets—in 96.1% of the cases somebody was both viewing and listening when the set was on, and that one or more persons were at least listening, leaving 1.1% as the incidence of inattentiveness. This study was based on some 4,800 telephone interviews. (Mr. Wallach said that in one of his studies 1,298 doorbells rung produced 477 homes "tuned in" but that nobody was in the tv room in 6% of these cases.)

• An American Research Bureau study, involving almost 60,000 coincidental telephone calls, produced similar results: for nighttime—the day-part that Mr. Wallach surveyed—96% of the sets in use were being "attentively viewed."

• A study by NBC, based on personal interviews with housewives in 14 cities, showed that in homes tuned to daytime network shows the housewife herself was watching in 91% of the cases. This did not include cases where the viewing was being done by family members other than the housewife.

• In in-home interviews, such as those employed by Mr. Wallach, the arrival of the interviewer can change the in-home viewing situation. Viewers not dressed to receive guests, for example, may flee at the sound of the doorbell.

• Despite the protests of a number of ratings organizations, the board of directors of the tripartite Advertising Research Foundation—made up of advertisers, agencies and media—has approved recommendations that "exposure to a broadcast should be measured in terms of set tuning," rather than in terms of "attending sets" or actual "listening or viewing."

The surveys on which Mr. Wallach bases his report to ANA were sponsored by Ford Motor Co., Chrysler Corp., Revlon and *Reader's Digest*. In conjunction with George Abrams of Revlon, chairman of the ANA Radio-Tv Committee, he had tested the in-home technique in Syracuse last spring, at which time the format was proposed as a new ratings service. Mr. Wallach now says that the service is not intended to compete with existing ratings organizations but rather is offered as an additional service to "take over where nose-counting leaves off."

Below are a dozen of the case histories released by Blair-Tv from its files of studies made under the Test Market Plan which its represented stations sponsor.

HOW TELEVISION BOOSTS SALES CURVES

In the past year some $500,000 worth of advertising for 44 products has been tested through Blair-Tv's Test Market Plan. The plan is designed to bring new advertisers into tv by showing what tv actually does as a sales medium. The tests are researched at the expense of stations represented by Blair-Tv.

Here are results achieved for 12 of the 44 products, released last week by Blair-Tv with the agreement of the advertisers. Other results have been kept in confidence by the advertisers for competitive reasons.

B. F. Goodrich • The advertiser used three Florida markets to test effectiveness of its "Smileage" copy theme—tv in Tampa, radio in Orlando and newspapers in West Palm Beach. The same expenditure was made in each. Interviews were then held with 500 male car-owners, with these results:

Remembrance of any Goodrich tire advertising: 75.6% in Tampa (where tv was used), 51.7% in Orlando (radio), 50.6% in West Palm Beach (newspapers). Remembrance of individual traits of the product: 18 in Tampa, 15 in Orlando, 12 in West Palm Beach. Identification of the "Smileage" copy line: 9.3% in Tampa, 6.2% in Orlando, 4.7% in West Palm Beach.

Niagara Starch • The Pulse interviewed 500 housewives before and after a spot tv campaign in New Orleans. It found Niagara the best known starch in the market both before and after the campaign, but brand awareness jumped from 58.4% to 76%. The second and third products in the market in terms of brand awareness respectively (1) dropped from 49.2% to 42% and (2) held fairly steady with 48.8% against 48.2%.

Frenchette Salad Dressing • The test in this case was between radio in Los Angeles and television in Dallas-Ft. Worth, again using interviews with 500 housewives both before and after. Before, in Los Angeles, Frenchette was in 4.4% of homes and in fourth place in the market; after, it was in 5% of homes, still in fourth place. In Dallas-Ft. Worth, Frenchette also started out in 4.4% of homes (third place), but after the tv drive had moved up to 10% and second place. In Los Angeles new users of the product increased from 9% to 12%, while in Dallas-Ft. Worth they increased from 9% to 32%. In brand awareness, Frenchette started in seventh place in Los Angeles, ended tied for seventh; in Dallas-Ft. Worth, it began seventh and ended second. After the radio push 13 housewives in Los Angeles mentioned hearing the radio commercials; 91 remembered the tv commercials in Dallas-Ft. Worth.

Sunoco • Male car-owners were interviewed after two spot tv campaigns in Columbus, Ohio (one after two weeks, the other after 15 weeks). After the first, 43.6% could identify Blue Sunoco as the "custom-blended" gasoline; after the second, 58.8% identified it. The brand, first in awareness in both interview periods, rose from 68.4% in the first to 73.2% in the second. Television was credited as source of information about the product by 24.6% after the first drive, by 35.2% after the second.

Tri-Nut Margarine • In interviews before and after an introductory tv campaign in Pittsburgh, Tri-Nut spiraled from four mentions out of 1,557 responses to 203 out of 1,969. When consumers were asked what margarine they had purchased most recently, Tri-Nut received one mention before the tv drive, 38 after it (Brand A's respective mentions: 99 and 63; Brand B's: 43 and 60; Brand C's: 42 and 50). When asked which margarine they remembered being advertised, 198 named Tri-Nut, 137 Brand A, 116 Brand B and 109 Brand C.

Laxium Laxative • Another tv vs. radio test was conducted for this Block Drug product, using New Orleans and Atlanta respectively. Brand awareness in the tv market increased from 10% to 33%; in the radio market it held steady at 20% (the radio "before" survey came after four weeks of advertising; the tv "before" after eight days). After the New Orleans tv drive 2% of respondents had purchased the product; in Atlanta, less than 1%. All but 3% of the New Orleans respondents who knew of the product credited tv as their source.

Ben-Gay • A different type of result was shown after a tv test in Providence, R. I. (using New Haven, Conn., as a non-tv control market). In this case the product was already well-known in its field, and no significant differences in brand awareness were noted after the tv drive (55% in Providence, 52.4% in New Haven), nor was there much difference when respondents were asked which brand they would use (first place in both markets, 34.6% in Providence, 34.8% in New Haven). The payoff came when they were asked if they had bought Ben-Gay within the preceding month: in the tv market, 40%; in the non-tv market, 20%. To Blair-Tv, this indicated that although no new users were sold, tv did move Ben-Gay off the shelves.

Although tv had not been used in New Haven, 28% of the people there men-

tioned having seen the Ben-Gay commercials. In Providence, 47% had seen them. These totals were both far ahead of other media mentions; spot radio (receiving most of the Ben-Gay advertising budget) was mentioned by 6.6% in New Haven and 3% in Providence.

DuPont Textile Fibers • Again the before and after technique was used, this time to measure spot tv's effectiveness in increasing sales of soft goods and to intensify department store cooperation. One-week campaigns were run in Chicago, Cleveland, Cincinnati, New Orleans and Los Angeles, with Columbus, Ohio, used as a non-tv control market. The "before" interviews were in May, the "afters" in June. In all markets except Columbus more people had purchased dacron-cotton clothes after the test than before. Familiarity with the advertising also increased, and more people had seen the messages on tv than in any other medium. The number of respondents who related purchase of dacron-cotton clothing to seeing the advertising increased in all the tv markets except New Orleans (no significant change), whereas the Columbus market showed a decrease.

Tussy Products • Two new products—Liquid Pearl and Medicare—were the objects of tv tests in Dallas-Ft. Worth (7 weeks) and Cleveland (11 weeks). In both markets more people had heard of the products after the campaigns than before. More had used them, too, and in Cleveland they were the only cosmetics to move up in usage.

Welchade • This was another Tampa, Fla., tv test, with interviews before and after a 15-week spot campaign. The results included an 87% rise in brand identification (88 of 588 respondents before, 141 of 500 after—from third to first place in the market); an 80% rise in brand awareness (220 of 500 before, 285 of 359 after); a 37% increase in sales (146 of 308 before, 201 of 426 after), and a 41% increase in repurchases (112 of 146 before, 158 of 201 after).

Karo Syrup • This Corn Products Refining Co. product was tested in Portland, Ore., for 12 weeks. Interview results showed awareness up from 30% to 57.2%, and from third to second place among syrups in the market. Additionally, the Karo Brand was first on the list of recently purchased syrups. Before tv, 46% of respondents had used the product; after, 72%.

Stella D'Oro • A 13-week tv spot test in Detroit produced these results for the firm's food products: identification up from 33 to 139 respondents; purchasers up from 9 to 42; respondents who had seen the tv advertising, up from 27 to 108.

The 44 products which have been tested in the Blair-Tv Test Market Plan include such categories as soap, toothpaste, nasal spray, chemicals, home permanents, margarine, soft drinks, tires, salad dressing, dog food, paper products, foods, cosmetics, gasoline, detergents, cake mixes, headache remedies and textiles.

HARBINGER OF A HAPPY NEW YEAR: NATIONAL AD BUDGETS TO EXPAND

- **ANA study reports 'substantial increase' in '59 allocations**
- **West to give findings to convention in Hot Springs today**

A "substantial increase" in advertising expenditures is being planned by leading national advertisers for 1959, Paul B. West, president of the Assn. of National Advertisers, announced in a report being released today (Nov. 10).

Among the companies planning increases, ANA said, the average boost for 1959 is 11% over 1958.

Release of the report, based on an extensive survey of ANA members, coincided with the opening of ANA's 49th annual fall meeting at the Homestead, Hot Springs, Va. Some 550 to 600 advertisers, plus the wives of 100 to 150 of them, were expected to form a capacity attendance for the three-day meeting.

Mr. West said the ANA study showed that "the pace-setters in many industries maintained or even increased their expenditures in 1958" and that of those who cut back during the 1958 recession, "many of them have already restored those cuts and are increasing appropriations for 1959." He drew the following conclusions from the survey:

"[1] Top management is showing increasing recognition of the power of advertising to cushion the effects of the recession on sales and profits.

"[2] The experience of companies which are the leaders in their fields proves that sustaining a substantial investment in well-planned advertising in bad times as well as good is the best insurance for securing and maintaining the upward trend of sales and profits on an expanding scale.

The study was based on questionnaires returned by 331 companies representing 33 different industry classifications and spending collectively more than a billion dollars a year for advertising. Ten of the 33 industry groups were described as showing "a strong upward trend," 15 as indicating upward trends among a majority of their companies, and eight as showing no consistent trend for either 1958 or 1959.

The 10 showing "a strong upward trend" were listed as soaps and detergents, clothing, confections, cosmetics, drugs, food, industrial machinery, farm machinery, transportation and home furnishings.

ANA offered this analysis for companies reporting changes for 1958, plans for 1959 and what those plans represent in terms of 1957 spending:

[1] Of 134 companies reporting expenditures up in 1958, 132 offered estimates for 1959. Of these, 89 companies (67%) said they will increase advertising again, 29 (22%) will maintain the 1958 level and 14 (11%) plan to cut back (but seven of these will still be spending at a rate above their 1957 levels).

[2] Of 90 companies which spent the same in 1959 as in 1957 and also revealed their plans for 1959, 41 (45%) will spend more in 1959; 44 (49%) will hold to their 1957-58 levels and 5 (6%) will cut back in 1959.

[3] Of 104 companies which cut back in 1958, 101 revealed 1959 plans: 64 said they will increase, 31 will maintain 1959 level, and 6 will cut back.

[4] Of the 64 companies which cut back in 1958 but plan to increase their advertising in 1959, 60 reported percentages: 30 companies (50%) will go above their 1957 level, 16 (27%) will equal the 1957 level and 14 (23%) will still be at a rate below 1957.

In a further breakdown 54 manufacturers of consumer durable goods reported on their 1958 spending. Of these, 28 expect to spend more in 1959 (27 of the 54 had cut back in 1958).

Industrial goods manufacturers: Of 56 reporting for 1958, 25 said they had cut back; of 57 reporting for 1959, 41 said they would increase.

Manufacturers whose products are a combination of both consumer and industrial goods: Of 85 reporting for 1958, 31 said they had spent less. Of 83 reporting for 1959, 47 plan to increase.

Consumer non-durables: Of 104 reporting for 1958, 19 had spent less and 55 had increased. Of 106 reporting for 1959, 65 plan increases.

ANA said its returns covered 77 advertisers who spend from $5 million to $15 million or more on advertising per year, and that 44 (57%) of these reported spending more for advertising and promotion in 1958

CONTINUED *page 38*

REASONS WHY AD BUDGETS ARE GROWING



MR. WEST

- Top management sees advertising as a cushion for recession.
- In fact, many of the advertisers who cut back during the 1958 recession have already restored the funds and, in some instances, budgeted heavier.
- Leading companies find advertising in both bad and good times as best insurance for sales and profits.

HOW BOOMING DISCOUNTER USES TV

Its dazzling sales record: $13.5 million jump in one year

In the short span of 12 months a suburban appliance shop has become the fifth largest department store in Pittsburgh, the nation's No. 8 metropolitan market.

This merchandising miracle has been achieved by the largest hard-goods television user in the area, the firm of Kelly & Cohen. The store is attracting national attention, not only because of the vaudeville joke connotations of its name but also because of its dramatic departures from conventional store techniques.

Kelly & Cohen is stirring trade interest, too, because of the effective way it uses broadcast media to develop the fastest-growing customer list in Western Pennsylvania.

A year ago Kelly & Cohen operated a single discount appliance shop on Brookline Blvd. in suburban Pittsburgh. The store was grossing around $2½ million a year, about tops for appliance stores in the metropolitan area.

Right now Kelly & Cohen is operating two discount department stores in outlying residential areas, Monroeville and Natrona Heights, plus the original store.

The three stores will wind up 1958 with $16 million in sales, despite a business recession in this industrial market —a $13.5 million or 640% increase in a year.

Here are the basic elements of the Kelly & Cohen formula:

- Guaranteed lowest prices in the area.
- A sales policy based on friendly and trained salesmen.
- Satisfied customers who know the stores stand behind everything they sell and who will come back again.
- Attention-getting promotions.
- A close contact with its agency, Marc & Co., permits major promotions to be set up in a two-day period.
- The biggest television budget of any Pittsburgh appliance retailer.
- Radio support behind special promotions.
- Customer-fetching tv and radio commercials.
- A total advertising budget estimated at $250,000 a year.

Traffic is heavy at all Kelly & Cohen stores, especially over weekends. Last Nov. 1, a Saturday, over 8,000 people passed a check-point in the Monroeville store. They wandered up and down the main aisles—650 ft. long, two city blocks —from the supermarket at the east end to the big appliance department at the west end. They wandered, looked, asked questions and most of them bought merchandise.

Next year two more department stores will be built in the South Hills and Beaver Falls areas.

This retailing enterprise didn't develop by accident, though the original Brookline appliance store was started in 1953 as a sideline by four partners who had other occupations at the time.

They made an important discovery at their new shop as they started breaking sacred retail traditions. They discovered that the $300 they timorously spent for a single announcement on KDKA-TV produced a surprising number of customers who had heard about Kelly & Cohen on ch. 2. These customers bought at least $6,000 worth of appliances. It was a lesson Kelly & Cohen never forgot.

"We wouldn't be here today if it weren't for television," Mel Landow, vice president and advertising manager, said over a cup of coffee as he took a break from relentless telephones and callers. He added:

"Television is our greatest pull. We get a 20-to-1 response from our tv commercials—$20 in appliance sales for every $1 spent for time plus indirect goodwill and sales in other departments."

That first commercial back in 1953 was in tune with the firm's adopted title as Sterling Yates, of KDKA-TV, impersonated "Kevin Kelly" in a thick Irish brogue.

Why the name Kelly & Cohen?

"We figured it was a good gimmick," Mr. Landow said.

The cast of characters in this Kelly & Cohen merchandising drama comprises four equal partners:

"Mr. Kelly"—Al Kirby, Irish Catholic, store manager.

"Mr. &"—Frank Pizzuto, Italian Catholic, president and appliance buyer.

"Mr. Cohen"—Mel Landow, Jewish, advertising vp.

And Nate Tabor, Jewish, general manager.

When they opened the Brookline shop Mr. Pizzuto had a collection business, Mr. Landow was a salesman, Mr. Kirby was with Sears and Mr. Tabor, a CPA, had an accounting firm. All but Mr. Pizzuto are in their 30s; he is in his 40s.

They found a 3,000-square-foot room in Brookline and stocked it with appliances, spending spare time and evenings on the floor until business started to boom.

A basic decision still governs the business—sell it 15% under any other store's price and stand behind all merchandise.

The Lure of Tv

Tv's traffic pull was a pleasant surprise as it quickly produced appliance sales on a 20-to-1 ratio. Every customer was asked—and still is asked—what brought him in to look at appliances. Tv outpulled newspaper advertising, this checkup showed.

And then came a flashy promotion that had all Western Pennsylvania talking —a free automobile with each appliance sale.

K&C bought 100 six-year-old autos wholesale, with warranty they needed no major repairs, were in good running condition and had new state inspection stickers. The first 100 buyers of appliances at manufacturer's list price got the pick of cars on the lot, took test drives, signed a waiver protecting the store, and drove away.

Two similar promotions have been staged, the most recent last spring.

There have been all-night appliance sales, moonlight sales, train-load sales at the Pennsylvania Railroad's freight yards, bonus sales, gift sales and continuous discount sales.

If a customer can buy anything cheaper anywhere else, Kelly & Cohen will refund the difference in cash as soon as



Here's a corner of the huge appliance department of a Kelly & Cohen department store in suburban Pittsburgh. Largest appliance outlet in the area, Kelly & Cohen stocks $100,000 worth of owned stoves, tv sets, refrigerators, washers and dryers on the floors of its three stores and has another $400,000 stock in warehouses. A high percentage of appliance customers say they came in because of television.

the price is verified. This promise is printed on the sales slip. Then Kelly & Cohen will reduce its own price on the item. This happens about once every week or two despite an extensive comparison shopping service.

Latest promotion is a free clothes dryer with each appliance sale. The appliance is sold at the manufacturer's list price and the customer gets the dryer as a bonus.

Kelly & Cohen is often called the biggest entity in the Pittsburgh appliance business. Recently it was the second largest Norge dealer in the United States and figures some day to be the first. Most of the major brands are stocked in the $100,000 appliance floor inventory which Kelly & Cohen owns outright and about four times that inventory is warehoused. This volume permits efficient purchasing.

A checkup by a BROADCASTING reporter at the Monroeville store at 3:15 p.m. Nov. 3 showed that 11 appliance sales had been made since the store opened at noon. Seven of the 11 sales slips totaling roughly $3,000 stated specifically that the customer had come in response to television commercials.

Salesmen Like Tv

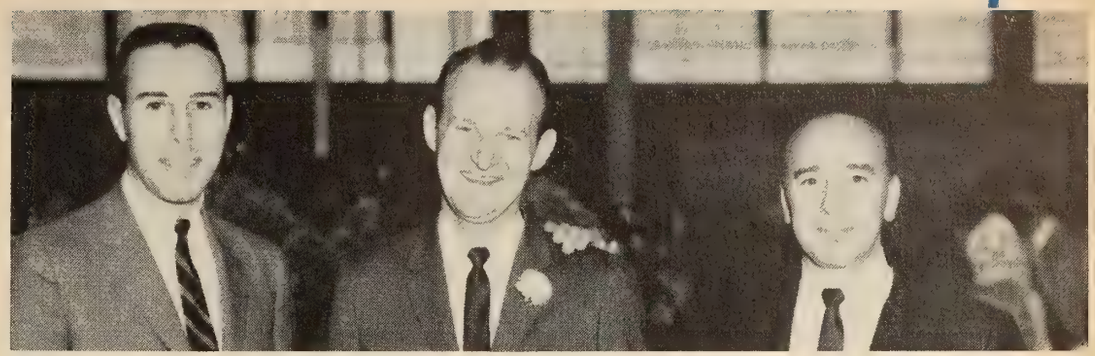
Mr. Landow asked the six appliance salesmen, "What advertising medium is most effective in attracting customers?" Five of the six promptly said television; the sixth liked television but preferred newspapers.

Appliances, said Mr. Landow, are the "lifeblood" of Kelly & Cohen. They produce at least 25% of the department store sales, probably totaling around $4 million for calendar year 1958. This is far over the entire Kelly & Cohen gross sales in 1957.

The Monroeville store, a year old, and the Natrona Heights store, opened last August, follow department store custom by including many leased departments. Appliances will always be owned by Kelly & Cohen, partly for sentimental reasons. Last Nov. 2, a Sunday, President Pizzuto dropped into the Monroeville store for an off-day looksee. Sunday is as lively as Saturday at the stores. He left two hours later after personally writing over $1,000 in appliance sales, happy that he hasn't lost the old selling touch.

Kelly & Cohen is a carefully administered enterprise. The four owners hold a board meeting every Wednesday. Thanks to Mr. Tabor's strict accounting procedure, they know the previous week's cash position to the penny, how much profit they made for the week, how it compared with other weeks, how sales compared to the target figure and the specific inventory. A close relationship is maintained with every leased department and lessees conform to all Kelly & Cohen rules.

Of the estimated $250,000 advertising budget, 40% is allocated to television, 10% to radio and 50% to newspapers. Practically all of the tv budget goes to "big-ticket" appliance items, with radio joining tv in promoting the special sales. The drygoods, groceries, shoes and countless other items sold by a department store are promoted in newspaper advertising where they can be listed in large numbers. This, of course, is in contrast to the single message used for tv spots.



Kelly & Cohen (out of order): Three of the four partners in Pittsburgh's booming discount house say they changed their names to form their firm's title. Al Kirby (center) is the "Kelly"; Mel Landow (l) is the "Cohen." Frank Pizzuto (r) made the most dramatic name change; he's the "&." The fourth partner, Nate Tabor, is as active as the others in the business but not in the coined name.

As largest hard-goods buyer of tv time in Western Pennsylvania, Mr. Landow said, "We know tv pays because we have a cost analysis of every appliance sale. And the indirect benefits from tv are often more important than the direct sales." The firm spent $1,400 on radio in three days to back up a recent sale.

While Kelly & Cohen features frequent promotions, the sales level is amazingly constant throughout the year, a trait the owners ascribe to their bottom-price policy, consistent advertising, customer goodwill and word-of-mouth promotion by satisfied customers. Salesmen —and don't ever call them "clerks" if the owners are around—are carefully trained in the merchandise they sell. The appliance department is at one end to minimize noise from wandering traffic since stoves, washers, tv sets, dryers and refrigerators are not impulse items and customers like a little privacy while they ponder a purchase.

Jack Goldsmith, partner in Marc & Co., Pittsburgh agency handling the Kelly & Cohen broadcast advertising, said the stores use KDKA-TV as their basic outlet, plus spots on WIIC (TV) and WTAE (TV)

Customers flock into the Kelly & Cohen stores, and so do retailers. An incognito guest at Monroeville Nov. 3 was a well-known Johnstown, Pa., merchant who seemed to be enjoying himself hugely. The Monroeville store is near Pittsburgh's famed "Miracle Mile," one of the nation's largest suburban shopping centers, located on U. S. Route 28. Kelly & Cohen recently installed a $12,000 traffic light to allow left turns off the highway. The building, a completely rebuilt farm market, is on a nine-acre site with plenty of room for parking and seven entrances. Outside it's barn-like; inside a buyer's Shangri-La—there's even a game room for the kiddies.

The 650-foot-long interior view is practically uninterrupted. "Everywhere you turn you get a buying impulse and there aren't any stairs, elevators or escalators," Mr. Landow observed.

Customers often ask for Mr. Kelly and Mr. Cohen. They like the personal relationship and often send fan mail and appliance inquiries. Business comes from a 100-mile radius. "We send out a half-dozen truckloads of appliances every day, up to 100 miles in all directions," Mr. Landow said. "We know nearly all of these outlying customers are brought in by television.

When Borg-Warner introduced its new Dispensomat washer, Graybar Electric Co., the distributor, asked Kelly & Cohen for ideas. It took some convincing but the distributor agreed to put all its promotion money in television. The result was dramatic—two weeks of tv spots made a hot item out of the Dispensomat, which lists at $419.95. Kelly & Cohen took a carload, sold them, and ordered two more carloads. Graybar sold more Dispensomats to one dealer than it had expected to sell in the whole area.

"We have a captive audience for one minute on television," Mr. Landow said. "Every second is precious. We tell our story on news, sports and weather periods."

He added significantly, "The more money we spend on advertising the more money we make." Over 50% of appliance sales are for cash—unusually high for this merchandise.

With addition of two department stores, and two more due next year, Kelly & Cohen is in a business-creating cycle. The advertising emphasis will be shifted to goodwill, prestige, and merchandise-guaranteed approaches at a later date but these aspects are already featured by salesmen.

CONTINUED *from page 35*

and 1957. Of 118 reporting from the $1 million to $5 million group, 47 (40%) increased their budgets in 1958, while of 129 advertisers spending up to $1 million and who answered the survey, 42 (33%) said their 1958 advertising outlay was greater in 1958 than 1957.

The study was to be released at the outset of ANA's annual fall meeting, which this year will be based on the theme: "Creating More Sales and Profits in a World of Change Through Creative Research, Marketing and Advertising."

One highlight is expected to be a radio-tv session at which advertisers will be told that in-home studies have shown that viewing is not what the rating services show it to be—that advertisers don't get all they think they do when they sponsor television shows [ADVERTISERS & AGENCIES, Nov. 3; also see page 33]. This word is slated to come from Miles Wallach of M. A. Wallach Research Inc. and his new TPI Inc.

Other speakers at this session, one of four workshops to be held concurrently today (Nov. 10), include George Abrams of Revlon, chairman of the ANA radio-tv committee (and associated with Mr. Wallach in the launching of the TPI survey technique), on "What's Ahead in Radio-Tv?"; and Howard Eaton of Lever Bros., who is slated to discuss labor problems in broadcasting as they affect advertisers.

A presentation on videotape and its future importance, to be conducted by Howard Meighan of Videotape Productions of New York Inc. (also see page 68), is being rescheduled as a separate session, rather than as part of the radio-tv workshop, in order that more advertisers may attend.

The fall meeting will open with a survey of "The Changing Economic Climate" by Dr. Lawrence C. Lockley of the U. of Southern California, and a presentation of "What Is Happening in the Marketplace and How Better Planning Can Turn Failure into Success," by J. O. Peckham, executive vice president of A. C. Nielsen Co. These will be followed by the four concurrent workshops and a feature presentation by Horace W. Barry of Nestle Co. on current practices in pre-testing and evaluating promotional materials.

A Tuesday morning session on creativity will feature talks by Alfred Politz of Alfred Politz Research Inc.; E. W. Ebel of General Foods, and Louis N. Brockway of Young & Rubicam. This will be followed by a business meeting for election of officers and directors and a report by Ralph Winslow of Koppers Co. on "The Advertising State of the Nation."

The Tuesday afternoon session will hear J. Davis Danforth of BBDO, board chairman of American Assn. of Advertising Agencies, on "the agency viewpoint" on the question: "Getting the Best Advertising—at the Most Economical Cost—Through Improved Agency Relations." An off-the-record discussion of "New Developments in Agency Relations" will follow Mr. Danforth's speech.

A dramatized presentation of "What Makes for Successful Advertising Today" is scheduled for Wednesday morning, with the fall meeting winding up after a luncheon at which Secretary of the Army Wilbur Brucker is slated to discuss the defense program and its impact on the national economy. The annual fall banquet will be held Tuesday evening.

MOGUL MERGES WITH LW&S JAN. 1

- **Consolidated firm expects to top $20 million billing**
- **Another $1 million account anticipated by agency**

Another agency merger was announced last Thursday (Nov. 6) as Emil Mogul Co., New York—a powerhouse in radio-tv with over 75% of its billings in broadcasting—united with Lewin, Williams & Saylor Inc., New York-Newark-London. The merger becomes effective Jan. 1 as does the new corporate name of Mogul, Lewin, Williams & Saylor Inc.

A. W. Lewin, LW&S board chairman, assumes a similar post with MLW&S; Mr. Mogul retains the post of president and chief executive officer of the merged firm and former LW&S President Sidney Matthew Weiss becomes executive vice president.

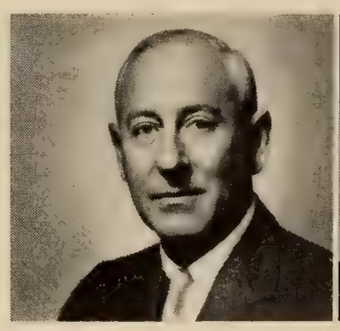
With Mogul's 1958 billing presently estimated at $11 million and Lewin, Williams & Saylor's at $7 million, the new combination expects to top $20 million in 1959. (The Mogul agency last week was expected to gain a new $1 million account, but Mr. Mogul declined to name it "until the ink is dry on the contract.")

Mr. Mogul explained that this merger was not born of economic necessity on the part of either agency. He indicated that the present "inadequacies" inherent in the straight 15% agency compensation system "have led us to the conclusion that we can make more money together." (This position is typical of Mr. Mogul. He has consistently advocated new methods of agency compensation and did so again Oct. 20 before the New York chapter of Alpha Delta Sigma, national advertising society [ADVERTISERS & AGENCIES, Nov. 3.])

Both agencies will profit from the merger, Mr. Mogul went on. The new firm boasts a widely-diversified client roster—covering foods, drugs, cosmetics, fashions, fabrics, banking, industrial, houseware appliances and publishing. LW&S gains a strong broadcast department and Mogul—which has confined its activities to one office in New York now will have operational bases in New Jersey and in Europe.

Via a reciprocal servicing arrangement between LW&S and Dudley Turner & Vincent Ltd., London, the new agency now will be able to service European clients in this country. The merger also puts Mogul into direct mail advertising via LW&S' absorption a few years ago of the Kaplan agency of Newark, N. J. (Alvin H. Kaplan, heretofore president of LW&S' Kaplan Div., becomes senior vice president of the new combine).

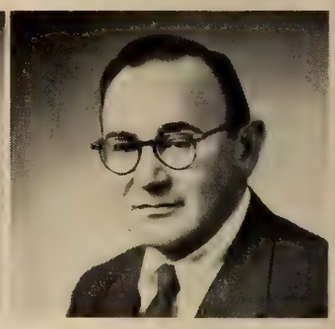
Added to the client roster built up by Mogul and including broadcast-buying Revlon Inc. (cosmetics, shoe polishes), Ronzoni Macaroni Co., Park & Tilford Distilling Corp. (Tintex dyes, liquors), Rayco Mfg. Co. (auto accessories) are the following LW&S clients: First National City Bank of New York (though BBDO places the radio-tv compaigns), and these spot clients: Burgess Vibrocrafters Inc. (tools, appliances), Wamsutta Mills, Cambridge U. Press, Forstner Inc. (men's jewelry) and also La Tausca Sperry Inc. ("Pearls by Deltah") which uses NBC Radio.



MR. LEWIN



MR. MOGUL



MR. WEISS

Large as LW&S' client list may be, its radio-tv activity was described by an agency official as "slight." It was estimated by Mr. Weiss that radio-tv accounts for no more than $1.05 million. Still uncertain was whether all 35 clients would move along with 55 employes to the Mogul offices at 625 Madison Ave. The reason: former senior vice president Julian P. Brodie recently left LW&S for Lawrence C. Gumbinner Adv., taking with him the Gray Mfg. Co. account, and it is understood other accounts formerly with LW&S and under Mr. Brodie's direct supervision might follow.

LW&S was founded in 1921 as Williams & Saylor by the late Ralph W. Williams. It merged with A. W. Lewin Co. in 1951, and subsequently absorbed Green & Brodie and the Kaplan firm. Mr. Mogul opened shop in 1940 with a staff of four (three of whom are still with the agency) and $200,000 billing. Two of the original accounts—Barney's Clothes which "broke in" on WNEW New York with the famous "calling all men to Barney's" and Rayco are still with the agency.

Headquarters of the new agency will be 625 Madison Ave., New York (telephone: Templeton 8-7100), with branches at Raymond-Commerce Bldg., Newark 2 (Mitchell 3-3200) and 19 Buckingham St., London.

W-I-T-H

HAS TWICE AS MANY ADVERTISERS AS ANY OTHER RADIO STATION IN BALTIMORE!

And the reasons are easy to see:

1

W-I-T-H gives you lowest rates and lowest cost per thousand listeners 24 hours a day!

2

W-I-T-H gives you complete coverage where it counts—the compact, rich *Baltimore* market!

3

W-I-T-H gives you powerful merchandising "pluses" to push your product at point of sale!

Buy W-I-T-H and you buy Baltimore best!

Tom Tinsley, Pres.
R. C. Embry, Vice Pres.

Natl. Reps.: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast



ONE SPOT

ONE TIME!

2,170 REPLIES!

That's the capsule case history of WJBK Radio's Tom Clay and his recent watch offer test on his "Jack the Bellboy Show." Tom offered his nighttime audience five watches to the first five listeners who correctly timed down to the exact second the new recording of "How Time Flies." This offer was made only **once**, and from that one announcement came 2,170 replies! This test is proof that Detroit **is listening**—and responding—to WJBK Radio and that it is solid number ONE across the board at night. It is also another illustration that Storer Radio sells with the **impact of integrity.**

Represented by the KATZ AGENCY, INC.

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN DETROIT

Storer Radio

STORER BROADCASTING COMPANY

WJBK Detroit **WJW** Cleveland **WSPD** Toledo **WIBG** Philadelphia **WAGA** Atlanta **WWVA** Wheeling **WGBS** Miami

AGENCIES OR MORTUARIES?

Benton & Bowles' McDermott blames his own kind for the high mortality rate of network television shows



Advertising agencies were chided last week for the high mortality rate of network television shows.

The scolding was administered by one of the agencies' own, Tom McDermott, vice president in charge of television programming at Benton & Bowles. Mr. McDermott has been with the agency for 16 years and before that time was a director and producer in legitimate theatre and radio.

How high the mortality rate? "Less than half of the shows on tv [networks] are holdovers from last season in the same time slots," according to Mr. McDermott. On the basis of a programming log made up by the agency, Mr. McDermott predicts that approximately half of the current nighttime network television shows "will die" and will not broadcast in the next tv season.

Mr. McDermott's comments are partly based on a program chart prepared by Benton & Bowles, logging by half-hours the period between 7:30 and 11 p.m. for each of the networks. It reveals more than half of the nighttime programs now on the air are replacements for shows which failed to survive last season (35%), or are old shows moved to new time periods in attempts to put the shows over (19%).

He laid the blame for the mortality rate on the agencies' doorstep because of what he believes is their inability both (1) to choose programs with strength and (2) to keep the shows strong.

Mr. McDermott acknowledges most agencies "at least try to select a strong show" but, he notes, they "pay little or no attention to the need for bolstering and maintaining public acceptance of the program."

Here is the count of hours per network for each night of the week as well as the Monday-Friday daytime schedules, taken from B&B's classification of programs into those established in the same periods, those established but in new time periods as well as shows which are entirely new to the schedule. Hours between 7:30 and 11 p.m. not accounted for in established or new programming are station option time. The log is as of Oct. 2.

Monday: ABC-TV—1 hour established and in same time period, 1½ hours of new shows, 1 hour to be announced; CBS-TV—½ hour established in same time period, 1 hour established but in new time and 2 hours new; NBC-TV—1½ hours established in same periods, ½ hour established but in new period, 1 hour of new programming and ½ hour station option (10:30-11 p.m.).

Tuesday: ABC-TV—1½ hours established in same time and 2 hours new programming; CBS-TV—½ hour established in same time, 1 hour established but new time periods, 1½ hours new programming and ½ hour station option (7:30-8 p.m.); NBC-TV—2 hours established in same time, ½ hour established but in new period, ½ hour of new programming and ½ hour station option (10:30-11 p.m.).

Wednesday: ABC-TV—1 hour established in same period, 1½ hours established but in new period and 1 hour of new programming; CBS-TV—2 hours established in same time, 1 hour of new programming and ½ hour station option (7:30-8 p.m.); NBC-TV—1½ hours established in same time, ½ hour established but in new time, 1 hour in new time and ½ hour station option (10:30).

Thursday: ABC-TV—1½ hours established in same time, ½ hour established but in new time and 1½ hours of new programming; CBS-TV—1½ hours established in same period, 1½ hours established but in new time and ½ hour of new programming; NBC-TV—½ hour established in same time, 2 hours established but in new time and 1 hour new programming.

Friday: ABC-TV—½ hour established in same time, 1½ hours established but in new time and 1½ hours of new programming; CBS-TV—2½ hours established in same time, ½ hour established but in new period and ½ hour of new programming; NBC-TV—2 hours established in same time and 1½ hours of new programming.

Saturday: ABC-TV—2½ hours established in same time, ½ hour new show and ½ hour station option (10:30); CBS-TV—2½ hours established in same periods, ½ hour of new programming and ½ hour station option (10:30); NBC-TV—1½ hours established in same time and 2 hours of new programming.

Sunday: ABC-TV—1 hour established in same time, ½ hour established but in new period, 1½ hours of new programming and ½ hour station option (10:30); CBS-TV—3 hours established and in same period and ½ hour established but in new period; NBC-TV—2½ hours established in same time, ½ hour of new programming and ½ hour station option (10:30).

Totals in hours for the nighttime network schedule (as of Oct. 2): ABC-TV—9 hours established and in same time periods, 4 hours established but in new time periods, 9½ hours of new programming, 1 hour to be announced and 1 hour station option time. CBS-TV—12½ hours established and in same time, 4½ hours established but in new time slots, 6 hours of new programming and 1½ hours station option. NBC-TV—11½ hours established and in same time periods, 3½ hours established but in new time, 7½ hours of new programming and 2 hours station option time.

In the daytime (Monday-Friday) schedule: ABC-TV has 1½ hours of established programming in the same time periods and now has added a new block of programming (Operation Daybreak). CBS-TV—3 hours 45 minutes established programming in the same periods, 45 minutes of new programming and ½ hour of station option. NBC-TV—1½ hours of established programming in the same period, ½ hour of established programming but in a new period, 2 hours of new programming and 1 hour of station option.

For the guidance of B&B executives as well as for clients, Benton & Bowles also spells out tv cost data for network tv programs, estimating that an average half-hour nighttime program in 1959 will cost $92,000 for time and talent [full details, ADVERTISERS & AGENCIES, Nov. 3], or an increase of about $5,000 over what is figured to be the average cost of a nighttime network tv show in 1958.

While taking a dim view of most agency tv show development, Mr. McDermott specifically points to Benton & Bowles' record:

"At Benton & Bowles we have put a great deal of work toward developing shows with staying power. We think we've been successful. For example, several of the shows we supervise for our clients are proven performers with records of longevity—shows we've had from their inception."

He explains that *Loretta Young* (NBC-TV) is in its sixth season (Procter & Gamble is sponsor); *Zane Grey* (CBS-TV) is in its third season (sponsored by General Foods and S. C. Johnson) and *December Bride* (CBS-TV) is now in the fifth season (sponsored by General Foods).

Mr. McDermott says "this kind of programming performance pays off in efficiency," noting that every one of B&B's "last-season shows" delivered messages at a cost "substantially lower than the average nighttime half-hour." Last season, he observes, the agency was able to put on tv shows for clients at a lower cost-per-thousand than any other major agency.

"We have achieved this record of performance," he maintains, "because we make advertising men out of showmen, instead of trying to make showmen out of ad men.

"We maintain the largest staff of experienced producer-directors of any agency in the world. We do so because we believe it is just as important to *keep* our shows vigorous and effective as it is to pick the right shows in the first place."

Let Our Big Lynnhaven



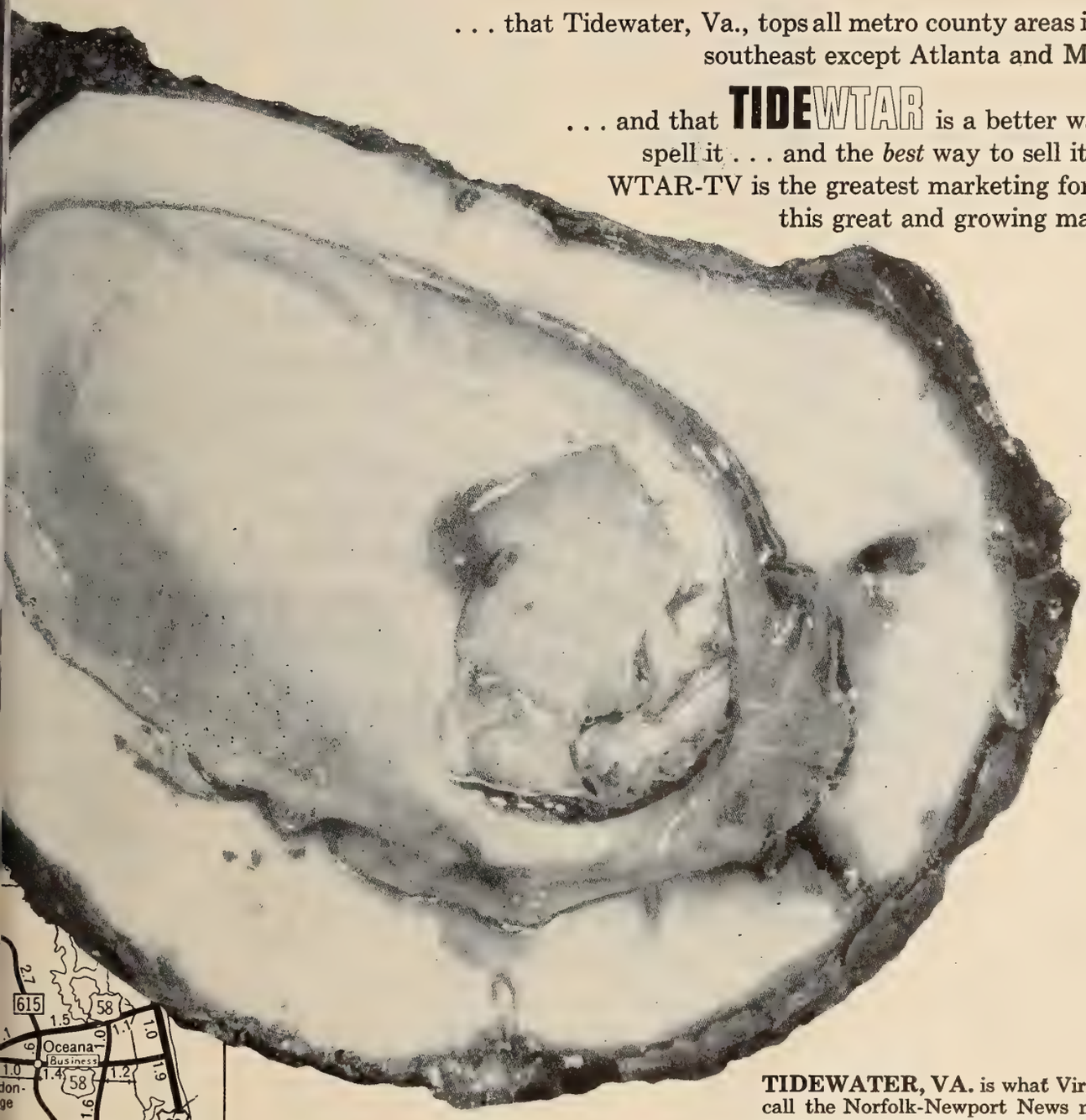
LYNNHAVEN OYSTERS

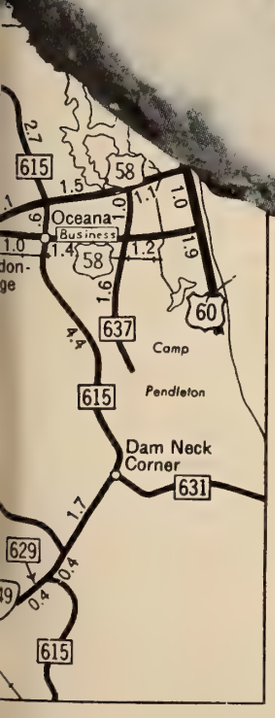
These famous, large and succulent oysters are highly esteemed by epicures all over the U. S. They are relatively scarce; if you are lucky enough to see them on the menu, order them! And remember you can make this part of the world your oyster by using WTAR-TV.

Oysters Remind You:

. . . that Tidewater, Va., tops all metro county areas in the southeast except Atlanta and Miami.

. . . and that **TIDEWTAR** is a better way to spell it . . . and the *best* way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market.





TIDEWATER, VA. is what Virginians call the Norfolk-Newport News market. Listing by the Government as separate metro county areas obscures true size. Actually, this is one continuous urban area . . . larger than Louisville in population, and richer than Richmond plus Roanoke plus Lynchburg in retail sales!

CBS TELEVISION

WTAR-TV CHANNEL 3 • NORFOLK

Greatest Marketing Force in Virginia's Greatest Market

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer

Represented by Edward Petry & Company, Inc.

TV COMMERCIAL TILL FILLING UP IN WEST

- **Reaches 30% of U. S. total**
- **Admen gauge coast influence**

Last year, the nation's advertising agencies spent about $50 million for the production of tv commercials for clients, with more than $30 million being spent by the top 10 agencies, John Cole, west coast director of film production for Sullivan, Stauffer, Colwell & Bayles, reported Monday (Nov. 3). About 60% of the total was spent in Hollywood, he said, contrasting that situation with the one ten years ago, when Hollywood got only about 5% of the $10 million spent for tv commercials.

Mr. Cole made the contrast in introducing a panel discussion of "The Expanding Circle of Influence of Hollywood as the Center of Tv Commercial Production" at a meeting of the Hollywood Ad Club. He attributed the move to Hollywood to: the swing from live to film commercials, the increasing importance of Hollywood as a point of program origination, the entrance of the major motion picture companies into the tv commercial field, the demand for star-spoken commercials and, particularly, the craftsmanship available in Hollywood, where the technical crew members employed on a one-minute commercial will have an average of 20-30 years of motion picture experience.

Barney Carr, president, Cascade Pictures of California, reviewed the progress of producer-agency relationships from the early days when producers felt that tv was only another form of motion picture and wanted to be given a storyboard and left alone to make a film, with no appreciation of the advertiser's needs or wishes, and the agencies felt tv was merely an extension of radio, with copy all-important but little appreciation of the visual approach. Producers have learned something about advertising; agencies have learned something about production and advertisers have learned that sometimes changes have to be made in already-approved copy to achieve the proper blend of words and pictures, he said, resulting in a successful marriage of creative thinking and practical knowledge which was essential for development of the best tv commercials.

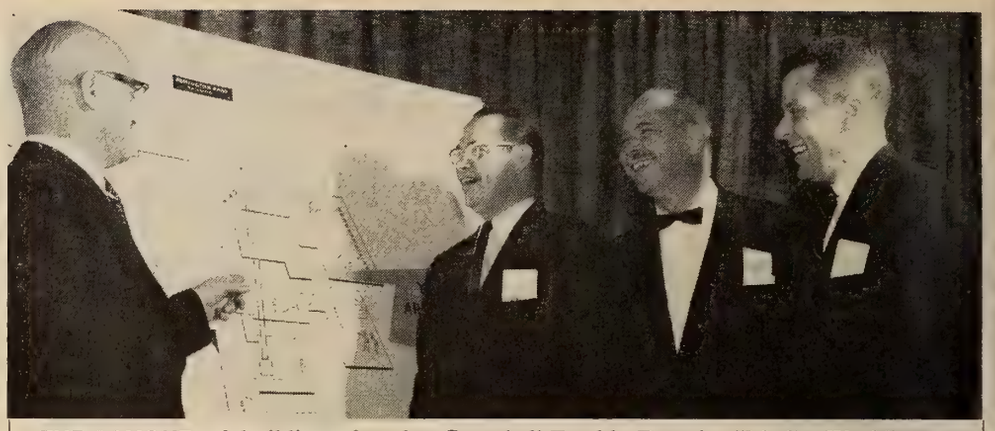
Al Tennyson, vice president in charge of radio-tv and commercial production of Kenyon & Eckhardt, noted that his move from New York to Los Angeles in July, with no change in title, was proof of his agency's conviction that Hollywood is the best location for its tv commercial production headquarters. Quality of production and competitive prices offered by Hollywood commercial producers were main factors in bringing about his move, he said, predicting that other agencies will follow K&E in moving their commercial production headquarters to the West Coast.

In introducing Joanne Jordan as probably the best known tv saleswoman on the West Coast, Mr. Cole commented that five years ago he had scoured talent agencies, casting directors and other sources and with great difficulty had lined up 15 young women for consideration as tv saleswomen for Lifebuoy soap. Recently, with no trouble at all, he got 40 eligible prospects for a similar job.

Miss Jordan noted that while agency men always want "the average housewife" for their commercials, their ideas of what that term means have changed radically. Seven or eight years ago, she recalled, they picked girls in their early 20's who were more nearly the average showgirl than hausfrau. Today they select more believable types, usually in their 30's and often over 40, she said. Storyboards are better, costumes more appropriate and scripts much more natural than they were in the early days of tv commercials, making the commercials easier for the actress to deliver and for the public to believe, she commented. In live commercials, she said, the greatest improvement has come from the introduction of the TelePrompTer.

Roland Beaudry, vice president of Collyer Adv. Ltd., Montreal, and a former member of the Canadian Parliament, in Hollywood making tv commercials in French, reported that many of Hollywood's best commercials for the U. S. or English-speaking Canada become "expensive turkeys" in French-speaking Canada, where living habits and social customs are as different as the language. His agency, he said, serves as adviser to U. S. advertisers and agencies on their French-Canadian advertising in addition to normal agency functions for its own clients.

Ed Cashman, Foote, Cone & Belding vice president for radio-tv in Hollywood, was chairman of the day at the HAC's semi-monthly luncheon meeting at Hollywood's Roosevelt Hotel.



THE LAYOUT of buildings for the Campbell-Ewald, Detroit, "Media Week" promotion is described by Carl Georgi, C-E vice president-media director, for (l to r) Edwin K. Wheeler, general manager of WWJ-AM-TV; John Pival, vice president of WXYZ-TV, and Hal Neal, vice president of WXYZ, all Detroit. The promotion, designed to demonstrate each C-E department, attracted about 500 media visitors.

Liquor Ads on Air Inevitable, According to Nuyens Executive

Radio advertising of Nuyens vodka and cordials is being carried out in good taste on radio and other media, Sheldon Levine, merchandising director of Nuyens, said Nov. 4 in an open letter to the liquor industry. Nuyens beverages are being promoted on WCRB Waltham, Mass., by Federal Liquors Ltd., Boston [LEAD STORY, Oct. 27].

"An entire new medium has been opened for the liquor industry now that Nuyens vodka and cordials are being advertised on WCRB," Mr. Levine said in the letter. "This year, the 25th anniversary of repeal, has been a momentous year in the liquor industry. The big change has been the new approaches to selling and the new marketing concepts advanced by advertising and merchandising people in relation to the new generation of consumers.

"Nuyens feels that in this modern era it can no longer keep its head buried in the sand. A careful and exhaustive study has been carried out by Federal Liquors for its Nuyens line. A two-year survey took place involving consumers and members of the broadcasting and liquor industries. As members of the latter, we paid special attention to the potential impact that the explosive subject matter would have on all segments involved as well as on our own public relations. The step into radio was inevitable."

Mr. Levine cited a statement from Rep. Emanuel Celler (D-N. Y.), chairman of the Judiciary Committee, "I congratulate Nuyens vodka for being the trail blazer—the first to advertise hard liquor on radio or television. I have been endeavoring ever since prohibition to have the liquor industry drop its inferiority complex and realize that it is a legitimate business."

Nahas, Blumberg Join Kamin To Organize Houston Agency

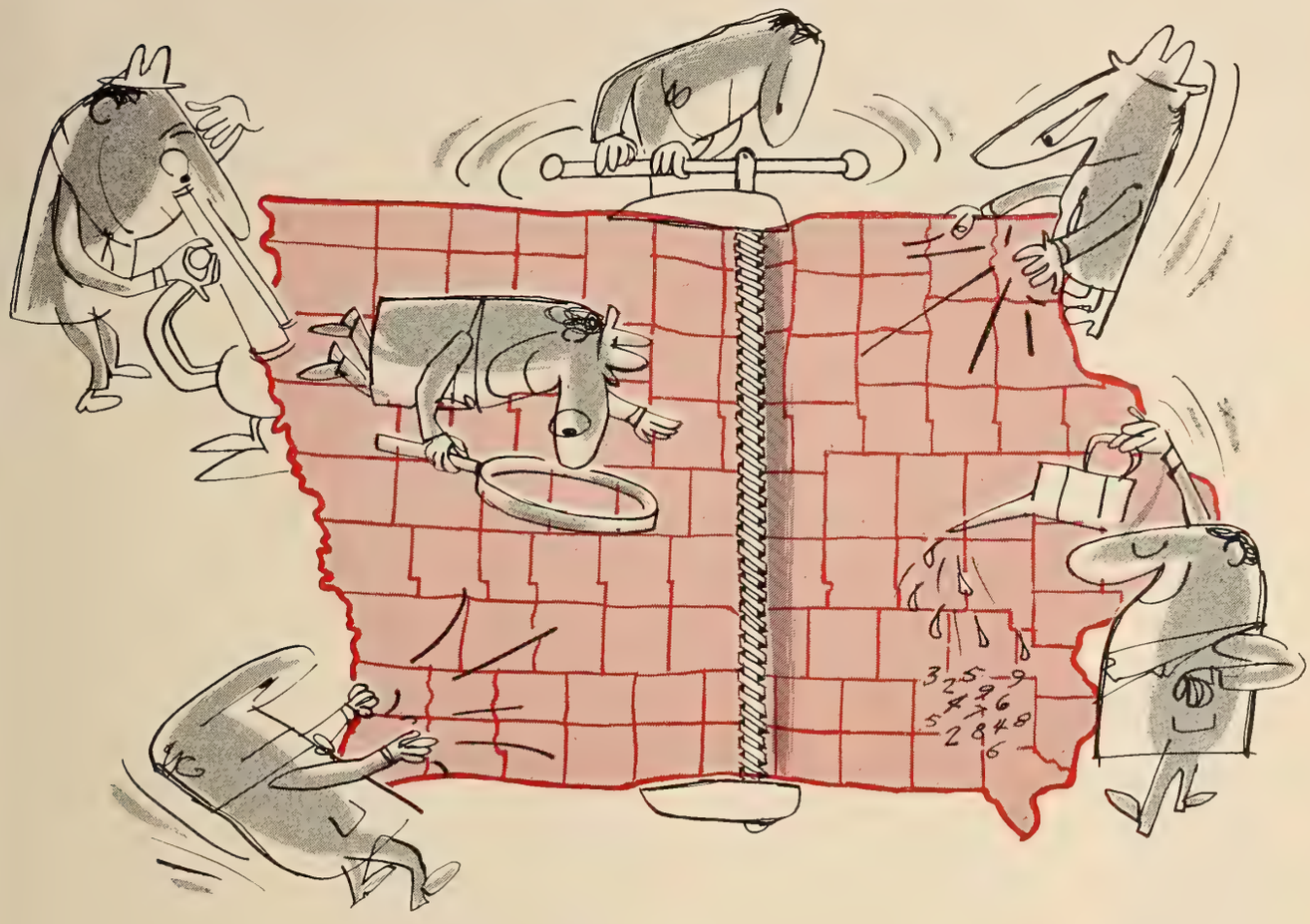
The Kamin Adv. Co., Houston, Tex., is expanding to become Kamin-Nahas-Blumberg Inc., the agency has announced.

The agency's president-plans board chairman Lester Kamin, who founded it in 1946, continues in that capacity. Fred Nahas, president of KXYZ Houston, is resigning to become K-N-B sales vice president. Third owner B. L. Blumberg, Kamin executive vice president for the past six years, becomes K-N-B operations-administration vice president.

In other appointments William Sims has been named art-production director, Diana Muth chief copy-writer and Billy Lazarus tv production director. Kamin-Nahas-Blumberg has film, recording and art studios and offices at 605 McGowen St.

Dept. of Amplification,

or a Statement About Understatement, or Shrinking Iowa, or Growing Iowa, or So Big is Iowa, or Who Watered Those Figures?



Our attention has been called to the Statistical Abstract of the U. S., which states unequivocally that the area of Iowa is 56,290 square miles.

We recently imputed to a fictitious character under depth analysis the statement that Iowa contained 56,280 square miles.

This set us off on an extensive half-hour research project which, now that it's completed, makes us think we should have ignored the whole thing, passing off the ten-mile difference as typical of the way we understate.

Our authority for the original statement was Webster's New Collegiate Dictionary. The American College Dictionary concurs. So does the Tour Book of the AAA. The Columbia Encyclopedia says 56,147. Webster's New International (Second Edition) says 56,147 *including inland water.* Turns out that all of our figures include inland water, variously quoted at 245 or 294 square miles.

Well, that's the way it goes. Iowa—real, honest-to-goodness down-to-earth-type Iowa—consists of something like 35,564,853 acres,* 34,045,000 of which are in farms. The authority for the first figure is the Iowa Development Commission; the second came from the Statistical Abstract of the U. S. (Bureau of the Census). What's more to the point: WMT-TV dominates three of Iowa's six largest cities and covers well over half of the tv families in Iowa.

WMT-TV

CBS Television for Eastern Iowa

Cedar Rapids-Waterloo

Represented Nationally by The Katz Agency, Inc.

Affiliated with WMT Radio, KWMT Fort Dodge.

* The Missouri River has a snaky way of changing course. What's Iowa today may be gone tomorrow. But not far. Or much.

ADULTS CHOOSE RADIO OVER TV MOST OF DAY, RAB REPORT SHOWS

Radio reaches more adults than television during two-thirds of the broadcast day (between 6 a.m. and 6 p.m.), according to a study released last Friday (Nov 7) by the Radio Advertising Bureau.

This conclusion emerged from an RAB-commissioned survey conducted by the Pulse Inc., New York, in 27 major markets. The results of the study are contained in a 12-page RAB report, "Adult Audience Patterns," which is being mailed to advertisers, agencies and RAB members.

The report stresses the importance to an advertiser of reaching the adult market, claiming that 93.6% of all food and grocery purchases are made by adults, and adding that "radio offers many advantages over television as an adult medium."

The booklet states that an hour-by-hour breakdown shows that the radio adult audience is larger than that of tv between 6 a.m. and 6 p.m. and the average quarter-hour adult radio audience during this period is "nearly twice as high." It also makes the point that day or night, more than 85 out of every 100 radio listeners are adults.

Though RAB did not release the complete hour-by-hour list, officials noted that at 8 a.m., radio has an adult audience of 8,138,000 as against 2,180,000 for tv, and at 4 p.m., radio has an adult audience of 6,439,000 as compared to 4,794,000 for tv.

He said that the number of adults reached by radio in an average hour between 7 a.m. and 6 p.m. is 6,506,000, while the comparable figure for tv is 3,550,000 (see chart).

RAB did not reveal the comparative radio and tv figures for nighttime, but officials said that by no means do they concede nighttime to tv. They said that radio, at television's highest point, has three times as many adults listening as television has adults viewing at radio's peak periods.

COMPARING ADULT AUDIENCES



The report points out that in the morning, less than 62 out of 100 tv viewers are adults; in the afternoon, about 59% of the tv viewers are adults and in the evening the figure rises to 76%. The report continues:

"About 69% of all adult tv viewing takes place after 6 p.m. while the radio adult audience is spread throughout the broadcast day . . . thus when the two broadcast media are compared, radio emerges as a medium that offers advertisers a commanding hold on adult audiences.

RAB officials said that the 27 markets surveyed for the report are those where radio and tv audiences are measured in identical areas by Pulse. They are said to cover a cross-section of major American cities which account for 41.5% of retail sales and in which more than 38% of all U. S. homes are located.

Role of Research Man Discussed by Marketers

Q: Should the agency research man be specialist or generalist?

A: It depends on where you want to work.

That was the upshot of last week's workshop meeting of the American Marketing Assn. of New York, which heard three Foote, Cone & Belding research executives describe "How We Create a Better Advertising Program From Market Research." The three: Paul Gerhold and Cornelius DuBois, research vice presidents, and Thomas McKiernan, manager of research.

The meeting's focus shifted to the question of the researcher's role after three other agency executives—William Weilbacher of Dancer-Fitzgerald-Sample, Ben Gedalecia of BBDO and Richard Lessler of Grey Adv.—rebutted the FC&B position. FC&B's position was that the research role should be integrated as closely as possible with media and other functions of the agency, and that the researcher himself should be brought close to decision-making areas. The score: one for, two against.

It was Mr. McKiernan's description of how his research department operated, and what kind of men it wanted to hire, that sparked the controversy. He outlined a situation in which research and media people work in the same offices on the same problems, each working in complementary roles. Left alone, Mr. McKiernan stated, the media man tends to drift into ruts of habit, unaware of current marketing situations. Similarly, he said, a researcher on his own tends to retire into a statistical ivory tower. Together they form an effective unit.

Mr. McKiernan further described the FC&B research man as covering the waterfront of research problems, familiar with all but not a working specialist at any one. The result, he said, is a man who becomes actively involved and partisan to the client's problem.

Not so at D-F-S, said Mr. Weilbacher. That agency does not regard its research department as the "repository of all knowledge," but as a group of individual specialists who can provide necessary information to other agency areas which need it. It's a problem-oriented operation at D-F-S, he said.

Mr. Gedalecia, who noted he had worked in research capacities for the government, for a network and for an agency, said the research man is "the same animal everywhere." He felt the researcher's role had grown to sufficient stature that he should be given independent recognition as a specialist, and not be required to be "almost-copy writer or almost-something else" as well as researcher. While recognizing the need for some of the "togetherness" described in the FC&B operation be held out for a degree of "apartness" in the research function.

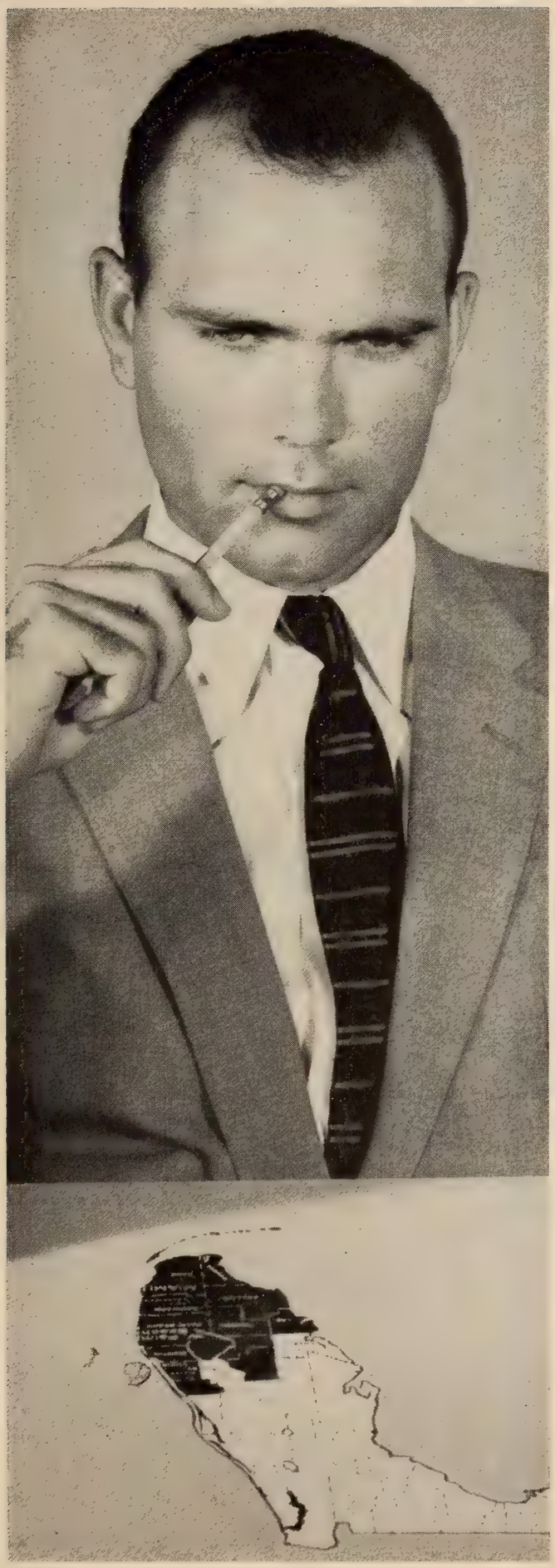
The staunchest supporter for the FC&B concept was Mr. Lessler of Grey, who said it was unrealistic to cut the research man off from other agency operations. His remarks were not all in favor, however; referring to the elaborate marketing research plans prepared by FC&B for its clients, he said this technique often substitutes form for substance, and that there often is neither time nor need for elaborate "dictionary" research manuals on client problems. The research job as he saw it is to supply fodder to the marketing strategists, and to attack the principal problem of a particular client.

RTES Announces Speaker List For Timebuying Seminar Lunches

Radio-tv will be explored in 17 different sessions of the Radio & Television Executives Society's Timebuying & Selling Seminar that starts Nov. 18 and ends next March 24. The luncheon meetings will be held at the Lexington Hotel in New York. Dates, speakers and general subject matter:

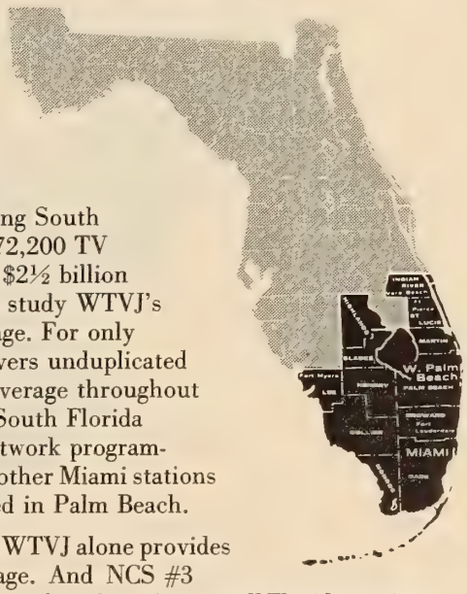
Nov. 18, Emil Mogul of Emil Mogul Co. on how he looks at the media; Nov. 25, a network president (yet to be announced) on same subject; Dec. 2, Hal Miller of Benton & Bowles and John Sheehan of Television Bureau of Advertising on use of Nielsen Coverage Study No. 3; Dec. 9, Adam Young of Adam Young Inc. on ratings; Dec. 16, Gene Accas of Grey Adv. and Mitchell Wolfson of WTVJ (TV) Miami on "hypoed" ratings; Jan. 6, Newman F. McEvoy of Cunningham & Walsh on media-marketing; Jan. 13, I. L. Eskenasy, Lestoil Inc., and Joseph Scheideler of Bryan Houston on saturation tv and radio.

Jan. 20, Dr. Seymour Banks of Leo Burnett and Michael J. Donovan of Benton & Bowles on all-media buying; Jan. 27, Norman (Pete) Cash of TvB on the tv audience; Feb. 3, A. W. Dannenbaum Jr., Westinghouse Broadcasting Co., on two types of radio; Feb. 10, George Armstrong of WHB Kansas City (Storz stations) and Lee Rich of Benton & Bowles on local vs. national rates; Feb. 17, Frank Silvernail, consultant, and Lloyd Griffin of Peters, Griffin, Woodward on the representative's knowledge; Feb. 24, Alexander Cantwell, BBDO, and Howard Meighan of Videotape Productions



STUDY

WTVJ's TOTAL* COVERAGE



When buying South Florida's 372,200 TV homes and $2½ billion retail sales, study WTVJ's *total* coverage. For only WTVJ delivers unduplicated network coverage throughout the entire South Florida market. Network programming of all other Miami stations is duplicated in Palm Beach.

That's why WTVJ alone provides *total* coverage. And NCS #3 shows this startling fact: Among *all* Florida stations, WTVJ is *first* in monthly and weekly coverage, and *first* in daytime and nighttime circulation, weekly and daily! Ask your PGW colonel for the compelling WTVJ story today!

Data from Television Magazine, Sept., 1958, and Sales Management's Survey of Buying Power, 1958

WTVJ MIAMI

CBS CHANNEL 4

Represented by: Peters, Griffin, Woodward, Inc.

** Dictionary defines TOTAL as "whole, amount, complete, entire."*

THIS IS



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

MR. SELLDEEPLY

"My product is different", says Mr. Selldeeply. "Its uses and advantages must be explained in great detail."

Spot Television soon showed him, however, that repetition is the best teacher, the best way to make different things seem familiar—and desirable.

In Spot Television you can repeat your product's "points of difference" day-after-day and night-after-night . . . or you can pack them all into a program of your own. In short, you can sell *your* way in Spot Television.

We'd like to send you a copy of "A LOCAL AFFAIR" which will show you how many ways Spot Television can sell your product.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.



WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST			
WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

on tv tape's significance; March 3, Klavan & Finch (personalities on WNEW New York) and Cordic & Co. (KDKA Pittsburgh) on personality selling; March 10, Hal Davis of Grey Adv. and Mex Buck of WRCA New York on merchandising-promotion in buying and selling; Gertrude Scanlan of BBDO and Richard O'Connell, representative, on streamlined rate cards, and March 24, Kevin Sweeney of RAB on the radio audience.

Latest ANPA Target: Tv Cost-Per-Thousand

Newspapers, through the Bureau of Advertising of the American Newspaper Publishers Assn., took another swipe at television last week. The spokesman was Dr. Howard Hadley, research vice president, addressing a media research discussion group of the American Marketing Assn. in New York.

His target was costs-per-thousand, and "facts and fantasies" in using them for media comparisons. Dr. Hadley's main contentions regarding tv: (1) media comparisons should be made on a basis of individuals rather than households; (2) c-p-m should be based on actual advertising exposures rather than opportunities for exposure; (3) beyond that, only persons who are prospects for the advertised product should be counted; (4) persons viewing the program should not be considered as also viewing the commercials, and (5) it is fallacious to divide the tv program c-p-m by commercial minutes to find cost-per-thousand-per-commercial unit.

Dr. Hadley concluded on a surprising note, stating that his research showed that "magazines, newspapers and television are remarkably close on costs." He did not elaborate.

Lestoil President Tells Admen Newspapers Not Flexible Enough

But for the lack of cooperation from New England newspaper publishers, most of Lestoil's $9 million ad budget might be in papers instead of tv, Jacob L. Barowsky, founder-president of Adell Chemical Co., (Lestoil detergent), Holyoke, Mass., told the Cleveland Advertising Club, Oct. 31.

"In our early experience with newspaper advertising," Mr. Barowsky said, "we found we were unable to get the coverage and saturation we needed on sufficiently economical terms. Our original distribution area covered approximately 35 miles from Holyoke, but the advertising manager of the daily newspaper in our area insisted on our paying full national rates. Since the lack of flexibility made it impossible for us to use newspapers, in 1954 [with a $10,000 ad budget] we decided to make one last attempt in advertising Lestoil to the consuming public—through the new medium of television."

Mr. Barowsky this year made a film "The House That Television Built," for Television Bureau of Advertising designed to show the value of spot tv. Adell Chemical Co. produces 8 million bottles of Lestoil a month. Its commercials are carried on 185 tv stations.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 24-Oct. 30. This is how they spent their time:

71.8%	(90,300,000) spent	1,769.8 million hours†	WATCHING TELEVISION
54.6%	(68,668,000) spent	943.6 million hours	LISTENING TO RADIO
83.1%	(104,512,000) spent	428.6 million hours	READING NEWSPAPERS
35.6%	(44,773,000) spent	184.2 million hours	READING MAGAZINES
26.0%	(32,699,000) spent	400.8 million hours	WATCHING MOVIES ON TV
21.4%	(26,942,000) spent	111.4 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

SO ENDS AN ERA OF CADILLAC GIVEWAYS

The epoch of the big money tv quiz closed last week as two major advertisers—Revlon and P. Lorillard—officially closed the books on Entertainment Productions Inc.'s *The $64,000 Question* on CBS-TV.

The show, which premiered in June 1955 and thereby inspired a number of super-jackpot tv quizzes (of which the late *Twenty-One* on NBC-TV became perhaps the most controversial), officially went off the air Sunday night Nov. 2. That night, the future of *Question* was still unsettled but subsequently advertiser indecision was resolved and the program scrapped.

Last Wednesday Revlon Advertising Vice President George J. Abrams and CBS-TV Executive Vice President Hubbell Robinson Jr. confirmed a general belief of many that ratings were at the root of Revlon's restlessness. Said Mr. Robinson: "Although the integrity of the first . . . big quiz show was not an issue in the replacement," the *Question* nevertheless became victim of "declining quiz show audiences."

Mr. Robinson's reference to "integrity" obviously was in connection with adverse publicity and a grand jury investigation into tv quizzes triggered by charges of "fix" late last summer by several former contestants of various big money programs. Coincident with plummeting *Question* ratings was the demise of such other quizzes as *Twenty One* and *Dotto*.

When it was apparent that Revlon and Lorillard wanted out, CBS-TV proposed Wolf Enterprises' *Keep Talking* as a substitute. *Talking* was a summer replacement on CBS-TV, Tuesdays, 8:30-9 p.m. Lorillard agreed but Revlon didn't, expressing instead an interest in the vacant alternate sponsorship of Ed Murrow's *Person to Person*, Fridays, 10:30-11 p.m., *(Person to Person* had expected to be sold entirely earlier this year via a Benton & Bowles order on behalf of Maxwell House, but the order evaporated and Lorillard was left as sole sponsor; with Revlon moving in, the cigarette and cosmetic advertisers once again will be re-united). Lorillard will keep the Sunday 10-10:30 p.m. slot and in it is running *Keep Talking* which features Carl Reiner, Audrey Meadows, Joey Bishop, Paul Winchell and Danny Dayton. CBS-TV officials say they have "a prospect" to share Lorillard's tab.

Revlon, in the first pangs of restlessness with *Question*, had informed NBC-TV it would like to join Lorillard as alternate-week sponsor of *Arthur Murray Party* on Tuesday nights should Pharmaceuticals Inc. decide against buying this program after Lorillard indicated a traditional tobacco manufacturer's reluctance to share a show with a drug advertiser [AT DEADLINE, Oct. 27]. But this roadblock was hurdled by Pharmaceuticals and Revlon backed off.

Meanwhile, Revlon last week confirmed the appointment of Leo Bogart, formerly of McCann-Erickson's research department, as market research director, a new post.

The $64,000 Question during its three-and-half year run gave away $2.1 million in cash prizes as well as 29 Cadillac "consolation prizes"—each auto estimated to cost over $5,000.

W&L Wins $25,000, Copy Rights From Schick in Suit Settlement

An award of $25,000 "in lieu of damages" has been made by Schick Inc. to Warwick & Legler Inc., New York, its former advertising agency. The sum was arrived at Oct. 31 after some six weeks of negotiations and terminates the year-old litigation between the Lancaster, Pa., shaver firm and its former service organization. The settlement ends a case which has important bearing on ownership rights in advertising ideas.

The suit arose out of the agency's claim

THE POINT WE'RE EXCLAIMING IS THIS:

"THE SWEET 65" IS POWER-LOADED!



"CANYON PASSAGE"
DANA ANDREWS
SUSAN HAYWARD

"BADLANDS OF DAKOTA"
ROBERT STACK
BRODERICK CRAWFORD
RICHARD DIX

"THE SPOILERS"
JOHN WAYNE
MARLENE DIETRICH
RANDOLPH SCOTT

"FIGHTING O'FLYNN"
DOUGLAS FAIRBANKS JR.
PATRICIA MEDINA

"CORONER CREEK"
RANDOLPH SCOTT
MARGUERITE CHAPMAN

"MR. DEEDS GOES TO TOWN"
GARY COOPER
JEAN ARTHUR

...and 59 othe big-star big-mone pictures lik
"RELENTLESS"
"BLACK ANGEL"
"SIN TOWN"

ALREADY SOLD IN 70 MARKETS

Contact: SCREEN GEMS, INC
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONT

that Schick and its new agency, Benton & Bowles, had appropriated a "cotton test" advertising idea that, W&L claimed, it devised when it still had the Schick account and which, it said, Schick rejected at the time. After the idea showed up in Benton & Bowles' prepared tv commercials (on NBC-Tv's *Dragnet*) and print ads (*Look* Magazine), W&L pressed for a permanent injunction that would forbid B&B to continue placement of this series. Earlier this year, the U. S. District Court in Philadelphia enjoined Schick from using the idea and determined the idea to be the property of W&L. This freed W&L to continue "discussions" with rival shaver firm Remington-Rand to which W&L had hoped to sell the idea, such a sale perhaps leading to the agency being appointed to work for R-R.

When the injunction was made permanent this past spring, Schick filed an appeal with the Court of Appeals in Philadelphia and at this point, settlement talks began between the two law firms representing plaintiff and defendant.

In New York last week, H. Paul Warwick, W&L president, said he was "happy to see the settlement of this case. We are in the advertising business, not in the business of litigation of lawsuits." He expressed "delight" that his ex-client had sought to settle, rather than to prolong the argument.

Bon Ami, W&G Settle Contract Breach Tiff

After a month of controversy, Weiss & Geller Inc. and its former client, Bon Ami Co., last week were about to settle their contract dispute. Terms: W&G will defrost the $56,000 worth of Bon Ami cash assets it had frozen at Manhattan's Chemical Corn Exchange Bank through a writ of attachment; Bon Ami will pay its former agency $40,000 upon receipt of its bank funds.

The only explanation was a joint statement Thursday afternoon by Max Tendrich, executive vice president-media director of W&G and Emil Morosini Jr., vice president-counsel of Bon Ami: "In the heat of legal proceedings . . . numerous statements were made that may have cast certain reflections upon the integrity and competence of both Weiss & Geller and Bon Ami. It is the purpose of this joint statement to correct these impressions, and dispel such reflections, if they exist, and to state unequivocally that a complete settlement of the case has been effected to the complete satisfaction of all parties concerned."

Neither plaintiff nor defendant would shed any more light on the settlement. Papers on file with the New York Supreme Court show that the two factions arbitrated and settled their dispute Oct. 30.

According to the agreement which has yet to be carried out, the sheriff of the County of New York will release—after first deducting "lawful fees poundage"—the $56,000 of Bon Ami funds. Weiss & Geller then is to receive a check for $40,000 with "a statement of confession of judgment" signed and executed by Bon Ami.

But officers of Bon Ami explained last week that this "statement" in no way means that Bon Ami admitted to W&G's original charges—that the advertiser had breached its agency contract. "This is merely a legal technicality," Bon Ami noted. The statement, it was explained, is held in escrow by W&G in the event that Bon Ami defaults on its $40,000 settlement. Upon payment, the "statement" is returned to Bon Ami, it was explained.

After the exchange of cash, the action is to be dropped without costs to either party or against the other, the court papers stated. Bon Ami, upon settlement, has agreed to drop its answer to W&G's original charges and also will scrap its counterclaim.

W&G, fired early in September by the peripatetic advertiser [ADVERTISERS & AGENCIES, Sept. 15], last month filed suit to demand restitution of $115,199.18 it claimed was due the agency on barter and straight advertising commissions past, present and future; at the same time W&G contacted radio-tv stations it had done business with on behalf of Bon Ami, put them on notice that W&G—not the newly-appointed agency of Cole, Fisher & Rogow—was the agency of record "until June 1959." Bon Ami counter claimed that W&G owed it $186,300-plus for recovery of commissions it said W&G did not justly earn, plus damages [ADVERTISERS & AGENCIES, Oct. 20].

Meanwhile, Bon Ami was continuing to "use up [its] barter commitments as fast as possible," adding paid time in its efforts to revive lagging sales. Bon Ami will co-sponsor the return to MBS of columnist Walter Winchell, it was announced last week. With the role of Cole, Fisher & Rogow Inc. as Bon Ami's new agency now beyond dispute, Bon Ami has ordered a minimum of 13 weeks on a Mutual lineup of 450 stations starting Sunday (Nov. 16), Bon Ami also is bolstering its barter campaign with radio-tv spots in some 60-70 markets.

Agency Year Ending on Up-beat Most Will Pay Christmas Bonus

An optimistic view for the future continues to mount within the ranks of the larger advertising agencies. Latest indications include BBDO President Charles H. Brower's memo of several days ago reassuring the agency's staff of a Christmas bonus this year, and Bryan Houston President William R. Hillenbrand announcing Thursday (Nov. 6) that the agency's entire staff also would receive a bonus this year and that the company will inaugurate a company-paid major medical insurance program to supplement Blue Cross, Blue Shield and group life insurance, all paid by the Houston agency.

Other previously reported signs pointing to a financial comeback among the agencies (though McCann-Erickson is skipping a Christmas bonus this year) were: Kenyon & Eckhardt restoring and making retroactive salary cuts effected for top-paid executives earlier in the year; Kudner announcing a maximum deposit to its profit-sharing plan and bonus to its employes, and Dancer-Fitzgerald-Sample approving a maximum company contribution to its employes profit-sharing plan.

Maxwell Ground Coffee Transferred to OB&M

General Foods Corp., a prestige and heavy broadcast foods advertiser, last week assigned Maxwell House vacuum packed ground coffee to Ogilvy, Benson & Mather, New York, which becomes GF's fourth agency.

The other agencies are Benton & Bowles (which gives up the ground coffee account but retains Instant Maxwell House), Young & Rubicam and Foote, Cone & Belding.

With the acquisition, Ogilvy, now billing in excess of an estimated $20 million a year, picks up an additional few million. GF keeps its ad budgeting close to the chest but estimates of the account range from a high $3.5-4 million to a low of $2 million per year.

Most of this brand's advertising goes to the broadcast media (network and spot). Its principal participation in network this season is *Zane Grey Theatre* on CBS-TV Thursday nights. In the first eight months alone of this year, GF spent nearly $800,000 as gross rates in network television on behalf of its ground coffee.

OB&M received the tidings Thursday (Nov. 6) afternoon, GF soon afterward releasing a terse statement announcing the appointment. Presumably the account servicing will be effective around Jan. 1, 1959, although GF would not specify the date.

Late in the summer, GF publicly announced its intention to appoint a fourth agency for "flexibility" in assignments made necessary by its developing a number of new products [AT DEADLINE, Aug. 18].


MR. EBEL

At that time, E. W. Ebel, GF's advertising vice president, said the search for a fourth agency had been narrowed to these qualifications: quality and scope of services, a New York area location and "consideration of the competitive situation."

Among OB&M's major broadcast accounts: Lever Bros.' Dove and Lucky Whip (both tv spot); Pepperidge Farm (radio spot); Armstrong Cork Co. (building products) (*Armstrong Circle Theatre* on CBS-TV with BBDO); Schweppes U. S. A. Ltd. (radio-tv spot); Philip Morris' Spud cigarettes (tv spot in summer season); Tetley Tea (heavy radio spot) and Helena Rubinstein (tv spot).

After Jan. 1, under the GF plan, Y&R turns over to FC&B, Calumet baking powder, D-Zeeta, Minute potatoes, and Walter Baker chocolate. These products alone represent nearly $3 million in billing. Y&R retains Jello, Birds Eye, Sanka, Swansdown, Postum and 18 other products. B&B is tabbed for "new coffee assignments" and two new products in the Gaines dog foods-biscuits line. B&B already handles the entire Post Cerals and Gaines lines as well as GF's institutional products division. The Instant

THANK YOU, TIME BUYERS!

WJAR-TV *is cock-of-the-walk in* PROVIDENCE!



WJAR-TV
is cock-of-the-walk in station coverage!



WJAR-TV
is cock-of-the-walk in news coverage!



WJAR-TV
is cock-of-the-walk in feature films!



WJAR-TV
is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC • ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

the new force in

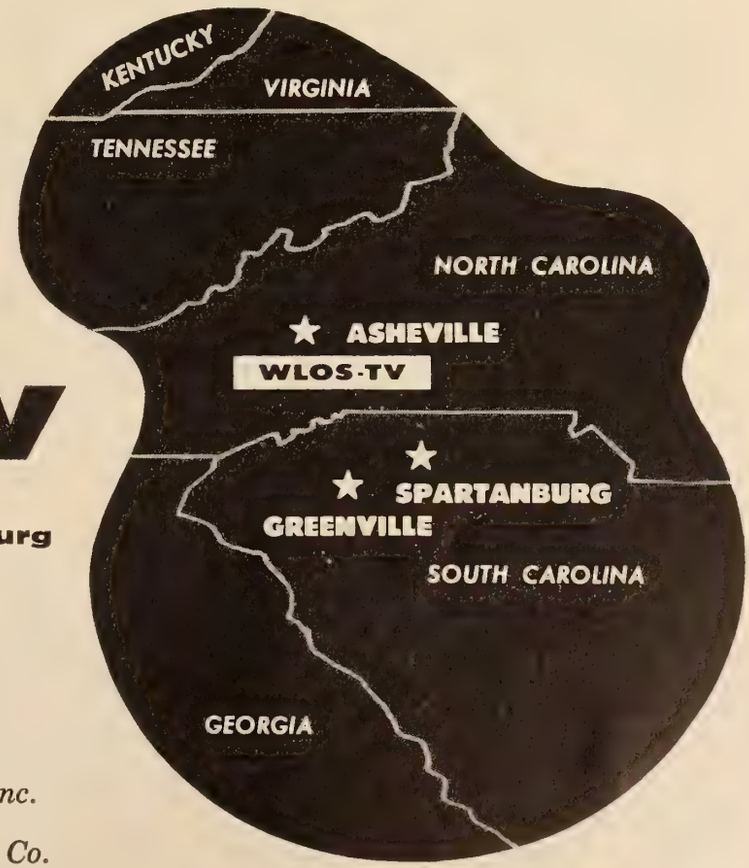


southeastern TV

You get the only unduplicated network coverage of the two billion dollar Asheville-Greenville-Spartanburg market when you buy WLOS-TV. And you get coverage of a vast market from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

To these formidable advantages, now add new management, new programming, new promotion. Use WLOS-TV—the new force in Southeastern TV!

425,360 TV HOMES
. . . in WLOS-TV's tremendous coverage area of 62 counties in six states! Consider this great market for your product . . . use WLOS-TV to sell it! *(Data from NCS #3)*



WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.

Southeastern Representative: James S. Ayers Co.

Maxwell House account, which B&B keeps, receives the largest chunk of GF ad money.

Last Oct. 15, David P. Crane, a vice president at Benton & Bowles, for years active in media, moved to Ogilvy as vice president and account supervisor. Mr. Crane at B&B was associated prominently with General Foods, but at the time of his switch, OB&M denied any connection with GF's known consideration of Ogilvy as its fourth agency. [AT DEADLINE, Oct. 6.] Another key figure at OB&M with former General Foods ties: Esty Stowell, executive vice president, who formerly was a top executive at Benton & Bowles. Among other agencies said to have been considered for the account: Sullivan, Stauffer, Colwell & Bayles; Kenyon & Eckhardt, and William Esty.

Senate Unit Asks Probe of GM; Says Auto Ads Keep Prices Up

A four-man Democratic majority of the Senate Antimonopoly Subcommittee last week asked the Justice Dept. to launch an investigation to determine whether court action should be taken to break up General Motors Corp. The four senators suggested among other things that cars would be cheaper if less money were spent by the automobile industry on advertising, styling and tooling for frequent model changes.

Sen. Everett Dirksen (R-Ill.) wrote a sharp dissent from the majority report on hearings held earlier this year. He labeled as "unwarranted effrontery" the majority's position that car prices could be reduced by reducing advertising expenditures.

Signing the majority report were Chairman Estes Kefauver (D-Tenn.) and Sens. Thomas C. Hennings Jr. (D-Mo.), Joseph C. O'Mahoney (D-Wyo.) and John A Carroll (D-Colo.) Sens. Alexander Wiley (R-Wis.) and William Langer (R-N. D.) filed separate views.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CAMERA CRUSADE • Bell & Howell, Chicago, for its new automatic "infallible" camera, will begin a pre-Christmas campaign Nov. 14 with co-sponsorship of four NBC-TV shows: *NBC News* (Mon.-Fri., 6:45-7 p.m.); *Cimarron City* (Sat., 9:30-10:30 p.m.); *Ellery Queen* (Fri., 8-9 p.m.); and *Dragnet* (Tues., 7:30-8 p.m.). McCann-Erickson, Chicago, B&H agency, is also placing tv spots in scattered markets, to supplement the network buy.

DRUGS FOR PAAR • Block Drug Co., Jersey City, N. J., a charter sponsor of NBC-TV's *The Jack Paar Show*, has renewed its participation campaign on the show effective in January. Renewal totals $800,000 in gross billings and calls for 103 participations. It was placed through Sullivan, Stauffer, Colwell & Bayles, N. Y.

TWO MORE CORRALLED • Beech-Nut Life Savers and Whitehall Labs Div. of American Home Products Corp., last week joined ABC-TV's Warner Bros.-produced trio of westerns on the Sunday night lineup. Advertisers signed for *Colt .45* (9-9:30 p.m. EST) through Young & Rubicam and Ted Bates, respectively. ABC-TV now starts off at 7:30 p.m. with *Maverick* (Kaiser and Drackett) followed by *Lawman* at 8:30 (R. J. Reynolds and General Mills) and *Colt .45*.

GILLETTE BOWLS ON NBC • Gillette Safety Razor Co., Boston, will sponsor men's finals of World Invitational Bowling Tournament from Chicago over NBC-TV and NBC Radio on Dec. 12 (10-11 p.m.). Tournament has been arranged by the Bowling Proprietors Assn. of Greater Chicago. Agency: Maxon Inc., St. Louis and New York.

PONTIAC PAGEANT • Earlier reports of Pontiac's sudden change of plans in sponsoring a network special next month [CLOSED CIRCUIT, Oct. 20] were confirmed Thursday by NBC-TV which announced the car maker had bought the Dec. 14 annual Christmas Pageant, Carlo Menotti's "Amahl and the Night Visitors" opera. Agency is MacManus, John & Adams, N. Y.

TIME AND AGAIN • U. S. Time Corp., N. Y., which tonight (Nov. 10) sponsors another *All Star Jazz Show* on CBS-TV (last was aired in April) has ordered third program on network. It will be seen Jan. 7 and likewise will be produced via Timex' agency, Doner & Peck Adv., N. Y.

CLEAN HAIR KIDDIES • John H. Breck Inc. (shampoo), Springfield, Mass., will sponsor re-runs of *Shirley Temple Storybook*, hour-long presentations of fairy tales and children's stories, on ABC-TV every third Monday (7:30-8:30 p.m.), starting Jan. 5. The 13 programs will complete their initial run shortly on NBC-TV. Agency: N. W. Ayer & Son, Philadelphia.

'Pre-Test' is New SSC&B Theme; $100,000 Facility Will be Used

A preview of Sullivan, Stauffer, Colwell & Bayles' newly-tailored tv pre-testing was given newsmen Thursday (Nov. 6) at the agency's new offices in New York at 575 Lexington Ave.

Revealed were plans for a $100,000 tv facility and the new "image" of the agency as one that pre-tests or pre-measures its advertising on the basis of sales.

The agency's "story" was presented by SSC&B President Brown Bolte. Also representing SSC&B: Raymond F. Sullivan, board chairman; John P. Cohane, vice president-treasurer; Clifford Spiller, senior vice president; vice presidents Ralph Smith, S. Heagan Bayles, Herbert A. Vitriol, George H. Frey (in charge of network operations), Richard D. Wylly (also creative director), Luther H. Wood and account executives Steve Blaschki and Lee Abbott.

The new tv approach is contained in SSC&B's developed technique in pre-testing commercials with consumers and actually base "on a sale." A film made via hidden camera during an actual test was shown but Mr. Bolte warned that the technique could not be made public because of competitive reasons. (Also explained was still another new variation of the testing technique.) He revealed also that SSC&B will follow a theme of "Pre-Measured Selling Power" which the agency is claiming to be "exclusive" with its shop.

The tv facility will include a fully-equipped television studio, including live and film cameras, Ampex videotape equipment, control room and a test kitchen which is actually part of the studio, and adjacent dressing rooms. SSC&B yearly billing is in the $42-45 million range compared to the $3.5 million it billed when it started more than 12 years ago [ADVERTISERS & AGENCIES, Sept. 22].

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Nov. 10-14, 17-19 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Nov. 10-14, 17-19 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Nov. 10, 17 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Nov. 10, 17 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Nov. 11 (8-9 p.m.) *Eddie Fisher Show*, RCA through K&E and Liggett & Myers through McCann-Erickson.

Nov. 12, 19 (8:30-9 p.m.) *The Price Is Right*, Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Nov. 12, 19 (9-9:30 p.m.) *Kraft Music Hall*, Kraft Foods through J. Walter Thompson Co.

Nov. 13 (9:30-10 p.m.) *Ford Show*, Ford through J. Walter Thompson Co.

Nov. 13 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Nov. 14 (8-9 p.m.) *Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

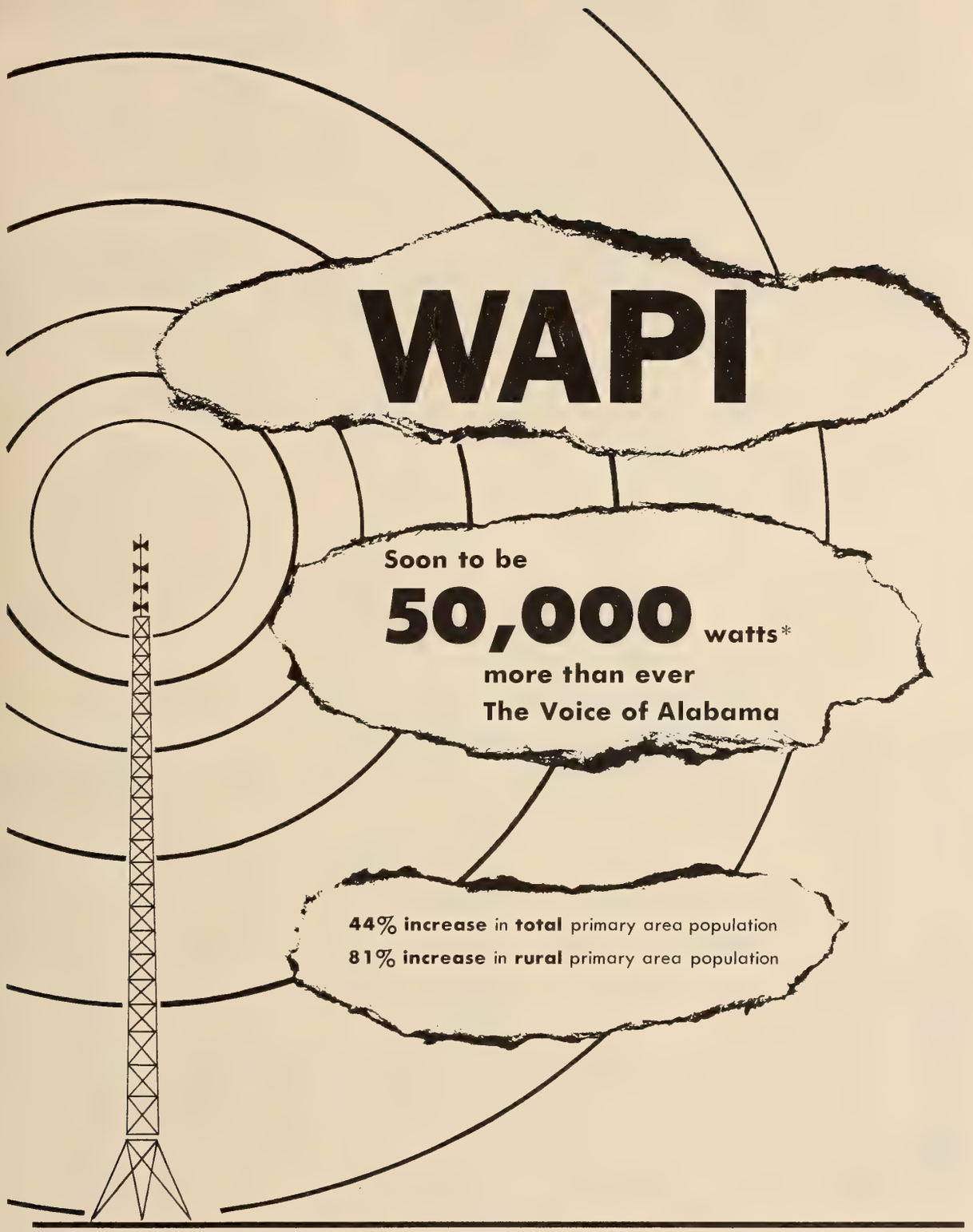
Nov. 15 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Nov. 16 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Nov. 16 (8-9 p.m.) *Steve Allen Show*, DuPont through BBDO, Polaroid through Doyle Dane Bernbach, Timex through Peck and Greyhound through Grey Adv.

Nov. 16 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Nov. 18 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



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THE HEADACHE'S OVER FOR A WHILE

Political broadcasting disputes set all-time record this year

Inside the FCC, the final weeks before the Nov. 4 elections were dubbed "The Sec. 315 Rat Race."

An alltime high was set in the number of station appeals for Commission guidance as parties and candidates raised knotty election problems.

Most of these appeals were made by telephone—from station managers, communication lawyers and candidates themselves.

What help did they get?

Most of the Commission replies were informal; many were inadequate, at least from the inquirer's viewpoint.

In a good share of cases the Commission staff simply referred callers to previous rulings in what were deemed to be similar cases. The favorite reply was a reference to the FCC's 1954 question-answer guide to political broadcasting plus the revised Sec. 315 catechism issued last Oct. 1.

Not an autumn day passed at the Commission without its telephone requests. Some days the staff worked on a number of cases at one time.

Where a new question, or one deemed complex by the staff, was raised by an inquirer, a written request was asked by the Commission. These rulings made campaign news:

Item: In North Dakota, A. C. Townley, the gadfly independent candidate for U. S. Senate (against incumbent Republican Sen. William Langer, who was re-elected, and Democratic contender Raymond Vensel) complained that KBMB-TV Bismarck objected to giving him equal time on the ground that he was not a legally qualified candidate because he was not duly nominated by a commonly known political party, did not have permanent residence in North Dakota and his elegibility to serve if elected was questionable.

The FCC checked with the North Dakota attorney general who advised that according to his records Mr. Townley was a legally qualified candidate. This information was forwarded to the station.

Item: Early in 1958 two Johnstown, Pa., tv stations (WJAC-TV and WARD-TV) invited Rep. John P. Saylor (R-Pa.) to present a five-minute weekly report from Washington. This program became an outlet for federal government documentary films with the Congressman devoting 60 seconds to opening and closing remarks. The program ran until July 18 and was discontinued. Mr. Saylor in May had become a candidate for re-election in the primary.

Mr. Saylor's Democratic opponent began using equal time August 29—running a live five-minute program equal to the amount of time Mr. Saylor had used from May 20 to July 18. Mr. Saylor, who was re-elected last week, objected to the use of five-minute equivalents for his opponent. He claimed that his own appearance took only 60 seconds of each five minute program. The Pennsylvania congressman also asked whether it was fair for his opponent to delay use of equal time and whether he (Saylor) could claim further equal time to answer his opponent.

The FCC replied that so-called Washington reports by congressmen are indeed political if done after the speaker becomes a candidate. The Commission said also that Mr. Salyor's opponent could not be restricted on his use of time; he deserved the same five minutes the Congressman got. The FCC said that it was not the substance of the candidate's remarks that determined "equal

CONTINUED *page 60*

A PLEA FOR POLITICAL FREEDOM

- **CBS' Salant says law obstructs airing of politics**
- **Repeal of Sec. 315 is only way to sanity, he says**

The way to get rid of the barriers to sane political broadcasting is to repeal the law governing political broadcasting, according to Richard S. Salant, CBS Inc. vice president.



MR. SALANT

Radio and television should be recognized for what they are, "an important new member of the press with both the responsibilities and prerogatives of the press," Mr. Salant wrote in the 1958 *Yearbook* of the Harvard Graduate School of Public Administration.

Sec. 315 of the Communications Act, he explained, provides that if a broadcaster puts any candidate on the air he must do precisely the same for each of the candidate's rivals. "On their face, they (provisions of Sec. 315) bar discrimination among all candidates and they compel evenhandedness," he said. But in operation, Sec. 315 is fatally defective. Its inevitable tendency has demonstrably been not to encourage the free play of ideas and the interchange of major political viewpoints on the air, but rather to suppress them."

Mr. Salant was critical of the assumption that a broadcaster "in his role as part of the press is, during campaign periods, so little to be trusted that he must by law be prevented from exercising any discretion whatever. The experienced evils of suppression which Sec. 315 entails seem to be preferred over the vague fear of imbalance on the air."

He added this observation, "If a broadcaster is not deemed qualified to make his own journalistic decisions in this area, then one can only ask by what standard the FCC gave him a license at all. Indeed, the matter need not be left to speculation. Actual experience is available to establish the broadcasters' record."

Sec. 315 applies only three or four months of each year when there are candidates and political campaigns Mr. Salant noted, but broadcasters deal constantly with political controversy.

"Yet clearly there has been no one-party electronic press even during the eight or nine months each year when Sec. 315 does not apply," said Mr. Salant. He argued that radio and tv have in general scrupulously adhered to the principle of over-all fairness and balance among the major contenders for public attention in the field of political ideas. "They have done so not as a matter of compulsion by Sec. 315, since that section is inapplicable, but under the general framework of their broad responsibilities," he said.

Mr. Salant said a broadcaster could not long survive the public ill will that favoritism would justifiably create. Public reaction offers "an imposing bulwark against any dangers which might be thought to arise by the repeal of Sec. 315." He listed such other safeguards as the basic ground rules of the Communications Act, including the public interest clause.

"CBS and all other responsible broadcasters have always considered that one of the components of operating in the public interest is to present all significant viewpoints on any important public controversial issue," he said.

"In the light of the broadcasters' record, of the safeguards which inhere in the very nature of broadcasting, and of the difficulties of devising a wholly satisfactory legislative compromise, repeal of Sec. 315 would seem well worth a try. There is so much to gain. The suppressive effects of Sec. 315 would be removed; the public would be the beneficiary because television and radio, with their enormous circulation and impact, would be able to fulfill their roles in bringing the major candidates and the major issues directly to the public in the most effective manner possible."

Mr. Salant pointed out that CBS has proposed that if once freed of Sec. 315 it would provide substantial free evening time during a presidential campaign for the major presidential candidates to debate the major issues, "a modern-day electronic version of the Lincoln-Douglas debates in which both the Republican and Democratic presidential candidates would appear on the viewers' screens debating the issues of the campaign."

Here's the Christmas package for you!

You've got your holiday audiences all tied up, if you program these year-after-year Christmas favorites:

STAR IN THE NIGHT, Academy Award winner as the best short subject of the year, brings the age-old tale of the Three Wise Men right up to date.

SILENT NIGHT, story of the birth of a great Christmas song, has brought overwhelming audience response for its sponsors four Christmases in a row.

A CHRISTMAS CAROL, Charles Dickens' beloved Christmas classic starring Alastair Sim as "Scrooge," has been called by many the holiday picture of all time!

THE EMPEROR'S NIGHTINGALE, narrated by child-charmer Boris Karloff, is by far the most unusual and enchanting puppet picture ever filmed.

Don't wait another day to reserve any or all of these proven Christmas attractions .Prints are always in short supply by December. Write, wire or phone.

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opportunities," but his use of the station's facilities.

Item: D. L. Grace, Fort Smith, Ark., candidate to Arkansas General Assembly, complained that KFPW Fort Smith refused to offer him equal time to that of his opponent, J. B. Garner, who was employed at the station as commentator, news broadcaster and special feature announcer. A particular point in the complaint was whether the station could limit the use of its facilities over and above the use of the microphone. The Commission said that if the station permits one candidate to use its facilities over and above the microphone it must permit similar usage by other candidates.

It was the FCC's original reply on the Grace matter that gave rise to an anguished yelp from NAB. The Commission's original reply stated that the candidate may use the facilities in any manner he sees fit, including the turning over of the microphone to authorized spokesmen. Last month the Commission reversed this interpretation, reinstating the hard and fast rule that only the candidate may use the microphone.

Item: Rep. Bob Wilson (R-Calif.) was invited by KFMB-TV San Diego to appear on a debate-type program with Democratic candidate Lionel Van Deerlin in a primary race in May (in California candidates are permitted to cross-file). Mr. Wilson declined to appear. Afterward, Mr. Wilson asked station for equal time and the station offered the same format. Mr. Wilson declined, insisting on right to pick own format. After primary June 7, when Mr. Wilson won the Republican nomination and Mr. Van Deerlin the Democratic nomination, Mr. Wilson asked the station again for equal time. The station refused.

FCC upheld the station. It said that Sec. 315 applies only to each election. The offer of equal time in May was the offer of equal opportunity and station had lived up to its responsibilities.

Item: Five New York stations got into a hassle with Socialist candidates in the last days of the election campaign.

• Socialists complained that WPIX (TV) refused Eric Haas, party nominee for governor of New York, opportunities equal to those given Gov. Averell Harriman who spoke on a Sept. 12 broadcast, *1958 Educational Tv Preview*. WPIX claimed Mr. Haas was not on the ballot. The FCC called attention to write-in provisions of New York State electoral law. WPIX then gave Mr. Haas 2 minutes, 37 seconds, equivalent of Gov. Harriman's time.

• Socialists complained that WLIB refused equal time when other candidates appeared over the station in a Pulaski Day celebration. WLIB claimed it had not selected speakers, therefore was not responsible in the sense of offering facilities. FCC quoted Sec. 315, emphasized it referred to any use of facilities by candidates.

• Socialists complained that Barry Gray, producer of the *Barry Gray Show* (over WMCA New York), refused Corliss Lamont, Socialist candidate for U. S. Senate, time equal to that enjoyed by other senatorial candidates. FCC relayed the complaint to station and the issue was settled.

• Socialists complained that WEVD (named for famed Socialist Eugene V. Debs) refused equal time request to counter time given Gov. Harriman in the station's broadcast of "Freedom House Memorial to Herbert Bayard Swope." The station maintained this was a personal tribute to Mr. Swope by friends and that Mr. Harriman's presence was not political. FCC called attention to the fact that Sec. 315 permits no exceptions.

• United Independent-Socialist Campaign Committee complained that producers of *Between the Lines* on WNEW-TV refused equal time for the party's candidate for governor of New York, John T. McManus. FCC responded that Sec. 315 imposes no obligation on the show producer, but only on the station. The Commission pointed out that Mr. McManus was offered time on the *Fannie Hurst Showcase* but refused. The Commission said the "mechanics of 'equal opportunities' is best left to resolution by the parties . . ." It also warned that this obligation is not discharged merely by offering the same amount and class of time; size of audience and other factors must also be considered.

The mechanics of coping with Sec. 315

CHANGES IN KEY COMMITTEES

With the overwhelming victory of the Democratic candidates in the Congress, a reshuffle of the ratios between Democrats and Republicans on committees appears certain.

At present, there are eight Democrats and seven Republicans on the Senate Commerce Committee, and 18 Democrats and 15 Republicans on the House Commerce Committee.

It is believed that the Senate Commerce Committee will be reapportioned so that there will be nine Democrats and six Republicans on the committee, thus reflecting the division in the Congress. A similar change in party ratios on the House Committee is also expected.

In the following rosters of committee members who served in the 85th Congress those in bold face will not return.

Senate Commerce Committee

Asterisk (*) indicates Senator's term did not expire this year.

DEMOCRATS

Warren G. Magnuson (Wash.)*
John O. Pastore (R. I.) re-elected
A. S. Mike Monroney (Okla.)*
George A. Smathers (Fla.)*
Alan Bible (Nev.)*
Strom Thurmond (S. C.)*
Frank J. Lausche (Ohio)*
Ralph W. Yarborough (Tex.) re-elected

REPUBLICANS

John W. Bricker (Ohio) defeated
Andrew F. Schoeppel (Kan.)*
John Marshall Butler (Md.)*
Charles E. Potter (Mich.) defeated
William A. Purtell (Conn.) defeated
Frederick G. Payne (Me.) defeated
Norris Cotton (N. H.)*

House Commerce Committee

DEMOCRATS

Oren Harris (Ark.) re-elected
John Bell Williams (Miss.) re-elected
Peter F. Mack Jr. (Ill.) re-elected
Kenneth A. Roberts (Ala.) re-elected
Morgan M. Moulder (Mo.) re-elected
Harley O. Staggers (W. Va.) re-elected
Isidore Dollinger (N. Y.) re-elected
Walter Rogers (Tex.) re-elected
Joe Kilgore (Tex.) re-elected
Samuel N. Friedel (Md.) re-elected
John James Flynt Jr. (Ga.) re-elected
Torbert H. Macdonald (Mass.) re-elected
George M. Rhodes (Pa.) re-elected
John Jarman (Okla.) re-elected
Leo W. O'Brien (N. Y.) re-elected
John E. Moss (Calif.) re-elected
John D. Dingell (Mich.) re-elected
J. Carlton Loser (Tenn.) re-elected

REPUBLICANS

Charles A. Wolverton (N. J.) retired
Joseph P. O'Hara (Minn.) retired
Robert Hale (Me.) defeated
John W. Heselton (Mass.) retired
John B. Bennett (Mich.) re-elected
John V. Beamer (Ind.) defeated
William L. Springer (Ill.) re-elected
Alvin R. Bush (Pa.) re-elected
Paul F. Schenck (Ohio) re-elected
Joseph L. Carrigg (Pa.) defeated
Steven B. Derounian (N. Y.) re-elected
J. Arthur Younger (Calif.) re-elected
William H. Avery (Kan.) re-elected
Bruce Alger (Tex.) re-elected
Will E. Neal (W. Va.) defeated

Senate Antitrust Subcommittee (Senate Judiciary Committee)

Asterisk (*) indicates Senator's term did not expire this year.

DEMOCRATS

Estes Kefauver (Tenn.)*
Thomas C. Hennings Jr. (Mo.)*
Joseph C. O'Mahoney (Wyo.)*
John A. Carroll (Colo.)*

REPUBLICANS

Alexander Wiley (Wis.)*
William Langer (N. D.) re-elected
Everett McKinley Dirksen (Ill.)*

House Antitrust Subcommittee (House Judiciary Committee)

DEMOCRATS

Emanuel Celler (N. Y.) re-elected
Peter W. Rodino Jr. (N. J.) re-elected
Byron G. Rogers (Colo.) re-elected
Lester Holtzman (N. Y.) re-elected

REPUBLICANS

Kenneth B. Keating (N. Y.) elected to U. S. Senate
William M. McCulloch (Ohio) re-elected
William E. Miller (N. Y.) re-elected

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



Radio is Greater than Ever
...but so is the Difference between Stations!

Radio's strength is its ability to talk frequently and persuasively to masses of people, and to do this economically. But you can use this strength to maximum degree only when you give full consideration to the *difference* between ordinary and great radio stations.

In most major markets one station stands out unmistakably as the *great* station. It's the one investing substantially in top facilities and top calibre personnel. Its expert programming covers the entire range of listener interest... with features thoughtfully produced, professionally presented. Its responsible management won't permit its call letters to be associated with pitchmen and questionable commercials, with carnival gimmicks, shoddy giveaways, triple spots.

Thus *great* stations amass large audiences. Thus *great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to any Christal office will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving *your* sales problem.

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FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester

cases have been pretty well standardized at the FCC. Complaints are immediately relayed to the station involved and a reply or comment is requested in a matter of days. It is only after the reply is in that the FCC issues a ruling. Toward the very end of the campaign, of course, there was little time to do this and the telephone and telegraph were used to a great extent.

Although complaints might come in to any member of the Commission or the staff, it was a small group in the Broadcast Bureau and the General Counsel's office which wrestled with each of the cases. In the Broadcast Bureau, it was Joseph N. Nelson, chief, Renewal & Transfer Div., and Edward M. Brown, chief, Renewal Branch, who worked on these cases. In the General Counsel's office, it was Charles Effinger Smoot, assistant general counsel, and Charles R. Escola, an attorney in Mr. Smoot's Legislation, Treaties and Rules Div.

Broadcast Connections Among the Candidates

A number of politicians with broadcasting connections figured prominently in the elections last week.

Democrat John Burroughs was elected governor of New Mexico over incumbent Republican E. M. Mechem. Mr. Burroughs, who owns a peanut packing plant, also has 50% interest in KENM Portales and owns 40% of KZUM Farmington, both New Mexico, and 40% of KMUL Muleshoe, Tex.

Gov. Robert D. Holmes of Oregon, former general manager of KAST Astoria before his election to the governorship two years ago in a special election to fill a short term, lost to Republican Mark Hatfield in an attempt at re-election last week.

Arizona Gov. Ernest W. McFarland, Democrat and former U. S. senator, attempted a return to the Senate and lost to the GOP incumbent, Barry Goldwater. Gov. McFarland is president of and owns 40% of KTVK (TV) Phoenix and is a member of the board of regents of non-commercial educational KUAT (TV) Tucson, licensed to the U. of Arizona.

Most of the congressmen reported last spring as having direct or indirect interests in radio and tv stations [FOR THE RECORD, April 14] managed to retain their seats. These were the exceptions:

Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee and member of the board of trustees of Ohio State U., licensee of non-commercial WOSU-AM-FM-TV Columbus, lost his Senate seat to Democrat Stephen Young.

Senate Minority Leader William F. Knowland (R-Calif.), who ran for governor of his state instead of attempting to retain his Senate seat, lost in the gubernatorial contest to Democrat Pat Brown. Sen. Knowland's family owns KLX Oakland, Calif.

One congressman with a remote association with radio moved up a rung on the political scale. Rep. Winston L. Prouty (R-Vt.), whose cousin John A. Prouty owns one of the 1,643 shares of common stock of WIKE Newport, Vt., moves over to the Senate in the 86th Congress following his victory last week.

WEAVER-ED, WOOED & WON

Political quarterbacks last week acknowledged television was the medium which effectively and quickly "communicated" New York Governor-elect Nelson A. Rockefeller's personality to the electorate in the "Battle of the Millionaires."

The Republican sweep, they observed, was due in large measure to Mr. Rockefeller's on-camera ease, warmth and humor, qualities not so well conveyed by his opponent, Gov. Averell Harriman.

Just as President Eisenhower had a tv professional, Robert Montgomery, at his side, so Mr. Rockefeller was guided by Dartmouth classmate and long-time personal friend Sylvester L. (Pat) Weaver, ex-board chairman of NBC. Mr. Weaver kept an office during the campaign at New York state Republican headquarters in New York's Roosevelt Hotel.

How Election Coverage Rated on Tv Networks

Election coverage may have been the hottest news on television last Tuesday night, but *Rifleman* had the sharpest bead on the tv audience.

Arbitron seven-city instant ratings showed that ABC-TV, which didn't start its election coverage till 10 p.m. EST, racked up 9-10 p.m. ratings approximately equal to those of the election reports on CBS-TV and NBC-TV combined.

Rifleman scored a 27.6 and then a 31.4 Arbitron rating in successive quarter-hours in the 9-9:30 slot and *Naked City* followed with 22.9 and 23.9 in the next two periods, giving ABC a full-hour coverage of 26.5. In the same hour CBS-TV was given a 14.5 and NBC-TV a 11.7. Trendex figures showed generally similar relationships.

In the 10-11 period, when all three networks were presenting election coverage, CBS-TV led in the Arbitron seven-city ratings all the way.

At 10-10:15 p.m. it was CBS-TV 18.5, NBC-TV 12.8 and ABC-TV 13.9; in the next quarter hour, CBS 19.1, NBC 13.3 and ABC 9.1; from 10:30 to 10:45, CBS 18.2, NBC 11.2 and ABC 6.8 and from 10:45 to 11, CBS 16.3, NBC 10.5 and ABC 6.0.

Markets covered in the seven-city Arbitron, which started operating commercially Oct. 11, are New York, Chicago, Philadelphia, Cleveland, Detroit, Baltimore and Washington.

Pittsburgh-Youngstown Shift Off

The FCC last week changed its mind about shifting ch. 73 from Youngstown, Ohio, to Pittsburgh and assigning ch. 33 to Youngstown for use by WXTV (TV), which holds a permit for ch. 73 there. The Commission ordered that ch. 73 be reassigned to Youngstown effective Dec. 15 and stated its belief public interest will best be served by selecting the "best qualified applicant" from parties who file for that channel. The FCC had ordered the reassignments on July 16 [GOVERNMENT, July 21], but reconsidered the move at the request of WKST-TV New Castle (ch. 45). Youngstown and New Castle are in the same market.

Panels of Law Experts To Face Harris Group

The House Legislative Oversight Subcommittee goes into a change of pace in its probe of improper influence at the FCC and other federal agencies when on Nov. 18-19 the House unit calls in more than two dozen experts in administrative law for panel discussions before the congressmen.

Explaining the plans for the panel talks in which law school professors, government legal authorities and non-government lawyers experienced in practice inside and before governmental agencies will participate, Robert W. Lishman, subcommittee chief counsel, last week indicated he felt the subcommittee would have been smarter if it had held similar discussions before getting down to individual cases, instead of after.

Mr. Lishman earlier had verified that the subcommittee will return to its probe of the Pittsburgh ch. 4 case this Wednesday (Nov. 12) [Also see AT DEADLINE] and added last week that the panel discussions would not interfere with the timing of the ch. 4 case hearing. After the hearings on ch. 4 the subcommittee plans to switch its probe to other government agencies.

The Nov. 18-19 panel sessions will feature presentation of papers by three panelists on each of four questions posed by the subcommittee, to be followed by discussion in which all present will take part, Mr. Lishman said. He emphasized that the members of the panel will represent all points of view on the functions of administrative agencies in government.

The schedule as now planned:

Nov. 18, 10 a.m.: *Should the clearly judicial functions of the administrative agencies be divorced from them and lodged with the federal courts?*—Papers by Robert W. Ginnane, general counsel, Interstate Commerce Commission; Joseph Zwerdling, hearing examiner, Federal Power Commission; Prof. Kenneth Culp Davis, U. of Minnesota.

Nov. 18, 2 p.m.: *Should the legislative functions of administrative agencies be restricted?*—Papers by Willard Gatchell, general counsel, FPC; Donald C. Beelar, Kirkland, Ellis, Hodson, Chaffetz & Masters, head of American Bar Assn.'s administrative law section in 1957; Prof. Frank C. Newman, U. of California.

Nov. 19, 10 a.m.: *How much overseeing of the administrative process should be undertaken by the Executive Branch and the Legislative Branch?* Papers by James M. Landis, Skiatron Tv Inc. counsel and formerly dean of Harvard Law School, chairman of Securities & Exchange Commission and member of Federal Trade Com-

Great time at Telestudios!

The happy combination pictured below just finished three Kellogg commercials for "What's My Line?" in record time! And why not? Kellogg has the top selling talent and personality of Dennis James (left)... top agency creative control of Leo Burnett Company in the person of agency producer Chuck Strother (center)... top production experience of TELESTUDIOS' head man, George Gould (right). And, oh yes, one other thing—VIDEOTAPE—at the industry's largest independent studios. It's the same kind of great time and custom service on which you can count when you produce your commercials... pilots or programs under the personal supervision of TELESTUDIOS' top management. Great results, too, because VIDEOTAPE at TELESTUDIOS means low cost, high quality productions that come across with all the vivid impact of live television itself. It's happening right now for key agencies such as Burnett, and their key clients such as Kellogg. Right now is a great time to make it happen for you with VIDEOTAPE at NTA's

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MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

mission; John W. Cragun, Wilkinson, Cragun & Barker; Prof. Leo A. Huard, Georgetown U.

Nov. 19, 2 p.m.: *How can improper influences be best dealt with?*—Papers by Thomas G. Meeker, general counsel, SEC; Prof. Clark M. Byse, Harvard Law School; Prof. Arthur S. Miller, Emory U. Law School; David W. Peck, former judge of the New York Supreme Court (tentative).

Other participants: Prof. Thomas F. Broden, U. of Notre Dame; Theodore H. Haas, chairman, board of contract appeals, Dept. of Interior; Paul N. Pfeiffer, hearing examiner, Civil Aeronautics Board; Ruth Smalley, National Labor Relations Board.

Washington attorneys James J. Bierbower, Smith W. Brookhart, Valentine B. Deale, F. Cleveland Hedrick, Former FCC Hearing Examiner Fanney N. Litvin, Robert K. McConnaughey, Alfred L. Scanlan and Ashley Sellers. Also Harold L. Russell, Atlanta.

FCC Hopes to Have Boston Ch. 5 Ready for Hearing in December

The FCC last week told the U. S. Court of Appeals for the District of Columbia that it is still conducting pre-hearing investigations in the Boston ch. 5 case and hopes it can be set for hearing this year.

The court last July [GOVERNMENT, Aug. 4] remanded the FCC's 1957 grant of ch. 5 to the *Boston Herald-Traveler* (WHDH), ordering a re-hearing and asking for interim progress reports until then. The first FCC progress report was made early last month [GOVERNMENT, Oct. 6].

In its second report to the court last week, the Commission said its pre-hearing investigation has been pursued "actively"; that the FCC staff has questioned "a number of" persons who it believes may have information in the case. Steps also have been taken to determine whether there is any other pertinent information in the files of the House Legislative Oversight Subcommittee which might be made available to Commission investigators, the FCC said, adding that further checks in the ch. 5 case are planned this month.

Mack Arraignment Postponed; Change of Venue Also Asked

The arraignment of former FCC Comr. Richard A. Mack was postponed last week after his attorneys pleaded that the former FCC commissioner was still too ill.

U. S. District Judge John J. Sirica agreed to a proposal that Mr. Mack be placed under bond in Miami to ensure his appearance at the trial, and that his arraignment take place at that time. Date for the trial of Mr. Mack, and his friend, Thurman A. Whiteside, is still in doubt.

Both Mr. Mack and Mr. Whiteside were indicted by a grand jury earlier this fall [LEAD STORY, Sept. 29]. Mr. Mack was charged with receiving money from Mr. Whiteside for voting in favor of National Airlines in the Miami ch. 10 case. Mr. Whiteside was arraigned last month, freed under $1,000 bail [AT DEADLINE, Oct. 6]. Last week his attorney filed a motion for change of venue, alleging that the publicity given to the Mack-Whiteside friendship in Washington would make it difficult to hold a fair trial there. He also said it would be more convenient for all concerned to hold the trial in Miami.

FCC Denies Request by DBA To Withhold I-A Renewals

The fact that clear channel stations may claim modification of their licenses if the FCC implements its rule-making proposal to duplicate 12 Class I-A clear channel stations, will not affect FCC conclusions in the future—any more than in the past—the Commission said in effect last week. The FCC took this position in denying a request by Daytime Broadcasters Assn. that license renewal applications by 12 Class I-A stations be withheld until final FCC disposition of its rule-making on clear channels or until the "freeze" is lifted on applications for Class II stations on Class I channels.

DBA, in asking that action be withheld on renewals for the 12 Class I-A am outlets, expressed its belief the 12 clears would claim modification of license as a stalling tactic to delay effectuation of the proposed FCC rule-making [AT DEADLINE, Oct. 20]. The rule-making issued last April would permit unlimited Class II assignments on 12 Class I-A frequencies [LEAD STORY, April 21].

FCC Spurns Biscayne Plea For Action on Miami Transfer

The FCC last week turned a cold shoulder to pleas by Biscayne Tv Corp., licensee of WCKR-AM-FM and WCKT (TV) Miami (ch. 7), that it speed up consideration of and grant Biscayne's sale of WCKR-AM-FM to Sun Ray Drug Co. for $800,000 last spring [STATIONS, May 26].

It was the second rebuff for Biscayne. The FCC wrote Biscayne Sept. 24 and said it could not grant the sale until it considers testimony before the House Legislative Oversight Subcommittee alleging *ex parte* activities in the ch. 7 case. FCC awarded ch. 7 to Biscayne in 1956. The case was remanded by the U. S. Court of Appeals for the District of Columbia last year before and for other reasons than the Capitol Hill testimony [GOVERNMENT, Mar. 18, 1957].

In asking early approval of the sale, Biscayne had noted that the sales contract will terminate Nov. 21.

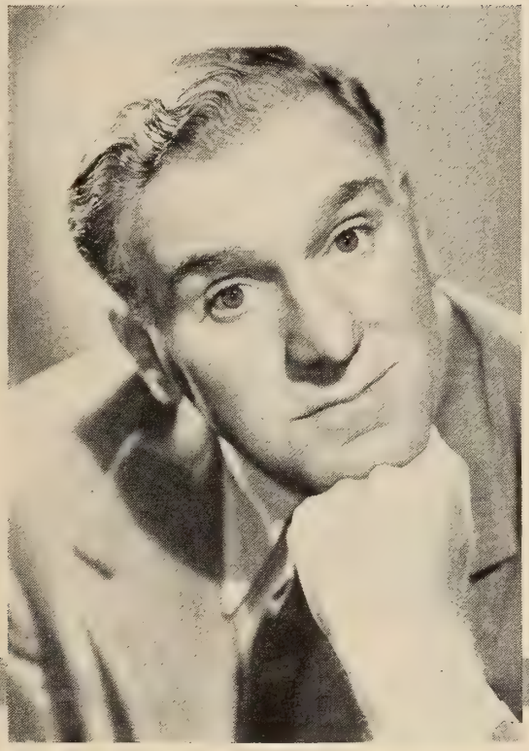
JCET Urges Tv Study First

The Joint Council on Educational Television last week asked the FCC to "make a thorough investigation of television allocations as a first step toward removing some of the serious obstacles" to ETV, especially in large metropolitan areas. At the same time JCET asked the Commission to reserve vhf channels for educational use in five cities. The JCET petitioned FCC to reserve ch. 12 in Wilmington, Del., as an educational facility last September [AT DEADLINE, Sept. 15]. In the new request, the council, which represents ten national education organizations, wants educational v's in Rochester, N. Y.; Norfolk-Portsmouth-Newport News area, in Va.; Reno, Nev.; Waycross, Ga., and Panama City, Fla.

Another big salesmaker on Channel

4

IN DETROIT



"THE LIFE OF RILEY"

STARRING

WILLIAM BENDIX

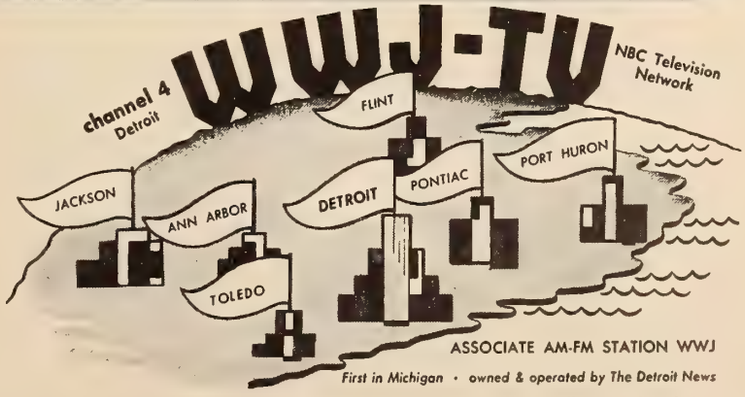
6:30-7:00 P.M. Daily • Monday through Friday

- Detroit's choicest nightly strip feature
- Quality showcase for food and drug products
- Hot from long-successful NBC network run
- Participations or full sponsorship available

Also check these other family favorites on Detroit's Channel 4

"I Married Joan"	9:00-9:30 A.M. Monday through Friday
"Amos 'n' Andy"	1:00-1:30 P.M. Monday through Friday
"It's a Great Life"	5:00-5:30 P.M. Monday through Friday

Today—call your PGW Colonel for complete information on these big salesmakers



ASSOCIATE AM-FM STATION WWJ

First in Michigan • owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

LESSER, RANK, BOX IN TV PACT

A hands - across - the - sea tv production agreement between Sol Lesser Productions, Hollywood, and Sydney Box Tv on behalf of the J. Arthur Rank Organization, London, was announced Thursday in Hollywood. The deal calls for a minimum of four tv series of 39 installments each, to be filmed this season, with the overall budget put in excess of $5 million.

Two of the projected series, *The Man From Lloyds* and another which will be either an adventure or a science-fiction series, will be filmed at Rank's Pinewood Studios in England, with Hollywood stars in the leading roles. A situation comedy series will be produced both in Hollywood and London, with an American comedian starred. The fourth property on the Lesser and Box-Rank immediate list was said to be so unusual that its nature would not be revealed until production is underway.

Sy Weintraub and Harvey Hayutin, president and vice president of Sol Lesser Productions, and James Swann, managing director for tv of Box-Rank, represented their respective companies in the agreement, which was negotiated by George Gruskin and Harold Breacher of William Morris agency. The Morris office will handle sales of the tv films in the United States, either for network telecasting for a national sponsor, or for syndication. The original series will be top quality productions, aimed at network use, it was said, with the possibility that later series may be made primarily for syndication.

Mr. Weintraub, in announcing the tv agreeement with Box-Rank, made it plain that theatrical motion pictures will remain the chief activity of Sol Lesser Productions, with tv as "an important adjunct." He and Mr. Hayutin are to leave this week for London, to work out shooting schedules for the four tv series already set with Box-Rank and to discuss pilot ideas for future tv programs. They will then proceed to Nairobi, Africa, where the first of two Tarzan theatrical pictures, "Tarzan's Great Adventure," will go into production Dec. 1 for release through Paramount.

A new technical process, "Vistascope," now nearing developmental completion at Lesser Productions, will be used in the company's tv films, Mr. Weintraub said. He described it as "something like rear screen projection," permitting live action to be filmed before backgrounds based on small still photographs.

Food, Beer, Gas, Oil: Syndicator's Best Bet

Who buys syndicated film shows? Ziv Television Programs, New York, has studied a list of 787 sponsors and come up with a profile of its market.

Food products, breweries and gas and oil companies—in that order—are leaders of the list.

Results of the special advertiser survey were released by Ziv last week. Len Firestone, syndicated sales manager, pointed out the survey is being used as a "sale profile" for the campaign Ziv currently is conducting for its new syndicated film, *Bold Journey*, starring Dane Clark and Joan Marshall. The survey shows that of the 787 sponsors of more than a dozen Ziv tv programs, food products (including dairies, bakeries and supermarkets) account for 26% of syndicated sales (202 sponsors); brewers, 23% (170 sponsors) and gas and oil companies, 12% (94 sponsors).

The remaining 39%, Mr. Firestone said, represent a wide variety of sponsor classifications, including home improvements (paint and appliances), banks, loan and savings institutions, automobile dealers, tobacco companies, public utilities and drug and pharmaceuticals in that order.

NTA's 'Dream Package' in 41

National Telefilm Assoc.'s "Dream Package" of 85 feature films has been sold to an additional 23 tv stations, raising total markets sold to 41, it has been announced by Harold Goldman, executive vice president. The firm also announced a new office in Brussels at 262 Rue Royale. It is supervised by Leo Lax, who heads his own organization, Leo Fax Films, with headquarters in Paris.

FILM SALES

Trans-Lux Tv Corp., N. Y., reports sale of Encyclopaedia Britannica film library of more than 700 films to WTRF-TV Wheeling, W. Va., for five years, and to WJRT (TV) Flint, Mich.

Hearst Metrotone News Inc.'s Telenews reports sales of *This Week in Sports* to KZTV (TV) Corpus Christi, Tex., KDAL-TV Duluth, Minn., and KLOR-TV Provo, Utah; *Weekly News Review* to KLOR-TV, and daily newsfilm service to WTVO-TV Rockford, Ill.

Official Films Inc., N. Y., reports sale of *The Adventures In Sherwood Forest* (reruns of *Robin Hood* series carried on CBS-TV) in eight additional markets on east and west coasts, raising total number sold to 35.

Walter Schwimmer Inc., Chicago syndication firm, announces sale of *Championship Bowling* film series to WGN-TV that city; WHIO-TV Dayton and WBNS-TV Columbus, both Ohio; KOMO-TV Seattle, Wash., and WHEN-TV Syracuse, N. Y. Series is now sold in 155 U. S. markets, plus Alaska and Hawaii.

Sterling Television Co.'s newest syndicated property, re-runs of NBC-TV's *Time Out for Sports* (originally produced for network by Sterling and Hearst Metrotone News) has been sold to WPIX (TV) New York, WTAE (TV) Pittsburgh, WTAR-TV Norfolk, Va., KNXT (TV) Los Angeles, KTNT-TV Tacoma, Wash., and CBMT (TV) Montreal, Que.

CONFIDENTIAL

Information Concerning The Best

TV program and spot buys in the billion dollar rich Fresno and San Joaquin Valley is available to you at no cost from your nearest H-R man. Ask him to show you how the all family TV Station (KJEO-TV) can make it easy for you to be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT*, IT'S ON *WHAS-TV*

50,000 youngsters, 57,000 adults have attended T-BAR-V, Louisville's ONLY kid show with LIVE, DAILY AUDIENCES



50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's IMPORTANT that constructive entertainment be presented for children. And when BIG and IMPORTANT programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.



Here are the NCS #3 ratings:

Total Homes in Area
KTBS-TV 369,300
Sta. B 321,400

Total TV Homes in Area
KTBS-TV 249,780
Sta. B 221,420

Monthly Coverage
KTBS-TV 199,470
Sta. B 179,680

Weekly Coverage
KTBS-TV 193,970
Sta. B 175,150

Weekly Daytime Circulation
KTBS-TV 169,320
Sta. B 154,500

Daily Daytime Circulation
KTBS-TV 121,010
Sta. B 113,900

Weekly Nighttime Circulation
KTBS-TV 192,080
Sta. B 173,240

Daily Nighttime Circulation
KTBS-TV 150,130
Sta. B 140,850

Specify KTBS-TV with dominant Nielsen and dominant ARB . . . the best buy in Shreveport! See your Petry man.

KTBS-TV
SHREVEPORT, LOUISIANA
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.
*N.C.S. No. 3, Spring, 1958
A. C. Nielsen Company

All-Industry Radio Committee Has First Huddle with ASCAP

The All-Industry Radio Music License Committee and ASCAP representatives had their first meeting in negotiations for new licenses last Thursday (Nov. 6), exchanged differing viewpoints and agreed to meet again Dec. 3.

Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry group, said the committee told ASCAP that radio must have a "sharp decrease" in fees and "substantial improvement" in the terms of ASCAP licenses.

In support of its position, Mr. Mason said, the committee cited substantial decreases both in station revenues from music programs and in station income since the licenses were renewed some 10 years ago.

ASCAP's position, on the other hand, was reported to be that it is dissatisfied with the rates radio now pays for its music and wants them improved.

Current ASCAP radio contracts expire, for most stations, on Dec. 31 of this year. In effect since 1941, the rate for stations is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher—2.75%.

All-industry committeemen at the ASCAP meeting were Chairman Mason; George W. Armstrong of Storz Broadcasting, vice chairman; Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Corp.; Bert Ferguson, WDIA Memphis; J. Allen Jensen, KSL Salt Lake City; Herbert Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., McLendon Stations; Leslie H. Peard Jr., WBAL Baltimore; Elliott M. Sanger, WQXR New York; Calvin J. Smith, KFAC Los Angeles; Sherwood J. Tarlow, WHIL Boston, and Jack S. Younts, WEEB Southern Pines, N. C. Also on hand were Emanuel Dannett, general counsel to the committee, and his partner, William W. Golub.

The ASCAP group consisted of Paul Cunningham, president; Herman Finkelstein, counsel; Jack Bregman, Jules Collins, Max Dreyfuss, George Hoffman, Richard F. Murray, Herman Starr and Ned Washington.

Ruben Series in 22 Markets

Within three weeks of releasing *Stranger Than Science*, G. A. Ruben Productions, Indianapolis, reports it sold the 26-episode package of 15-minute shows to 22 radio stations. The series, taken from former news commentator Frank Edwards' book *Strangest of All*, is carried fully-sponsored on such outlets as WGTO Cypress Gardens, Fla.; WSB Atlanta, Ga.; WOWO Fort Wayne, Ind., and WFBM Indianapolis. Next year Ruben, again with Mr. Edwards, will release a *Mysteries of Outer Space* series.

Blumberg, Smolin to Allied Div.

Allied Record Manufacturing Co. (recording, tape duplication, program production), Hollywood, has made appointments in the Allied Div. of its newly-acquired American Sound Corp., Belleville, N. J. Walter Blumberg, with RCA for the past six years as service manager and in commercial sales, has been named eastern sales manager of the new Allied division. Alvin Smolin, assistant manufacturing supervisor, Columbia Records, Bridgeport, Conn., has become Allied Div. manufacturing head.

Radio Press Out for Am Clients To Supplement Initial Fm Group

Radio Press, New York, a "voiced" news service for independent and network radio stations announced last summer [PROGRAM SERVICES, Aug. 25] and in operation since Oct. 6, has begun bidding for am station clients for the first time.

RP's service is carried on WNCN-FM New York, WBCN-FM Boston, WXCN-FM Providence, WHCN-FM Hartford, Conn., and WMTW-FM Mt. Washington.

In a sales letter, George Hamilton Combs, Radio Press president, explains that the service provides daily at least an hour of foreign, Washington and national news which at the station's option can be divided into quarter hours or 12 five-minute segments, and through the facilities of line, tape or fm.

The service claims more than 4,000 stringers in 90 countries and a nucleus staff of "expert newsmen" with bureaus located at points in Europe, at Washington and in the Far East.

Radio Press also provides such services as sales calls on New York representatives, preparation of special sales promotion material and sample tapes and disc for representative salesmen.

Meighan VTR Production Firm Leases New York Theatre Space

The latest move in the rapidly expanding videotape field comes from Videotape Productions of New York Inc., which announced last week it is closing a deal to lease the Century Theatre there for an all-VTR production center. Guiding hand of the new firm is Howard Meighan, president, who until last March was CBS-TV Western Div. vice president.

The Century, described as having one of the largest stage areas in the East, has been used as a tv studio by NBC-TV for the past four years. It is located on Seventh Ave. between 58th and 59th. Initially, at least, the new operation will concentrate on commercials.

Mr. Meighan first announced his intention to go into the VTR field when he left CBS last spring. At the time he said other videotape operations were planned for the West Coast and Midwest, but moves in those directions apparently will follow the New York plans. The target date in New York is Dec. 1.

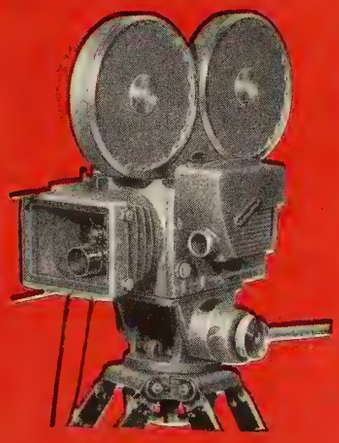
Ampex Corp., which developed and markets the VTR-1000, standard unit in the field, will have a 45% interest in Videotape Productions of New York, and its president, George I. Long, will be a member of the board. Headquarters of firm remain in Los Angeles.

they go together

to bring you spot news films with *living sound!*



SOUNDCRAFT MAGNA-STRIPE® RAW STOCK



AURICON FILMAGNETIC CAMERAS

16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe... perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

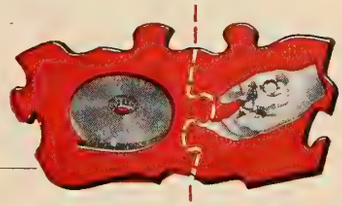
Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.

REEVES **SOUNDCRAFT** CORP.
10 E. 52nd St., New York 22, N. Y.

Name_____
Title_____
Firm_____
Street_____
City_____ Zone_____ State_____



AURICON DIV., BERNDT-BACH, INC.
6900 Romaine St., Hollywood 38, Calif.

☐ Please send new FILMAGNETIC Camera Information.
☐ I want to install FILMAGNETIC on my Auricon Model _____.

Name_____
Title_____
Firm_____
Street_____
City_____ Zone_____ State_____

R32

St. Louis Convention Agenda Set by BPA

Full agenda for the Nov. 17-19 annual convention-seminar of the Broadcast Promotion Assn. in St. Louis has been announced. In addition, the nominating committee has prepared its suggestion for officers to guide the association during 1959.

One slate, to be offered consists of Charles Wilson, WGN Chicago, as president; Gene Godt, WCCO-TV Minneapolis, first vice president, and James Kiss, WPEN Philadelphia, as second vice president.

Suggested as directors for three-year terms are Walt Smith, WROC Rochester, N. Y.; Janet Byers, KYW Cleveland, Ohio; Harvey Clarke, CFPL London, Ontario, and Don Curran, KTVI (TV) St. Louis. Austin Heywood, KNXT (TV) Los Angeles, will be named to replace Mr. Kiss for a term of two years. Each has unofficially indicated his willingness to serve if elected an officer or director.

Officers and directors will be elected at a business meeting Tuesday afternoon during the BPA convention, to be held at the Chase Hotel. Registration will open next Sunday (4-10 p.m.) and continue 9-10 a.m. on Monday. Convention is open to advertising, agency, and other allied field representatives as well as BPA members, with registration fee of $35 covering all sessions and meals. Registration is being handled by William Pierson, BPA, 190 N. State St., Chicago. Agenda for the convention-seminar, first held outside Chicago, has already been completed, with Donald H. McGannon, president of Westinghouse Broadcasting Co., as a principal speaker on kickoff day [TRADE ASSNS., Sept. 29, *et seq.*].

Present BPA president is Elliott W. Henry Jr., ABC Chicago, who succeeded David Partridge, Westinghouse Broadcasting Co., for 1958.

Mr. Henry and John Hurlbut, WFBM-AM-TV Indianapolis, along with Mr. Wilson, also are considered 1959 BPA presidential possibilities. Under its constitution, it would be permissible for Mr. Henry to succeed himself, though it's reported he's not disposed to accept the post again.

The BPA nominating committee, headed up by Mr. Godt, also has recommended to the incoming president that the new first vice president be assigned general responsibility for the 1959 BPA convention and that the new second vice president be given general responsibility for next year's membership promotion.

Messrs. Curran and Hurlbut have been serving as chairmen of facilities and program activities, respectively, for the 1958 convention.

Convention agenda follows:

Monday, Nov. 17

10 a.m.—Keynote address, Elliott W. Henry, president of BPA.

10:30 a.m.—"Newspaper Today," Edward A. Falasca, creative vice president, Bureau of Advertising, American Newspaper Publishers Assn.

12 Noon—Luncheon; Address by Donald H. McGannon, president of Westinghouse Broadcasting Co.

2:30 p.m.—"Magazine Today," Albert M. Snook, Chicago manager, Magazine Advertising Bureau.

4 p.m.—"Breaking Into Print," Consumer Press—Pete Rahn, Am-Tv Editor, *St. Louis Globe Democrat;* Trade Press—Steve Libby, account executive publicist, Communications Counsellors, New York.

Tuesday, Nov. 18

9:30 a.m.—"Take It Outdoors," John L. Bricker, executive vice president of Outdoor Advertising, New York.

11 a.m.—"By The Numbers" (an analysis of ratings), Dr. Thomas Coffin, director of research, NBC, N. Y.; Robert Riemenschneider, media director, Gardner Adv. Agency, St. Louis.

12 Noon—Luncheon (No speaker).

1:30 p.m. — Broadcasters' Promotion Assn. meeting (open only to voting members).

3:30 p.m.—"Promotion, Key Management Function," *For Management*—Joseph M. Baisch, general manager, WREX-TV, Rockford, Ill.; *For Sales Management*—John Stilli, sales manager, KDKA-TV Pittsburgh; *For Station Representatives*—Lon King, assistant vice president in charge of television promotion and research, Peters-Griffin-Woodward, New York.

6 p.m.—Trade Press Reception, Thirteen television-radio industry trade publications will host this reception.

7:45 p.m.—Annual BPA Banquet, Don B. Curran, convention arrangements chairman, is in charge of entertainment; program will feature nationally known Dixieland Jazz musicians.

Wednesday, Nov. 19

9:30 a.m.—"Pick-The-Brain," round table swap sessions, presided over by L. Walton Smith, Transcontinent Television (nine different discussion tables).

12:30 p.m. — Adjournment — After remarks by Elliott W. Henry and the newly-elected president of BPA.

Petry Plans St. Louis Seminar

Edward Petry & Co., station representation firm, will hold an informal seminar-roundtable meeting Nov. 17 in St. Louis for its represented station promotion managers. The meeting is in conjunction with the Broadcast Promotion Assn. convention (see above). Bob Hutton, Petry's tv promotion manager, will act as mediator; others representing Petry will be Bill Oldham, St. Louis manager for radio, Louis A. Smith, midwest tv sales manager, and Fred Johnson, manager for tv in St. Louis.

News Source-Media Cooperation Tops Agenda at Illinois Parley

Better cooperation between radio-tv newsmen and vital news sources at the military, civil defense and state police level provided the program theme for the fall meeting of the Illinois News Broadcasters Assn. at Bloomington this past weekend (Nov. 8-9).

Relations between newsmen and station management and with newspapers and rival

In the Syracuse Market

WSYR COVERS
***80% MORE RADIO HOMES**
Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

NBC in Central New York

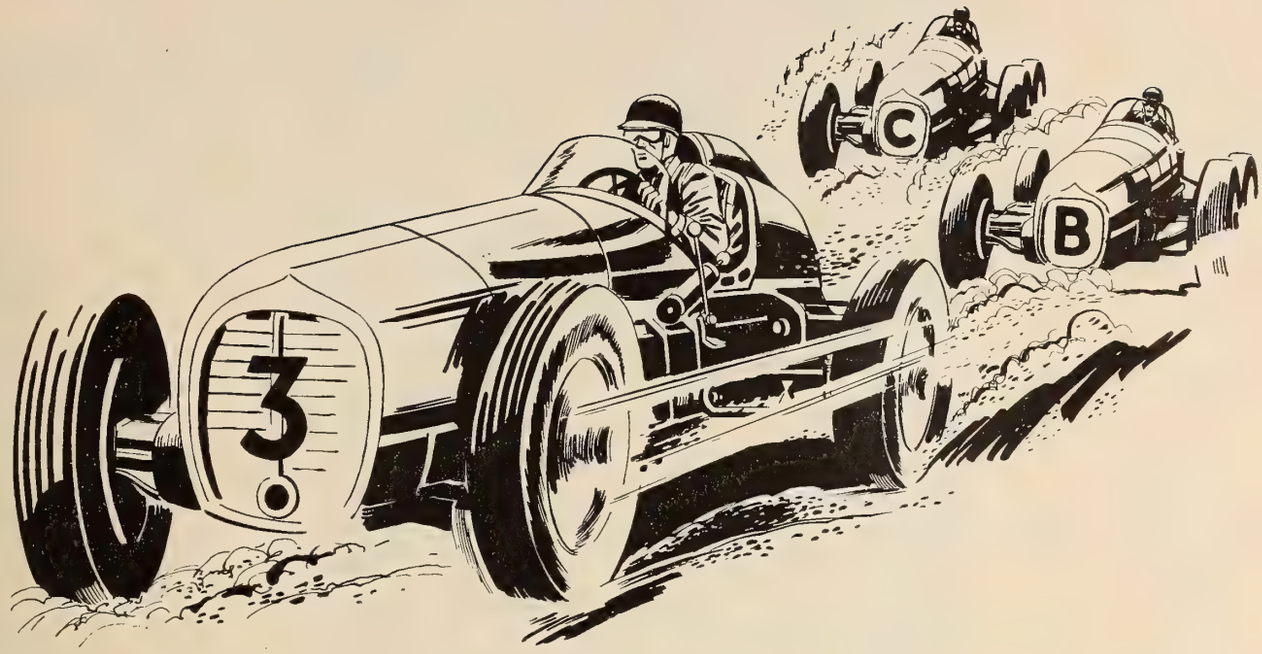
*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO.



5 KW • SYRACUSE, N. Y. • 570 KC



It's Easy to Pick a Winner in Memphis With Channel 3 First by All Surveys!

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

ORDER NOW!

the
all-new
632-page
authoritative
more complete than ever

BROADCASTING

*1958 Yearbook issue**

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

- **limited number available at $4.00 per copy**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

stations in competitive markets also were to be explored at the conference in the Illinois Hotel, under chairmanship of Harold Salzman, news director of WLS Chicago, as INBA president.

Two highlights of the sessions were talks on "Current Challenges to Newsmen," by Donald E. Brown, U. of Illinois and INBA executive secretary, discussing the recent Radio Tv News Directors Assn. convention in Chicago [TRADE ASSNS., Oct. 27, 20], and a report on freedom of information in Illinois by Marlowe Froke, U. of Illinois.

C. W. Shultzabarger, information services officer at Scott Air Force Base, Scott Field, Ill., was scheduled to discuss "Cooperation with Military News Services" and Col. Mel Mawrence, deputy public information director, Illinois Civil Defense Headquarters, Chicago, "Cooperation with Civil Defense."

Cooperation among stations in competitive markets was set for a panel discussion by Robert Brown, WMAY Springfield; Paul Liggett, WHBF-TV Rock Island; John Rhodes, WRRR Rockford, and Robert Warren, WICS-TV Springfield. A second panel on newspaper cooperation included David Loring, WGIL Galesburg; Don Newberg of WJBC Bloomington with Charles Driver, managing editor of the parent *Bloomington Daily Pantagraph,* and John Hodges, circulation manager, *Peoria Star & Journal.* Howard Caldwell and George Martin, WTHI-AM-FM-TV Terre Haute, Ind., were to explore "Cooperation with Management" Sunday (Nov. 9).

Election Forms for Radio Board Go to NAB Stations This Week

Election processes for vacancies on the NAB Radio Board of Directors will get under way Wednesday (Nov. 12) when forms are mailed stations to certify eligible voters representing each radio member station. Forms must be returned by Dec. 12. Nominations will be the next step.

Thirteen radio directors will be elected to fill directorships expiring next March 18. These include eight directors from odd-numbered districts, three of whom are ineligible for re-election because they have served two consecutive two-year terms. One district (3) has a vacancy through resignation, Donald W. Thornburgh having become ineligible when WCAU Philadelphia was purchased by CBS.

Everett E. Revercomb, NAB secretary-treasurer, said the three directors ineligible for re-election are Robert T. Mason, WMRN Marion, Ohio, Dist. 7; William Holm, WLOP LaSalle, Ill., Dist. 9, and Alex Keese, WFAA Dallas, Dist. 13.

Other district directors whose terms expire but who are eligible for re-election, are Daniel W. Kops, WAVZ New Haven, Conn., Dist. 1; Hugh M. Smith, WCOV Montgomery, Ala., Dist. 5; Raymond V. Eppel, KORN Mitchell, S. D., Dist. 11; Joe D. Carroll, KMYC Marysville, Calif., Dist. 15, and Thomas C. Bostic, KIMA Yakima, Wash., Dist. 17.

Four at-large directors are up for re-election. They are Harold Hough, WBAP Fort Worth, large stations; J. Frank Jarman, WDNC Durham, N. C., medium stations; William C. Grove, KFBC Cheyenne, Wyo., small stations, and Ben Strouse, WWDC-FM Washington, fm stations.

Convening TvB Membership To Hear Prudential President

Key speaker at the fourth annual meeting of Television Bureau of Advertising membership in New York next week will be Carroll M. Shanks, president of Prudential Insurance Co. of America. He will address the Friday (Nov. 21) luncheon meeting at the Waldorf Astoria Hotel's Starlight Roof. Prudential is a major investor in tv advertising.

A day-long meeting of the TvB sales advisory committee is scheduled Wednesday, a board of directors meeting Thursday and showing of a new three-part film presentation, "Plus over Normal" on Friday. An excursion of agency-advertiser executives and wives to the Princeton-Dartmouth football game in Princeton, N. J., Saturday is set. TvB directors also will attend the Broadcast Pioneers luncheon Nov. 20 honoring CBS board chairman William S. Paley.

TvB announced last week that station representative John Blair (Blair Tv, Blair Television Assoc.), elected a director at last year's annual TvB meeting in Chicago, has been re-elected to the board.

UPCOMING

Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 12: Maine Radio & Tv Broadcasters Assn., Colby College, Waterville.
Nov. 12: UPI Broadcasters Assn. of Maine, Colby College, Waterville.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-14: New Jersey Broadcasters Assn., Cherry Hill Inn, Camden.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 14: New Jersey AP Radio Assn., annual meeting, Cherry Hill Inn, Camden.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 16-22: National Television Week.
Nov. 18-19: RAB, national radio advertising clinic, Waldorf-Astoria Hotel, New York.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.

Now...from CBS NEWS



TELEVISION NEWS REPORTING

Master guide to planning, preparing, and putting a TV news show on the air. CBS News Staff covers all phases—shows tested techniques in studio and remote coverage, writing, editing, directing, etc. Sample scripts. $5.75.

Order from V. A. McKenna
McGraw-Hill, 327 W. 41 St., N. Y. C. 36

To insure a place every week... and get reduced luncheon prices REGISTER NOW for the 1958-59 series of RTES TIMEBUYING & SELLING SEMINARS

Advance registration entitles you to attend 17 sessions — from November 18 - March 24. Cost: just $10, insuring opportunity to hear some of the biggest names in the industry discuss subjects like these:

An agency president looks at Tv / Radio; "Hypoed" Ratings; All-Media Buying's Pros and Cons; Local vs. National Rates; Videotape; Streamlined Rate Cards; many more vital subjects.

Just fill out the coupon and mail today to Claude Barrere, RTES, Hotel Biltmore, Madison Avenue, New York, N.Y.

PLEASE SEND ME _____ reservations to the 1958-59 Timebuying & Selling Seminars at $10 each.

NAME _____

ADDRESS _____

COMPANY _____

$ _____ Check enclosed



TIP of WEEK for SMART BUYERS

Two good stock market tips this week are Safeway Stores, around 33⅓ and Houd Industries around 19⅜, both on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.

WKAP
ALLENTOWN, PA.

Again #1 Hooper September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.

WWNR
BECKLEY, W. VA.

As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show".

WNAR
NORRISTOWN, PA.

Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

•

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

Set Sales, Production Behind Pace in 1957

Factory production and retail sales of radio and tv receivers are running below 1957 figures, according to Electronic Industries Assn.

Tv set production for nine months of 1958 totaled 3,572,189 units compared to 4,589,164 in the same 1957 period. The totals included 311,809 sets with uhf tuners compared to 585,905 a year ago.

September tv output totaled 621,734 sets (40,712 uhf) compared to 507,526 (38,-166 uhf) in August and 832,631 (87,040 uhf) in September 1957.

Cumulative radio output for nine months of 1958 totaled 8,178,821 sets (2,383,551 auto sets) compared to 10,376,354 (3,839,-345 auto) sets in the same 1957 period.

Radio set output in September totaled 1,567,135 sets (489,738 auto models) compared to 1,028,852 (242,915 auto) in August and 1,610,748 (446,419 auto) in September 1957.

Of September's radio output, 41,408 sets had fm-band tuning compared to 21,335 fm models made in August. During the first nine months of 1958 manufacturers made 176,061 fm sets (comparative data for 1957 not available).

Retail sales of tv and radio sets in September ran ahead of August but below 1957. EIA found that 605,638 tv sets were sold to consumers in September compared to 405,790 in August and 705,247 in September 1957. Cumulative tv set sales at retail totaled 3,468,090 sets in the first months of 1958 compared to 4,452,081 in the same 1957 months.

Consumers bought 792,596 radio sets in September compared to 658,247 in August and 893,336 in September 1957. Nine-month radio sales at retail totaled 4,903,676 in 1958 and 5,840,372 in 1957. Retail sales figures for radio do not include auto sets, most of which move directly to car manufacturers.

Following are tv and radio set manufacturing figures for September and the first nine months of 1958:

	Television	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
Aug.	507,526	242,915	1,028,852
Sept.	621,734	489,738	1,567,135
TOTAL	3,572,189	2,383,551	8,178,821

Stereo-Capable Fm Transmitter Announced by RCA Station Dept.

A new 5 kw fm broadcast transmitter with built-in stereophonic capability was announced last week by E. C. Tracy, manager of RCA's station equipment marketing department. Known as RCA BTF-5B, the transmitter can be equipped with one or two compact multiplex sub-carrier generators to make the transmitter a multi-purpose unit, Mr. Tracy said.

With the addition of two sub-carrier generators, the new RCA transmitter can handle an fm station's main broadcast signal as well as two multiplex background music sources for piping to hospitals, industrial plants, restaurants, etc., Mr. Tracy said. The transmitter's exciter unit is RCA's BTE-10B type "employing direct fm modulator circuits which require no special tuning when being adapted for multiplex use. In the exciter unit, fm is accomplished directly by push-pull reactance tubes connected across the frequency determining circuit of the modulated oscillator."

MANUFACTURING SHORTS

Audio Devices Inc., N. Y., announces it will increase its area for magnetic tape production 20,000 feet, adjacent to its present Stamford, Conn., plant. According to William C. Speed, Audio president, it is second such addition within year, giving company approximately 100,000 square feet devoted solely to magnetic tape production.

RCA announces design of high-performance, all-transistorized frequency-modulation radio receiver for battery operation is now possible with RCA developmental "drift" transistors, according to Dr. Alan M. Glover, v.p. and general manager, RCA semiconductor and materials division. New types are designed for use as radio-frequency amplifier, mixer oscillator and intermediate-frequency amplifier.

International Radio & Electronics Corp., Elkhart, Ind., reports marketing Gold Crown Prince stereo which records and plays half-track monaural and plays stereo to two cathode follower outputs. Stereo has magnetic brakes, playoff and take up; it has three motors and three speeds with 10½" reels with regular transport. Price: $475. For further information write International Radio & Electronics Corp., Box 261, S. 17th St. & Mishawaka Rd., Elkhart, Ind.

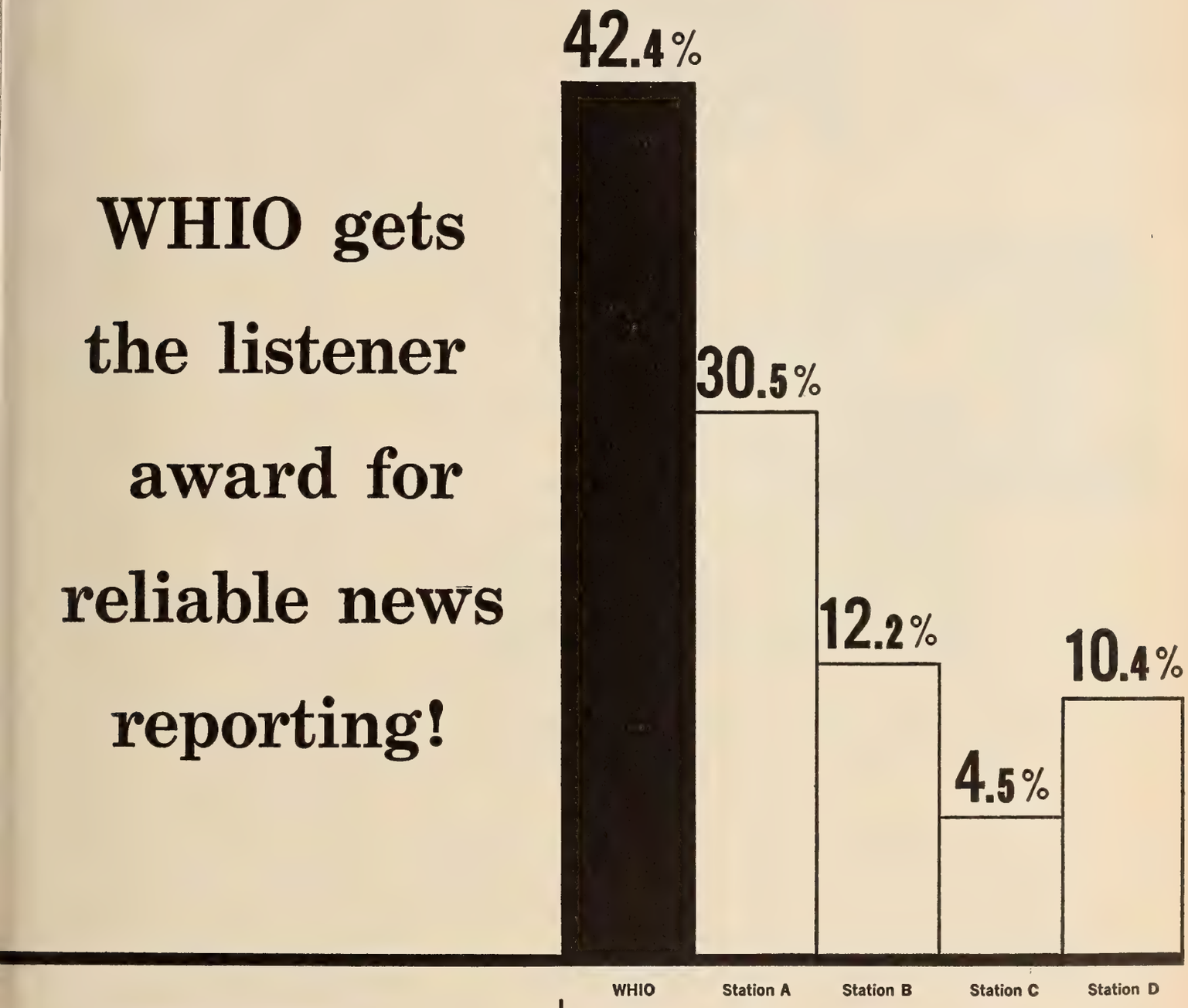
Visual Electronics Corp., N. Y., announces it installed its Orth Saver at 16 television stations during September. Orth Saver is unit to attach to tv camera to extend life of Image Orthicon pickup tube.

RCA Semiconductor Products Div., Harrison, N. J., has published 48-page booklet, "Transistor Fundamentals and Applications," which is available through RCA tube and semiconductor distributors.



Your Commercial Sells the Best Where Hearing is Believing...

WHIO gets the listener award for reliable news reporting!



AUTHENTICATION:

Special Pulse Survey in April, 1958 based on personal interviews with 1058 families:

QUESTION ASKED: If you heard different versions of the same news story or sports event on different stations, which station would you be more likely to believe?

For market data, availabilities, and all information, call George P. Hollingbery

AM WHIO FM

DAYTON, OHIO

Basic CBS

Nationally represented by George P. Hollingbery

CBS-TV WINS CORONATION RACE

CBS-TV beat out NBC-TV in the trans-atlantic race to be first with coverage of the Pope's coronation in Rome last Tuesday (Nov. 4)—by a matter of the 15 miles between Idlewild airport and Manhattan. Each network's kines came in from London on the same BOAC Jet-liner but CBS-TV broadcast direct from the airport (at 6:03 p.m.) while NBC-TV motored its films downtown for the Huntley-Brinkley newcast at 6:45. CBS-TV set up its Telecine Studio at Idlewild's Gate 7 and whipped the film onto the scanner right from the plane's gangway.

NBC-TV did claim the distinction of having the first soundfilm on the air—CBS-TV's kines were silent, with voice provided by a commentator at Idlewild.



POPE JOHN XXIII *on CBS-TV videotape*

Of wider significance than the kine race was the other innovation CBS-TV introduced into its coronation coverage—videotape. In cooperation with Granada Tv in England, the network was able to convert the Rome (RAI) signal to the U. S. standard. This is how it worked:

RAI broadcast the ceremonies live to the Eurovision network (using a 625-line system). Granada tv picked up the signal in Dover, England, and converted it to 405 lines (the British standard) for relay to Manchester. There it was converted to 525 lines (American) using a system developed by Granada's chief engineer, Reg Hammans. At that point CBS-TV producer - director Don Hewitt and newsman Winston Burdette took over.

Those two had spent four days in Rome going over details of the ceremony with Vatican officials and deciding which portions they wanted to use for a one-hour program. As they monitored the Eurovision broadcast, they recorded the predetermined segments on videotape, with Mr. Burdette, through a live camera there, bridging the gaps. Mr. Hewitt had two chartered planes standing by, one to take shorter videotape segments of the opening ceremonies to London for shipment to the states aboard the BOAC Comet jet (along with the kinescopes handled in London by Charles Collingwood), the other to take him and the longer videotape show to Paris to board a Pan American Boeing 707 jet for New York.

One of the shorter videotape segments went on the network at 7:26 p.m. Tuesday during the Doug Edwards newscast, the other at 12:21-12:26 a.m. the next morning during election coverage. The hour show went on the network at 2 a.m., with a repeat at 10 a.m.

NBC-TV brought in a second shipment of kines from the Eurovision link at 12:10 a.m. Wednesday, edited 3 hours and 10 minutes worth into a half-hour package and put it on the network at 1 a.m.

ABC-TV declined to run in the race. It confined its coverage to a half-hour brought over by conventional methods and broadcast at 5 p.m. Wednesday.

New Producers for Garry Moore

Bob Banner Assoc., New York, will produce CBS-TV's *The Garry Moore Show* (Tues. 10-11 p.m. EST), in association with Red Wing Productions and the network effective with tomorrow's show (Nov. 11), according to Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs. At the same time Mr. Robinson announced that due to basic disagreements on the creative approach and production policy, Ralph Levy has resigned as producer of the program.

Stereo Termed Listener Stimulant

The novelty of stereophonic telecasts has boosted audience interest for ABC-TV's *Plymouth Show Starring Lawrence Welk*, according to a Trendex survey conducted for ABC-TV. Sampling a total of 400 viewers of the show in eight markets, ABC-TV said it found a "trend in the making." For example, 46.3% said they tuned to Welk because of their stereo interests; 85.1% noted stereo improved their enjoyment of the show (56.7% of this response group saying stereo "contributed a great deal," 28.4% noting they enjoyed it "more than before"). Nearly two out of three (61.3%) said they'd again tune to Welk using stereo set-ups and of the 66.8% who were "aware" of the 3-D sound, 60.8% said they already "had taken advantage of it."

KBS Adds Nine Affiliates

Keystone Broadcasting System has added nine affiliates raising its total to 1,047, according to Blanche Stein, director of station relations. New affiliates are KTCS Fort Smith, Ark.; KAHI Auburn and KXO El Centro, Calif.; WGSR Millen, Ga.; WOWE Allegan, Mich.; WONA Winona, Miss.; KDSX Sherman (Denison), Texas; WWIS Black River Falls and WJMC Rice Lake, Wis.

Affiliate Officers Stay On

The board of directors of the CBS Radio Affiliates Assn. unanimously re-elected its entire slate of officers for 1958-59 during an election at the association's convention [NETWORKS, Nov. 3]. Charles C. Caley, WMBD Peoria, returns as chairman.

Other officers re-elected were John S. Hayes, WTOP Washington, vice chairman; Worth Kramer, WJR Detroit, and Lee B. Wailes, Storer Bcstg. Co., Miami Beach, directors-at-large.

Other members of the board of directors of the association are: Joseph K. Close, WKNE Keene, N. H., District 1; George M. Perkins, WROW Albany, District 2; Harold P. Danforth, WDBO Orlando, Fla., District 4; Hoyt B. Wooten, WREC Memphis, District 5; Joseph M. Higgins, WTHI Terre Haute, District 6; Frank Fogarty, WOW Omaha, District 7; J. C. Kellam, KTBC Austin, Tex., District 8, and Westerman Whillock, KNOI Boise, District 9. Mr. Hayes represents District 3.

Listeners Reassured On CBS' New PCP Plan

CBS Radio moved last week to clarify what its new Program Consolidation Plan [LEAD STORY, Nov. 3] will mean to listeners.

In a statement issued "in response to many telephone and written inquiries to CBS Radio and its affiliates," President Arthur Hull Hayes said he was "happy to reassure our listeners that they will continue to hear the same informative and entertaining programs."

Mr. Hayes reviewed and expanded on some of the programming as disclosed when PCP was announced: *Unit One*, in which "we are currently broadcasting a once-a-month outstanding actuality documentary program titled *The Hidden Revolution* which reviews some of the basic issues facing mankind;" Metropolitan Opera on Saturdays starting Nov. 29: *Capitol Cloakroom, Face the Nation, World News Roundup, Church of the Air, Salt Lake Tabernacle Choir* and other public affairs and similar programs; Arthur Godfrey, Art Linkletter, Ed Murrow, Lowell Thomas, Eric Severeid, Pat Buttram, Mitch Miller, Phil Rizzuto, Walter Cronkite, Robert Trout, and others; such daytime dramas as *Romance of Helen Trent, Second Mrs. Burton, Young Dr. Malone*, and *Ma Perkins*, and "new dramatic attractions" now being planned for integration "in our revitalized program schedule."

Mr. Hayes said that "the inquiries which have prompted these comments are immensely gratifying," that "they give proof that the national audience continues to regard radio as an indispensable part of their lives" and that "this underlines for us, as broadcasters, the responsibility of which we have never lost sight." CBS Radio, he said, "will continue to respect that enormous responsibility."

Under the new plan, endorsed by the affiliates at their convention, the network will furnish affiliates some 8½ hours of news programs per week that they can sell without payment of co-op fees to the network. In return, the stations will carry, without compensation, some 30 hours of weekly programming which the network will offer for sale. It has been estimated that CBS Radio's total program service will be cut from the current figure of approximately 90 hours a week to about 50 a week. The new plan is scheduled to go into effect Jan. 1

NET Plans to be Discussed In ETRC-Affiliates Meetings

Committees from the 32 member stations of the Educational Television & Radio Center, Ann Arbor, Mich., will meet periodically with the Center to plan development of the National Educational Television network.

Members of the committees to discuss fund raising, promotion and programming with the ETRC staff are William G. Harley, WHA-TV Madison, Wis., chairman; Henry Chadeayne, KETC (TV) St. Louis, vice chairman; Hartford N. Gunn Jr., WGBH-TV Boston; James Robertson, WTTW (TV) Chicago; Loren Stone, KCTS (TV) Seattle; James Day, KQED (TV) San Francisco; John Ziegler, WQED (TV) Pittsburgh; Keith Nighbert, WKNO-TV Memphis, and Duff Browne, WYES (TV) New Orleans.

Foreign Group Winds Up Tour With Boston Evaluation Session

Fifteen communications experts from nine countries who have been touring the U.S. on a four-month International Seminar on Radio & Tv, are at Boston U.'s School of Public Relations & Communications for a series of meetings to evaluate their trip.

The group, sponsored by International Educational Exchange Service of the U.S. Dept. of State and the World Peace Foundation, has observed network operations in New York, visited commercial and educational radio-tv studios and toured the Voice of America facilities in Washington.

The evaluation seminar, highlighted today (Nov. 10) by a luncheon attended by members of Boston's Committee for Foreign Relations and the university's School of Public Relations & Communications, is last on the foreign experts' agenda in the U. S.

WEDU (TV) Starts Operations

Educational-noncommercial ch. 3 WEDU (TV) Tampa, Fla., commenced a seven-hour-a-day, Monday-Friday schedule Oct. 27. The new station, underwritten by the school boards of seven neighboring counties, telecasts four in-school programs daily, with classes for home viewers in the evening. WEDU carries NBC ETV shows on Tuesday and Wednesday while filmed programs from the National Educational Television network also are being scheduled. A second WEDU studio at St. Petersburg Junior College is to start operations in January.

KQED (TV) Starts New Schedule

A 14-hour-a-week project started on educational-noncommercial KQED (TV) San Francisco last week that covers about 140,000 students, 4,500 teachers and 42 public school districts. Most of the station's expenses are met with $55,000 raised from the school districts and local institutions plus a $25,000 grant from the Ford Foundation's Fund for Advancement of Education.

Courses range from art lessons for third through sixth graders, to physics for seniors. The live programs include conversational Spanish and social studies.

the gal women listen to...



and talk to ...in the Twin Cities!

Mary Jo Tierney

"FOR WOMEN ONLY"

10 to 11 A. M. Daily

Lively Mary Jo Tierney keeps "For Women Only" bubbling from phone calls to persuasive, conversational sales talks. When she recommends a product, it's a friend speaking—and women listen—and buy.

Available in minutes and quarter hour segments.

new as tomorrow

MINNEAPOLIS ST. PAUL **WTCN RADIO**

Represented nationally by the Katz Agency. Affiliate, American Broadcasting Network.

All Ready to Go: National Tv Week

Observance of National Television Week, Nov. 16-22, will open Sunday with broadcasters and national public service organizations joining in a weeklong campaign to acquaint the nation with tv's contribution to the general welfare.

American National Red Cross, National Safety Council, Kiwanis International and American Automobile Assn., are among organizations cooperating with NAB and Television Bureau of Advertising. Electronic Industries Assn. is supporting the observance.

Tv stations will use kits of promotional material supplied by NAB, and networks have announced they are joining the campaign.

Postmaster General Arthur E. Summerfield last week issued a statement saluting "another of the world's great disseminators of understanding and knowledge among peoples" and recognizing "how much the great American television industry, too, is contributing to the development of our national welfare."

In a keynote message, NAB President Harold E. Fellows said:

"This year, National Television Week offers us a special opportunity to use our own medium to tell the story of television. During the week, NAB tv members will show the first two of a series of filmed spots in a concerted effort to make everyone more aware of television's impact. The theme is, 'Nothing Brings It Home Like Television'.

"With more than 550 television stations on the air, serving 84% of all homes in the United States, television is a major source of information and entertainment throughout America. Television is making a vital contribution to our communities and our nation. This is a story of impact, and nothing can tell it like television itself. Used effectively and extensively, the new filmed spots for NAB members can bring home the story."

Topping the local campaigns is a united effort to be staged by Chicago's tv stations, Academy of Television Arts & Sciences, Broadcast Advertising Club and Chicago Unlimited. Only tv facilities will be used to tell tv's story to the public, with no reliance on print media.

Chicago stations plan a heavy saturation spot announcement campaign before and during National Television Week and will make air personalities available for luncheon groups. A downtown motorcade is scheduled Nov. 19. Among civic groups joining the campaign are Kiwanis, Junior Chamber of Commerce and Chicago Board of Education. James G. Hanlon, WGN-AM-TV, is chairman of the joint local committee.

A new TvB campaign based on animated sound-on-film 10- and 20-second spots is going out to tv stations this week. The films were prepared by Wexton Co. Norman (Pete) Cash, president of TvB, said the campaign is designed to impress tv's selling power on "the less sophisticated advertiser who is relatively unfamiliar with television at a time when he is most receptive—watching his own tv set."



WCCO-TV MINNEAPOLIS has added a downtown eyeopener since its purchase of Radio City Theatre, 4,200-seater and largest in the Northwest. Dave Moore, newscaster, stands in front of the new promotional display on the theatre's marquee. WCCO-AM-TV took possession of the quarter-block property adjoining the station's present plant last Oct. 16 [CHANGING HANDS, Oct. 27]. The purchase price of the valuable downtown property was not announced. F. Van Konynenburg, executive vice president, said part of the main lobby will be converted into radio facilities and tv storage, under tentative plans, with the rest of the structure to be demolished for a parking lot.

DATELINES

Newsworthy News Coverage by Radio and Tv

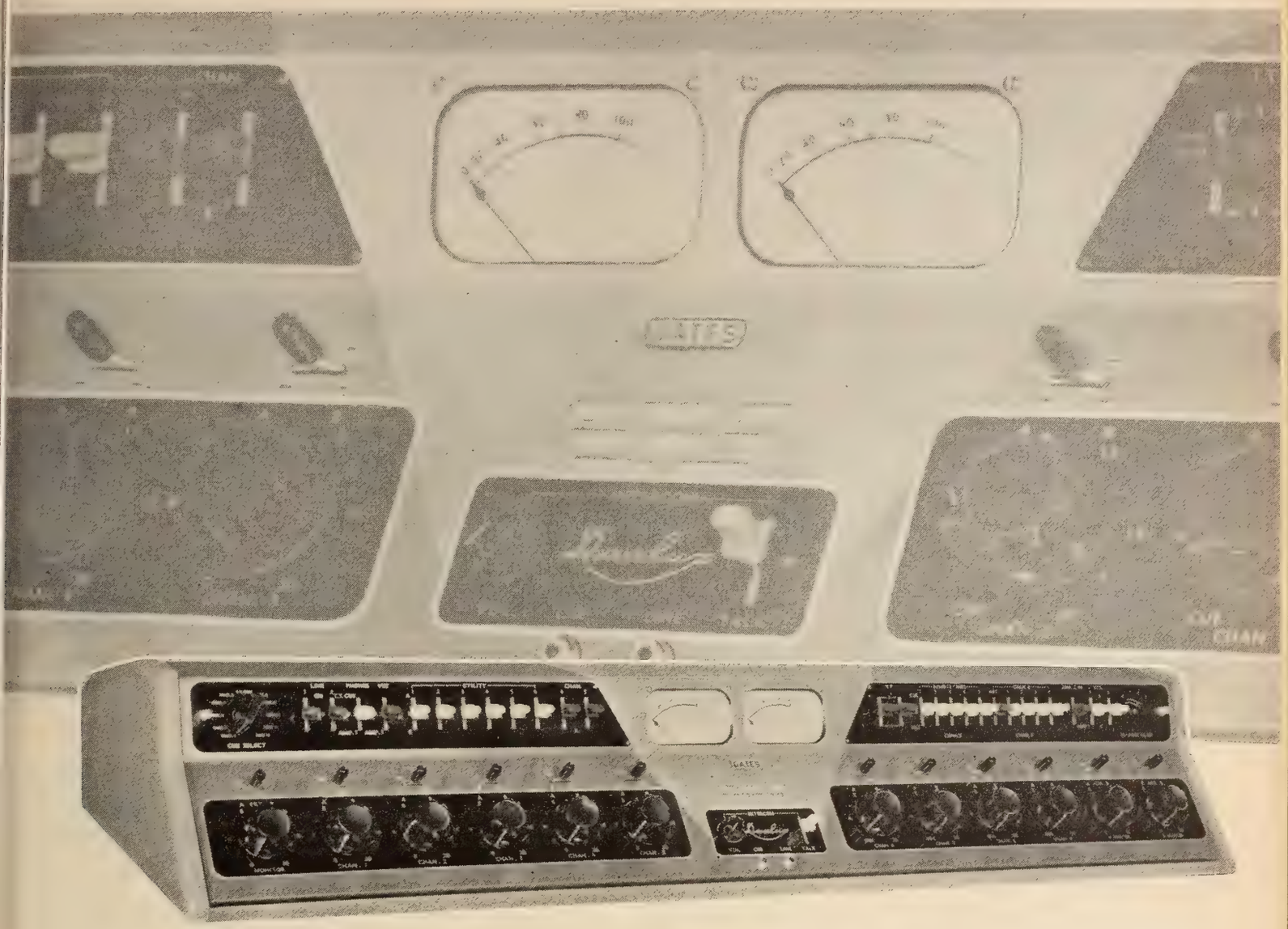
De ANZA DESERT—The skull of one of the three women whom Harvey Glatman, a Los Angeles tv repairman, confessed to murdering, was found by KFSD-TV San Diego newsman Tony Kent. Mr. Kent went with police when the confessed killer led them to the site in the De Anza Desert (San Diego County) that Mr. Glatman said he left his victims. The skull, without which positive identification would have been impossible, apparently had been dragged some distance by coyotes. The coverage by Mr. Kent was shown on KFSD-TV then sent to NBC-TV Hollywood for network broadcast.

MOUNDSVILLE—An exclusive filmed interview with convicted murderer Elmer David Bruner was to be aired yesterday (Nov. 9) in the WHTN-TV Huntington, W. Va. *Perspective* (Sun., 1:30 p.m.) series. As no date has been set for the condemned man's execution, Bill McGowan, Charleston news editor for WHTN-TV, was able to arrange the interview with Moundsville (W. Va.) State Penitentiary Warden Donovan Adams. Mr. Bruner was convicted on a charge of killing Ruby Miller of Huntington with a hammer.

SPRINGHILL—Phil Galligan, WBZ-TV Boston film producer, flew up to cover the Springhill, N. S., mine disaster Oct. 29. After a 250-mile automobile drive (his plane was unable to land nearer Springhill because of weather conditions) he arrived in time to photograph the first survivor being taken from the mine. Mr. Galligan's film, including an interview with survivors in hospital, arrived at WBZ-TV soon after 7 p.m., was aired at 11 that night.

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN
THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
Intermountain Network Affiliate
KVNU
Logan, Utah
1,000 watts at 610
THE POWERFUL VOICE OF THE RICH CACHE VALLEY

Style and Performance Leader in Speech Input Systems



Gates Dual Channel **DUALUX**

Pause just a moment and think of every exclusive feature you would like to see in a speech input system. Now, compare this idea of a "perfect" audio system with the Gates Dualux. You will quickly note that the Dualux not only incorporates every feature you could demand, but also many additional functional and manufacturing extras.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high-pass filter for instant program correction when the unlooked for happens. Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates *solid process* printed wiring, fabricated entirely in the Gates factory provides the cleanest, easiest to service speech input system ever built. One Western broadcast station writes, "*. . . I cannot think of any other console that was designed with the maintenance problem in mind. It is a pleasure to service this console.*"

Yes, it's a grand feeling to know you own *the very best.* So why don't you place your order today? Dualux consoles are in stock for immediate delivery.

OUTSTANDING FEATURES

- Complete inbuilt cue-intercom with front panel listen and talk-back.
- Three position high-pass filter for quick program correction.
- Cue selector to all major circuits for direct channel speaker audibility.
- 5 preamplifier mixing channels wired for 7 microphones. Up to 22 microphones if all utility keys used.
- Cue-Attenuators, 4 mixing channels used for net, turntables, tapes and remotes.
- 4 turntables, 4 tapes, 5 remotes plus net input to 4 mixing channels.
- 8 utility keys for expansion.
- PBX key control of all channels for greatest flexibility.
- Dual operation ALL the way.

UP SALES UPSADEC IN DECEMBER

Buy now and save during Operation UPSADEC, November 10 - December 31. During Operation UPSADEC, Gates offers 6 value packed bonus plans featuring the Dualux speech input system. This is your opportunity to save . . . your chance to modernize your station at a savings possible only during Operation UPSADEC. Send for complete details today.

Write: Dept. 6400, Gates Radio Company, Quincy, Illinois

GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

A $2-million-a-year radio show with an advertiser waiting line

One morning last week, at the black hour of 6:20 o'clock, listeners to WCBS New York's *Jack Sterling Show* received an apology. Mr. Sterling was about to put two commercials back to back—or nearly so, separating them by a few bars of music and the apology.

"Business is very, very good," he explained, but he added hopefully that it might get worse in a few weeks when the new car introductory campaigns have been wrapped up.

The probability is that Mr. Sterling's hopes will not be realized. His program, which observed its 10th anniversary Nov. 1, is sold out. Currently 38 advertisers are in the program and six others are in the waiting line, using other WCBS time with the understanding that they will move into the early-morning show as openings occur.

The Sterling show runs three hours a day, six days a week (five days live, Saturdays on tape). Averaging 38 commercials each day, it represents a gross of more than $2 million a year to WCBS.

This is a long shout from the situation that existed shortly after Mr. Sterling quit as program director of CBS-owned WBBM Chicago to take over the WCBS morning show from Arthur Godfrey. From the redhead Mr. Sterling inherited some 20 advertisers. In six months the number was down to three as one sponsor after another elected to sit it out and see whether this was a worthy successor to the Godfrey brand of salesmanship.

Apparently they became convinced that it was; by the end of the first year business started picking up and hasn't slackened since. Indeed, since Mr. Sterling succeeded Mr. Godfrey the program has twice been lengthened—in all, almost doubled—to accommodate more advertisers. At the outset the program ran from 6 to 7:45 a.m. About five years ago the starting time was moved back to 5:30 a.m. and two years ago a new section was added from 8:15 to 9 a.m., following local and network newscasts from 7:45 to 8:15.

Although there was a sharp drop-off in the number of advertisers when Mr. Sterling first took over the program, he meanwhile developed the loyalty of several. Eastern



JACK STERLING, versatile star of the WCBS morning show, plays drums occasionally with the "Sterling Quintet," a live-music group that performs five days a week on the program. The quintet, augmented here by Mr. Sterling at the drums, consists of (l to r) Mary Osborne, Andy Fitz, Tony Aless, Buddy Jones and Tyree Glenn.

STATION PROFIT & LOSS

► Bartell Broadcasters Inc., which owns radio stations in six large markets, had a net worth of $500,981 as of Aug. 31, including $268,486 surplus and $109,595 unrealized profit on sale of assets, according to a balance sheet filed with Bartell's application for sale of WILD Boston (see CHANGING HANDS, page 84).

Bartell's total assets were listed as $1,299,789, including $593,196 current, $488,037 fixed and $218,565 other. Liabilities included $130,539 current and $798,818 deferred (notes and interest). Bartell stations are WILD Boston, WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WYDE Birmingham, Ala., and KYA San Francisco.

► WISC-AM-FM-TV Madison, Wis., had an earned surplus of $292,205 as of June 30, according to the company's application for license renewal. The firm reported total assets of $910,268. Liabilities included $317,654 in notes payable and $92,770 for mortgage payable.

► An accumulated deficit of $228,162 as of July 31 was revealed by WTVH (TV) Peoria, Ill., in its application for license renewal.

The company had total assets of $321,511, including $50,899 current, $260,066 fixed and $10,071 intangible. Liabilities included $253,384 current and $247,239 in notes and interest payable to stockholders.

► WHBF-AM-FM-TV Rock Island, Ill., showed a surplus of $1,248,155 as of June 30, according to the company's application for license renewal.

Total assets were $1,502,826, including $430,075 current, $536,791 in land, buildings and equipment and $508,349 in other assets. Current liabilities were $194,670.

► Prairie Television Co., licensee of WTVP (TV) Decatur, Ill., showed a deficit of $465,550 as of Aug. 31, 1958, in a balance sheet submitted with its application for license renewal. The balance sheet showed assets of $372,322, including total prepayments of $17,721 (current assets, inventory, unexpired insurance and prepaid expenses.). Total liabilities were $454,321, including a long term note for $151,852 and debenture bonds amounting to $200,000. The excess of accumulated losses over capital investment was listed at $265,550. WTVP also listed the following annual net losses after depreciation: 1953, $128,211; 1954, $129,379; 1955, $62,745; 1956, $35,686; 1957, $52,989. For the first six months of 1958, losses were listed as $56,529. WTVP is on ch. 17, with ABC affiliation.

► A loss of $58,053 for the six months ending June 30 was listed by WFRV-TV Green Bay, Wis., in its application for license renewal.

The station had total assets of $281,984, including $40,150 current and $234,596 fixed. Liabilities included $91,842 current and $188,955 in long term indebtedness.

► WGN-AM-TV Chicago had a surplus of $317,158 as of July 31, according to information filed with applications for license renewal.

Total assets were listed at $8,053,557, including $1,400,044 current, $1,045,717 investments and $5,592,796 in deferred charges for items such as prepaid insurance and films.

Total current liabilities were $7,661,399, including $2,555,979 in accounts payable to the Tribune Co. *(Chicago Tribune),* parent corporation. The Tribune Co. owns WPIX (TV) New York under a separate corporation.

► Metropolitan Broadcasting Corp. showed a profit of $275,471 for the seven months ending July 26, 1958, to reduce its $1,323,715 deficit on Dec. 28, 1957, to $1,048,244, according to a balance sheet filed with the company's application for license for WNEW-FM New York.

The information showed current assets of $5,037,463, of which $2,495,264 was in film contract rights. Total assets were $12,988,218 also including $199,525 in investments, $5,218,904 fixed and $2,532,325 in contracts.

Liabilities included $3,780,998 current, $129,598 deferred income and $2,859,770 long term debt. Capital stock outstanding ($1 par) was listed at $1,541,137 and additional paid-in capital $5,724,958.

Metropolitan is licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland.

Air Lines, for example, has been in the show six days a week for all 10 years. Franklin Savings Bank has been on for almost 10 years, also across the board, and Esso Standard Oil has been in the program with *Esso Reporter* for seven years.

Bradley A. Walker of Fletcher D. Richards Inc., agency for Eastern Air Lines, has this to say:

"For the past 10 years Jack has been the 'voice' of Eastern Air Lines to millions of faithful listeners. By every test, he has been one of Eastern's most eloquent and effective spokesmen, and his friendly cooperation has made working with him a real pleasure . . ."

From John H. Roach, vice president and secretary of Franklin Savings Bank, comes this tribute:

"We liked Jack when we signed him on our team back in January 1949, and after 10 years of slugging for the Franklin Savings Bank he is still in there hitting every pitch—and bringing new customers to us every day."

Franklin Savings sponsors an unbanklike gimmick which is one of several standard features on the show—it gives away money. This is the "Yuck for a Buck" department which at 7:13 each morning recites the day's best audience-submitted joke and dispatches two "Franklin half-dollars" to the sender.

Other standards include farm news at 5:45, fishing news at 6:15 three times a week in season, a bit called "It Happened this Day —I Think" at 6:35 and one of several character parts at 7:39. "It Happened this Day —I Think" is a takeoff on the origin of certain well-known events or catch-lines—an exercise in punmanship that usually is better heard than described. There is also the "Sterling Quintet," one of the rare groups of live musicians employed nowadays in early-morning radio (see photo).

WCBS attributes much of the show's success to Mr. Sterling's close and continuing contact with his clients and their products. Hardly a week passes when he does not visit plants and distribution agencies, as well as local outlets, to check on the products he sells and promote them on the scene.

Mr. Sterling's own career in show business extends back almost to the year he was born, 1915. His parents were vaudeville and stock company performers, moving from city to city, and he got his first on-stage laugh at the age of two when he wandered, in diapers and uninvited, before the footlights during his father's act.

He had his own vaudeville act at the age of seven, doing blackface numbers, singing, telling jokes and tap dancing. At 15 he was a leading player in the John D. Winninger stock company. Later he played a Chicago night club and left that to join the Federal Theatre in Peoria, Ill., where he settled down in 1939 with WMBD as an announcer and producer. A year later he moved to WTAD Quincy, Ill., as program manager, and from there went to CBS-owned KMOX St. Louis. He was transferred in 1947 to WBBM Chicago.

When his network schedule forced Mr. Godfrey to drop his WCBS stint, the station sent out a call for help—including a call for an audition record from Mr. Sterling. Legend has it that he cut the record only after getting assurances that WCBS would pay for it. He was picked for the job; his name, which until then had been Jack Sexton, was changed to Jack Sterling, and *Jack Sterling Program* was on.

The show is produced and directed by Ken Regan, and written by Walter Latzko, Art Whitney and Bill Vance. Mr. Vance helped Mr. Sterling write a book, *So Early in the Morning*, which was published by Thomas Y. Crowell Co. last week as part of the program's 10th birthday promotion.

Dec. 1 Set for WWOR-TV Return

WWOR-TV Worcester, Mass., has set a target date of Dec. 1 for its return to the air under new management. The ch. 14 facility was initially on the air in 1953 and went dark in 1955. WWOR-TV's transfer through a stock transaction from Salisbury Broadcasting Corp. to Springfield Television Broadcasting Corp. was approved by the FCC Oct. 15 [For the Record, Oct. 20]. Springfield Tv, headed by William L. Putnam, also operates WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts uhf's. Mr. Putnam plans to operate WWOR-TV (ch. 14) as a satellite of WWLP during its early stages.

"LIVE" FROM COLUMBUS



Marty DeVictor

Enthusiastic sportscasting for the past 14 years has put and kept Marty De Victor's 6:15 - 6:30 p.m. show in the top 10. His accurate reporting and his thorough sports knowledge make Central Ohioans and sponsors loyal fans.

AM • FM • CBS

wbns radio

COLUMBUS, OHIO • Ask JOHN BLAIR



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

KOSI 5000 Watts **Denver** is KOSI—land!

Give a "whistle" for your Petry Man

WGVM—Greenville, Miss.
KOBY in San Francisco

Mid-America Broadcasting Co.



TIME INC. radio-tv stations held board meetings and general management sessions Oct. 24-27 at Sterling Forest, Tuxedo, N.Y. Among those present (seated l to r): Willard Schroeder, president-general manager, WOOD-AM-TV Grand Rapids, Mich.; Roy E. Larsen and Charles L. Stillman, president and executive vice president-treasurer of Time Inc., respectively.

(Standing l to r): Phil R. Hoffman, vice president-general manager, WTCN-AM-TV Minneapolis; G. Bennett Larson, president-general manager, KDYL-KTVT (TV) Salt Lake City; Arnold W. Carlson and Weston C. Pullen Jr., planning and broadcasting vice presidents, respectively of Time Inc.; Eldon Campbell, vice president-general manager, WFBM-AM-TV Indianapolis; John F. Harvey, comptroller, Time Inc.; Hugh B. Terry, president-general manager, KLZ-AM-TV Denver.

THE BIG "T" IN

WESTERN MONTANA

KMSO-CH. 13
Television

CBS—NBC—ABC

•

Tremendous coverage
Terrific results

•

ASK GILL-PERNA

KMSO—MISSOULA

Lehigh Valley Stations Meet For Promotion, Ad Exchange

The first of a series of monthly meetings by six Lehigh Valley, Pa., radio stations, designed to develop promotions and set local standards in retail advertising, was held last month at Hess Bros. (department store), Allentown, Pa.

The meetings, presided over by Charles R. Petrie, national sales manager, WSAN Allentown, Pa., will be attended by WHOL and WAEB both Allentown; WGPA Bethlehem; WEST and WEEX, both Easton. Hess Bros. placed an order with each station for 150 spots, transcribed by Phil Silvers, Eva Gabor, Hal March and others, in connection with its founders' sale. This month's meeting is slated to be held in Bethlehem.

WABC Joins Community Clubs

WABC New York, ABC-owned station, has been exclusively franchised by Community Clubs Services Inc. for the 17-county metropolitan area promoting the Community Clubs Awards plan. WABC has set aside $40,000 which it will award as prize money to non-profit charitable, religious, educational and civic organizations whose members collect and turn in the most sales slips or other proofs of product purchase (boxtops, labels, etc.) advertised on the station each week for 17 weeks. There are 25,000 area organizations eligible to participate, WABC estimates. With addition of WABC to CCS-franchised radio-tv stations, the total has reached 170 in 39 of the states and also in the Territory of Hawaii.

STATION SHORTS

Radio Advertising Bureau announces 38 new members were added to its membership roster in 60-day period ended Sept. 30, bringing station membership to over 900, according to bureau President Kevin B. Sweeney. Of new members, nine were from California, seven from Texas.

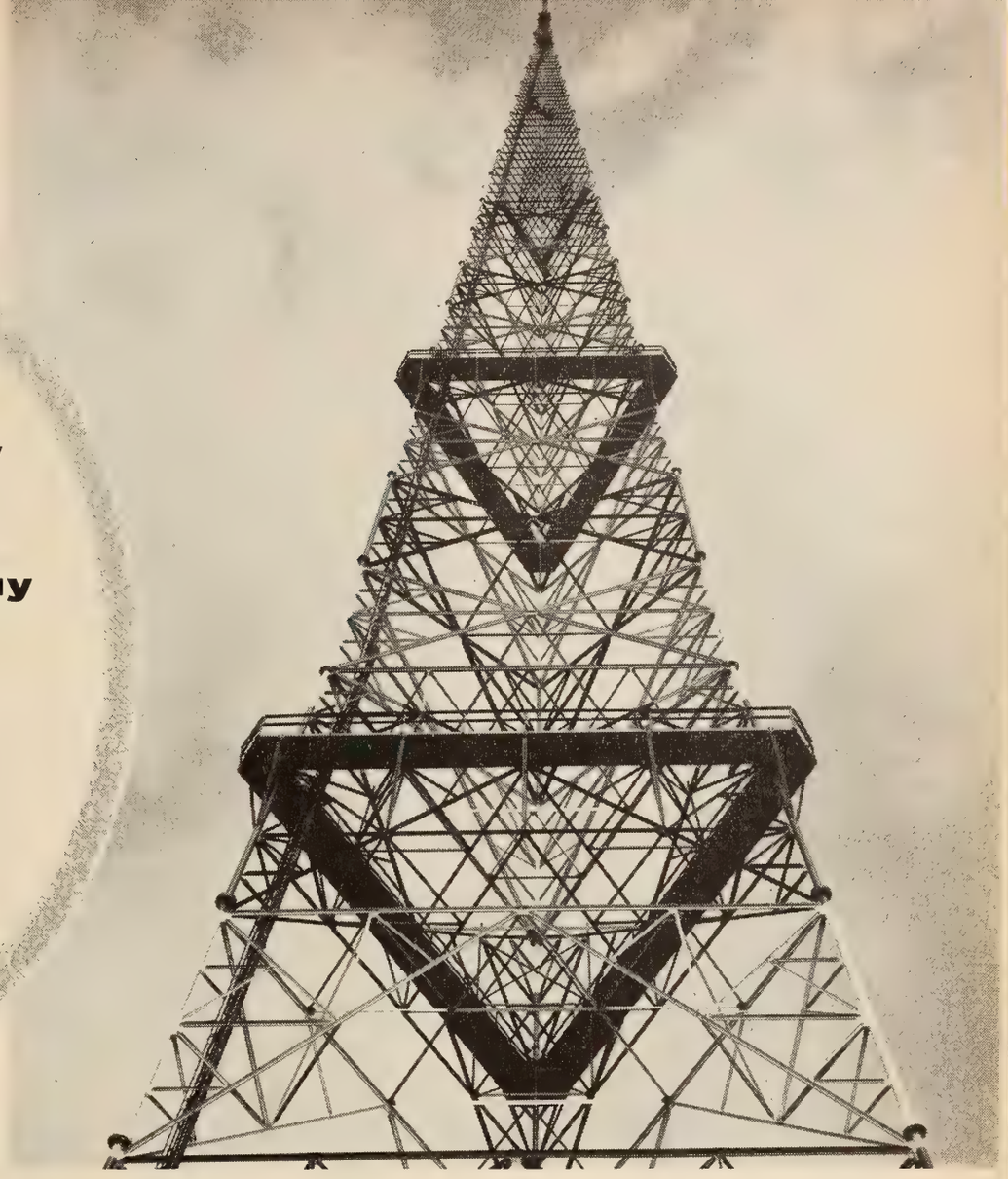
KCAL Redlands, Calif., announces September was biggest sales month in station's history with more than 20 new accounts added.

KCBS San Francisco announces its best week of 1958 ending Sept. 28 with "new business and renewals totaling more than $26,000."

KTLA (TV) Los Angeles reports "record business" totaling over $325,000 during last two weeks of September.



839' self-supporting tower for WBNS-TV, Columbus, Ohio, supports RCA TF 12 AH antenna. Two outside platforms give easy access to microwave equipment.



Reasons why "It's good business to buy from an experienced tower company"

Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market.

For example:

Dresser-Ideco uses *structural rib bolts* for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

Dresser-Ideco engineers *plan the layout* for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples . . . 3 details among many . . . that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "it's good business to buy from an *experienced* tower company."

So when your new tower is in the offing . . . look to experience you can believe in and results you can see. Better than 50% of *all* TV towers over 1,000 feet tall are towers by Dresser-Ideco . . . *twice as many* as the second tower company's total . . . *more* than all the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you . . . write Dresser-Ideco, or contact your broadcast equipment representative.



Write for this new Dresser-Ideco Tower Catalog T-57—the first complete broadcast antenna tower story.



Radar Towers on the DEW line in northern Alaska—designed and fabricated by Dresser-Ideco. Keeping pace with the rapidly developing needs of radar and microwave — helping the broadcast industry meet its expanding needs — these are the challenges that keep Dresser-Ideco's thinking fresh and "alive", now and in the years ahead.

Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-83, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WREC-AM-TV MEMPHIS, TENN. • Sold to Des Moines Register & Tribune Co. (Cowles) by Hoyt B. Wooten for $6 million cash [CLOSED CIRCUIT, Nov. 3]. It was reported that a new company, WREC Broadcasting Service Inc., will operate the Memphis outlets as a wholly-owned subsidiary of the Cowles Des Moines *Register* and *Tribune*. It was also stated that Mr. Wooten would be retained by the new corporation in an advisory capacity for at least two years.

Mr. Wooten's sons-in-law Charles Brakefield and Jack Michael will be general manager and program director of the Memphis stations, respectively. Mr. Brakefield has been commercial manager and Mr. Michael program director prior to the sale. Mr. Wooten established WREC in 1922 and the television affiliate just two years ago. Luther L. Hill, publisher of the *Register* and *Tribune* said, "It is our purpose to continue the WREC radio and television operations in the Wooten tradition."

Just a year ago the Cowles organization sold WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, to Peoples Broadcasting Corp. for $3 million and at that time announced it would seek replacement properties. Other Cowles stations: KRNT Des Moines and 60% of KRNT-TV Des Moines, as well as WHTN-AM-TV Huntington, W. Va. Gardner Cowles, president of the *Register* and *Tribune*, also is publisher of *Look* magazine.

WREC-TV is on ch. 3. WREC is on 600 kc with 5 kw, directional antenna different pattern day and night. Both stations are affiliated with CBS.

WGAY SILVER SPRING, MD. • Sold to multiple owner Connie B. Gay by John W. Kluge for $650,000. Mr. Gay intends to have a pop music policy for his new station but minus the rock and roll. Other Connie Gay outlets: WTCR Ashland, Ky., WFTC Kinston, N. C., KITE San Antonio, Tex., and WYLD New Orleans, La. WGAY is on 1050 kc with 1 kw, day.

WEBC DULUTH, MINN. • Sold by Head of The Lakes Broadcasting Co. to George Clinton for $250,000. Mr. Clinton, former owner of WCMI Ashland, Ky., has resigned as general manager of WPAR Parkersburg and WBOY-TV Clarksburg, W. Va. Head of The Lakes is principally owned by the Morgan Murphy-William C. Bridges group, which recently sold WHLB Virginia and WMFG Hibbing, both Minnesota, but which still has principal interests in WEAU-AM-FM-TV Eau Claire, WISC-AM-FM-TV Madison, WMAM and WMBV-TV Green Bay-Marinette, all Wisconsin; KVOL-AM-FM-TV Lafayette, La.; KGTV (TV) Des Moines, Iowa. Broker was Blackburn & Co. WEBC is on 560 kc with 5 kw and is affiliated with NBC.

WABR WINTER PARK (ORLANDO), FLA. • Sold by Orange County Broadcasters Inc. (James H. and Idamae Sawyer) to Contemporary Broadcasting Co. Inc. for $225,000. Contemporary Broadcasting's principal owners are I. Ed Edwards, announcer for the Kansas City Athletics for the last two years and before that announcer for the Cleveland Indians, and Preston Ward, Kansas City Athletics third baseman. Broker was Blackburn & Co. WABR is on 1440 kc with 5 kw day.

WILD BOSTON, MASS. • Sold to industrial scrap dealer-real estate man Nelson B. Noble by Bartell Broadcasters Inc. for $200,000, with Bartell continuing to be responsible for $111,233 balance of chattel mortgage on WILD. Other Bartell stations are WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WYDE Birmingham and KYA San Francisco. WILD is on 1090 kc with 1 kw, day.

KATE ALBERT LEA, MINN. • Sold by Bennett O. Knudson and George J. and William B. Wolf to Hart N. Cardozo for $150,000. Mr. Cardozo is a furniture retailer in St. Paul. Broker was Allen Kander & Co. KATE is on 1450 kc with 250 w and is affiliated with ABC.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 97.*

WSPB SARASOTA, FLA. • Sold to Community Broadcasting Corp. by Robert C. Jones and others for $335,000. Community Broadcasting owns WALL Middletown, N. Y. WSPB is on 1450 kc with 250 w and is affiliated with CBS.

WNRC-AM-FM NEW ROCHELLE, N. Y. • Sold to Radio Westchester Inc. (Marvin Stone, president, and E. Monroe O'Flyn, vice president, own WVIP Mount Kisco, N. Y.) by Donald and Frances Daniels for $225,000 cash. WNRC is on 1460 kc with 500 w, day. WNRC-FM is on 93.5 mc with 1 kw.

REPRESENTATIVE APPOINTMENTS

KPOK Scottsdale, Ariz., has named Forjoe and Co.

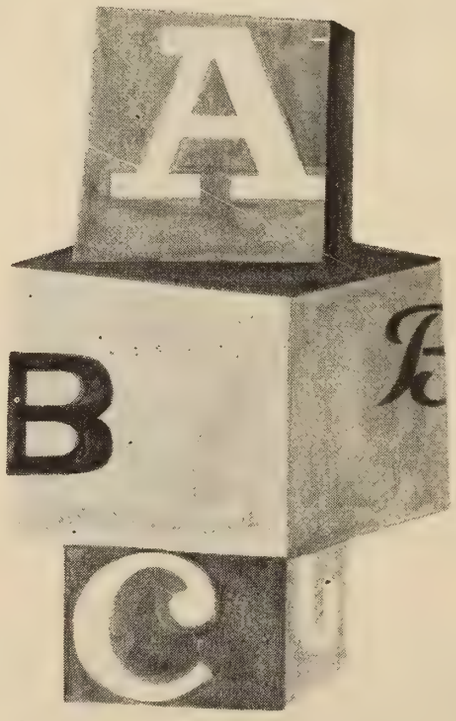
WPAT Paterson, N. J., names Weed Radio Corp., N. Y.

KBIF Fresno, Calif., names Weed & Co., N. Y., replacing McGavren-Quinn Co. Weed will sell KBIF individually as well as in combination packages with KBIG Santa Catalina, Calif.

WILZ St. Petersburg Beach, Fla., names Jack Masla & Co., New York and Chicago.

WNTA-AM-FM Newark has named McGavren-Quinn, N. Y.

In children's building blocks, an alphabet can only be formed by putting B between A and C. And in broadcast transactions, by putting Blackburn and Company between the buyer and seller, the negotiation is completed correctly and efficiently. Blackburn and Company is the nation's expert in negotiations, financing and appraisals.



NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

AFTRA AND NETWORKS IN 11TH-HOUR TALKS

- **Contracts expire Nov. 15**
- **Big stumbling block: vtr**

Negotiators for the American Federation of Television & Radio Artists and the four radio and three tv networks were to meet this past Saturday and Sunday (Nov. 8-9) to iron out differences in contract proposals and thereby dispel threats of a strike. The present pact expires on Saturday (Nov. 15).

The weekend sessions were arranged even as AFTRA asked its locals in New York, Chicago, Los Angeles, and San Francisco, to hold "strike meetings" to give the national board of the union necessary strike power. The New York local will meet on to be resolved is payment of fees for videotape commercials and programs [AT DEADLINE, Nov. 3].

A network spokesman said that strike authorization is "standard operating procedure" during contract negotiations but he conceded that discussions to date indicate that the unions and the networks are "far apart." He confirmed that the principal issue to be resolved is payment fees for videotape commercials and programs [AT DEADLINE, Nov. 3].

The current pact, signed in 1956, provides that performers in videotape programs be paid 100% fee for the original presentation; 75% of the fee for each of the first and second replays and 50% of the fee for each of the third, fourth and fifth replays, only. AFTRA now insists that there be no cutoff after the fifth replay but proposes a sliding scale of percentage be devised for subsequent re-uses. The union also demands that in the tape commercials (not included in the 1956 contract) a similar formula be established, with no cutoff after the fifth re-use.

It is reported that several large advertisers, particularly of daytime live tv programs, have asked the network to resist AFTRA's demands on tape re-use payments. Advertisers' position conceivably is that if networks relent, the Screen Actors Guild, which has jurisdiction currently over both film commercials and tape commercials produced at film studios, will be in a strong bargaining position to insist upon a similar provision when its pact expires in about 18 months.

Other AFTRA proposals still to be resolved include one that would forbid the networks from feeding programs to an affiliated station which has been struck by a local AFTRA unit and another that would forbid networks from carrying tape re-runs and kinescope programs during a strike by AFTRA.

A strike by performers would affect seriously the special programming planned by the networks after Nov. 15. There are seven special live programs scheduled between Nov. 15 and Nov. 30, including the high-budgeted "Wonderful Town" over CBS-TV on Nov. 30, said to be a $500,000 package.

Networks officials said they are taking "normal precautions" in the event of a strike, stockpiling films and kinescopes. One top executive said that although networks are "concerned" about developments, he is

RIDE 'EM COWBOY

When is a cowboy not a cowboy? That question was posed to board members of the Screen Extras Guild, who answered it with a unanimous vote to crack down on producers who hire cowboys as unmounted extras, and then, when the script calls for it puts them on horseback.

SEG's scale table lists the general extra rate as $22.05 a day, compared to $29.04 for riders. Thus the producer saves $6.99 a head on days when there's no riding to be done.

H. O'Neil Shanks, SEG executive secretary, has been directed to take up the matter with producers on grounds that it violates the SEG contract. "When a producer knows that the script calls for actual riding but then calls cowboys at the general extra rate, he is chiseling and he is breaching our collective bargaining contract, even though he later adjusts the cowboys to the higher rate on the days they ride," Mr. Shanks said.

KMJ-TV

Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in farm programs — KMJ-TV's full-time farm editor has all the facilities of the Agricultural Department of the McClatchy Broadcasting Company at his disposal. He also works with McClatchy newspaper farm editors. This, coordinated with on-the-spot film coverage, results in farm programming without peer in Fresno.

KMJ-TV • FRESNO, CALIFORNIA • McClatchy Broadcasting Company • The Katz Agency, National Representative

Programmed
all day long
to an adult
buying audience

WISH
Indianapolis

CBS *Represented by Bolling*



A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

still hopeful that a settlement can be achieved before the deadline, as has occurred often in labor negotiations.

Negotiations cover performers at both the radio and television networks and those engaged by transcription companies. AFTRA is seeking a basic 10% increase in wages and fees but network officials point out that the rise will go "well beyond" 10% under AFTRA's proposals for reducing the number of rehearsal hours, asking payment for extra rehearsal and increasing rate of overtime pay [PERSONNEL RELATIONS, Sept. 29].

ABC, NABET Agree on New Terms On Pay for New York Publicists

A threatened strike at ABC was averted last Monday (Nov. 3) when the network and the National Assn. of Broadcast Employes & Technicians reached agreement on an initial contract covering 14 publicists at ABC in New York.

Under terms of the agreement, members of the press department will receive $169.63 after four years. The pay scale starts at $122 for publicists with up to one year of experience and rises to $134.46, one to two years; $146.19, two to three years, and $157.92, three to four years. In addition, a $5 raise is prescribed on Aug. 1, 1959. One copy editor and two contact men at ABC qualify for an additional $10 weekly above the pay scale. The contract runs through Jan. 31, 1961, and terms of the pact are retroactive to last September.

NABET also represents ABC publicists in Hollywood as well as technicians at both ABC and NBC. It is known that NABET is making overtures to bring NBC publicists into the union.

46 at ABC Quit RTDG; Expected to Join NABET

A group of 46 to 56 staffers at ABC belonging to the Radio-Television Directors Guild last Monday (Nov. 3) notified the Guild they have resigned from the union. It was reported that these members will make formal application shortly for affiliation with the National Assn. of Broadcast Employes & Technicians.

The ABC staffers who left RTDG include radio directors and assistant directors and television associate directors and stage managers, but do not include television directors. It was reported that the disassociation move was taken prior to application for membership in NABET so that the latter union could not be accused of "raiding" another labor organization in violation of an AFL-CIO code. The break-away group believes it will have a stronger bargaining position with an affiliation with a larger organization, such as NABET.

An official of RTDG told BROADCASTING last Thursday (Nov. 6) that the union has filed a formal protest with George Meany, president of AFL-CIO, accusing NABET of violating the "no raiding" code. He said there is "No question that NABET has been talking to our members, promising them all sorts of things."

AR Does Turnabout; Profits $14 Million

One of the most remarkable financial turnabouts in foreign business circles was reported Nov. 1 by the *London Times*. In an article describing the activities of Associated Rediffusion Ltd., second-largest (to Associated Television Ltd.) commercial programming contractor, the *Times* reports that AR in it third year of operation has racked up profits of five million pounds—equivalent to about $14 million. Associated Rediffusion (London's ch. 9) programs weekdays [CLOSED CIRCUIT, Oct. 27].

This profit astounded London financial circles, the *Times* said, because for the 12-month period that ended April 30, 1957, AR incurred a loss of 626,000 pounds—or $1.8 million. Though the newspaper did not explain the reasons behind this reversal, its financial editor pointed out that whatever the cause, the results will come as happy news to the stockholders in two other British firms. One is the giant British Traction Ltd.—a holding company with interest in utilities, transportation, resorts, etc.—which owns 50% of AR in addition to about 10% of Rediffusion Ltd., another commercial tv firm. Rediffusion itself also has 37.5% interest in AR.

Particularly surprising is the speed with which AR came out of the red; the profits for the year that ended April 30 surpass those of ATV Ltd. by at least $1 million.

Interesting factor in this profit picture is the disposition of the windfall. The *Times* reports that the AR board will not distribute profits in form of dividends, nor will it apply them against past losses. Instead, the AR directorship will treat the remainder of the AR accumulative losses as "business development expenses" by transferring them to a special "development account." Four and a half million pounds (or $12.6 million) of the profits will be capitalized into $12.6 million worth of non-voting common stock.

CFCF Gets Help in Fire Crisis

All Montreal radio stations came to the rescue of CFCF Montreal, oldest station in Canada, when the station's studios were gutted Oct. 23 by a fire which started in the basement. The station lost no time on the air, using temporary studios of Walter Downs Ltd., in the Dominion Square Bldg. Other Montreal stations, including CJAD, CKAC, CJMS, CKVL and CBM, loaned CFCF recordings and transcriptions.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
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NEW YORK 22, N.Y.
ELDORADO 5-9405
ALL INQUIRIES CONFIDENTIAL

"Ad Age is high on my roster..."

says **ROGER M. GREENE**
Vice-President/Advertising
Philip Morris Incorporated



"The tempo of today's advertising makes up-to-the-minute news a necessity and the common denominator for those who have to keep in step with the times. I turn to Advertising Age each week for an accurate report of news and the features that explore the events making the news. It is high on my roster of must reading."

Isn't it a fact—the more important the executive, the greater is his need to keep up with developments in today's hustle-bustle world of marketing. So, despite the pressures of the work week and the demands for their attentions, one thing is sure: most of the executives of importance to you *take time or make time* to read Advertising Age regularly and thoroughly.

At Philip Morris Incorporated, for example—where sales vaulted to a record $408,813,852 last year—television is favored with almost half of the firm's budget for measured media. A pioneer in the use of radio and one of the first major advertisers in television, this cigarette manufacturer spent over $8,884,000* on network and spot tv time in 1957—primarily to promote its Marlboro, Parliament and Philip Morris brands.

Every Monday, *17 paid-subscription copies of Ad Age* get read—and used—by Philip Morris executives with marketing responsibilities. Further, *396 paid-subscription copies* get a going-over at Benton & Bowles; Leo Burnett; Doyle Dane Bernbach; and Ogilvy, Benson & Mather, the agencies handling Philip Morris accounts.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

** Sources: Leading National Advertisers, Inc. and Television Bureau of Advertising, Inc.*

ROGER M. GREENE

Mr. Greene started with Philip Morris in 1936 and, in the decade that followed, gained considerable experience in sales, sales promotion, purchasing and production. In 1946, he switched to the company's advertising department, where successive promotions advanced him to advertising manager in 1951 and, four years later, to director of advertising. Mr. Greene assumed his present post of vice-president in charge of advertising in 1957. It was under his direction that the highly-successful Marlboro Man campaign was set in motion.

Away from guiding the campaigns of one of the country's leading cigarette concerns, Mr. Greene relaxes by playing golf and by boating on Long Island Sound.

ABC ABP NBP


Advertising Age

FCC Moves to 'Drop In,' Not 'De-Intermix'

The Broadcasting Industry

Is Color TV Coming Out from Under?

High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

'Scoop' or 'Scope' in News Coverage?—TV Wants 'Em Both

America's Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

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South Bend - Elkhart

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WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

A HAZARD THAT NEVER SLEEPS

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BUT you can
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ABROAD IN BRIEF

SPONSORS AT SNAIL'S-PACE: Commercial tv grossed only $700,000 in West Germany last year, latest statistics show. The 0.2% of the country's ad budget that this figure represents, is handled by mainly noncommercial tv stations that set aside a segment of their daily programming for commercial time.

HUNGARIAN EXPORTS: A total 120,000 radios and 100,000 unassembled sets will be exported by Hungary by year's end, a report from Budapest estimates. The state-owned Elektroimpex agency expects to sell 58,000 radio and 20,000 tv receivers to Russia's East Germany.

BELGRADE GETS BIG ONE: Yugoslavia has put its largest tv transmitter to date into operation. Located near Belgrade, its ERP is 100 kw. Two other transmitters, at Fruska-Gora and Zagreb, were due to go into operation last month. A fourth Yugoslav tv transmitter at Lyublyana is scheduled for completion early next year.

WEST GERMAN TV COUNT: West Berlin and West Germany had 1,765,410 registered tv receivers at the beginning of September, representing an increase of 46,376 sets during August and 100% gain over the same month of 1957. Many tv sets are being operated without a license.

German tv set production is predicted to reach 1.4 million by the end of 1958.

AMPEX UBER ALLES: Ampex videotape recorders, modified to 625-line standards, have been installed by North German Radio and Southwest German Radio. Indications are that, as other tv stations in the areas follow suit, only a small portion of programming will remain live. VTR's are modified by Siemens & Halske, German electronic products manufacturer.

VTR JUNIOR: A home videotape recorder is being developed by Grundig. The machine, about the size of a record player, is expected to be on the market in two years. Price: $200 to $300.

PARISIANS SEE ALGIERS: A television relay station in a plane 20,000 ft. over the Balearic Islands has been used by the French to transmit a program from Algiers to Paris. The 16-minute trans-Mediterranean report got good reception on Paris screens.

ITALIAN COUNT: Registered television sets in Italy numbered 864,754 on April 1, an increase of 191,674 since the beginning of the year. Annual tv set production in the country is about 300,000, annual radio receiver production 700,000. Costs of Italian tv receivers are decreasing. A standard 17-inch set retails for approximately $135.

A net profit of slightly over $.5 million was registered by the Italian state-owned radio-tv networks for 1957 compared with $350,000 for 1956.

TV TUBE FROM CHINA: A prototype of a 13-inch television tube has been produced in Nanking by a state-owned lamp-vacuum tube plant. The first tv receivers made in China also are undergoing thorough tests.

A television station in Peiping, China, has commenced operations, giving that country its first tv outlet, New China News Agency reports.

SWEDISH VIDEO RELAY: The Swedish Television Service has opened a 500-mile relay line connecting Stockholm, Goteborg and Malmo. Twelve of the 15 relay stations are automatic, the other three being manually-operated. Another relay line between Upsala and Sundsvall is scheduled for opening in early 1959.

A trade agreement with China has been signed by the Swedish government that includes the export of electronic equipment to the Chinese mainland.

COLOR FOR REDS: The Russian Communications Ministry's experimental studio chief predicts that Moscow will have regularly-scheduled color tv shows in December.

TOWERING JAPAN: An 82-ft. antenna was installed Oct. 14 on Tokyo's 1,092-ft. Television City tower. The $7 million tower, eventually to be used by five stations, is slated to transmit test signals next month. Claimed as the closest competitor to the tower's height in Asia is a 557-ft. tv tower in central Japan. The Tv City structure is 108 feet taller than the Eiffel Tower and 380 ft. shorter than the Empire State Building.

New Radio Headquarters in Bonn

The West German Radio Network in Cologne will build a five-story plant to house its operations in the capital town of Bonn, the Federal Republic's press ministry announced last week. The rooms currently used for broadcasting and newsgathering purposes in the Bundeshause have become overcrowded, it is reported, and to accommodate not only its own staff but personnel of other networks and foreign broadcasting companies, the West German Radio Network will shortly break ground in the government quarter of the ancient university town. In keeping with the low-slung modern style of the buildings, the network plant will be built with two of the flights below ground (studios), and three above.



Ralston Purina Success With Tv Earns Ad Citation for Hodges

Ernest Hodges, vice president of Guild, Bascom & Bonfigli, San Francisco, last week was named "outstanding young advertising man of the year" by the Assn. of Advertising Men & Women in New York. His winning vehicle: the all-television advertising campaign for Ralston Purina Cereals.

Mr. Hodges' entry placed first in the association's competiton for consumer advertising campaigns budgeted over $1 million. Also honored last week were winners in two other categories — Herbert A. Kuscher, account executive, Lampert Agency, New York, for a campaign of the FR Corp. (photographic flash units) in under-$1 million consumer advertising, and Jeremy Danny, account executive of Noyes & Sproul Inc., New York for work on the C. B. Fleet Co. (medical products) account in the under $100,000 industrial advertising class.



MR. HODGES

The winning Ralston campaign was initiated by GB&B four years ago when it assumed the account. At that time the sales curve was downward, and although many advertising ventures had been tried (13 of them at one time) no success was being achieved. GB&B suggested several drastic changes, among them (1) dropping all premiums, a staple of the cereals field, and (2) diverting all advertising money to one medium—nighttime network television. Within two weeks, Mr. Hodges, recalled, sales jumped for the first time in six years Later Ralston began sponsorship of *Bold Journey* adventure series on ABC-TV, which developed the now well know educational tieup which puts teaching aids based on the program into 100,000 classrooms across the country. The award presentation noted that Ralston's cereal sales in the past year were up 33⅓% compared to an average of 5% in the industry, and that the advertising budget has doubled since 1954 and will be almost tripled in the 1958-59 season, still relying on network television as the backbone of the campaign.

English Speaking Awards Made

Five out of seven Better Understanding Awards and citations presented annually by the English Speaking Union of the U. S. were made to members of the broadcasting industry, it has been announced by ESU. Awards were given to Larry LeSueur CBS-AM-TV; WSAC Fort Knox, and Gladys Webster, WCAU Philadelphia, while citations were presented to James Monroe, KCMO-TV Kansas City, and Barry Gray, WMCA New York and MBS. Awards and citations are given annually by the English Speaking Union "in recognition of sincere and continuing effort to achieve better understanding between the peoples of the U. S. and those of The British Commonwealth of Nations." Arrangements for the actual presentations will be announced later.

1958 Hillman Competition Open

Sidney Hillman Foundation awards of $500 each have been announced for programs with protection of individual civil liberties, improved race relations, a strengthened labor movement, advancement of social welfare and economic security, greater world understanding and related problems. Radio and television entries must have been produced under professional auspices in 1958. Final broadcast scripts must be received by the foundation, 15 Union Sq., New York 3, by Feb. 1, 1959. Winners in 1957 included Theodore Ayers for the interview with Nikita Khrushchev on CBS-TV's *Face the Nation* and George A. Vicas, for the debates between American and Soviet scientists and educators on CBS Radio's *Radio Beat.*

AWARD SHORTS

WWLP (TV) Springfield, Mass., presented with "service award" by United Cerebral Palsy Assn. in recognition of "outstanding assistance rendered by station during 1957-58."

Kenneth R. Clark, instructor in radio-tv in Stanford U.'s department of speech and drama, has been selected as winner of $1,000 scholarship that was part of 1957 award given to KRON-TV San Francisco by Alfred I. DuPont Awards Foundation.

Ralston Purina Co., St. Louis, in cooperation with National Education Assn.'s division of travel service, will present awards next spring to 380 outstanding teachers for their "ability to open a window on the world for their students" and imaginative use of *Bold Journey* (sponsored by RP over ABC-TV, Mon., 8:30-9 p.m. EST) as teaching resource.

KOTV (TV) Tulsa, Okla., has received public service award from U. S. Air Force for "unselfish and exemplary public service in an effort to foster and promote the growth of the United States Air Force Reserve as a link in the chain of national defense."

WIIC (TV) Pittsburgh awarded first prize for station ID in annual exhibit of Art Directors Society of Pittsburgh.

Hecht S. Lackey, WSON Henderson, Ky., owner, has received "Kentucky Mike" award from Kentucky Broadcasters' Assn.

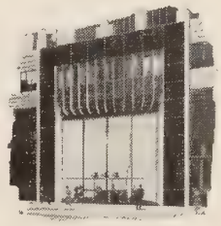
WKAB Mobile, Ala., has received "certificate of recognition" from U. S. Air Force

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

COMMUNICATIONS CENTER OF THE WORLD
the new
444
MADISON
BLOCKFRONT: 49th to 50th STS.



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OFFICES AVAILABLE
Unsurpassed panoramic view from Madison Avenue's tallest building. Windows on all four sides. Completely modern, air conditioned. Present tenants include leaders in the world of industry, commerce, publishing, advertising, broadcasting and foreign affairs.
for information: Ed Rindfleisch, MU 5-7000

for "voluntary services in support of the air defense of the United States."

Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, Washington, awarded 1958 citation of merit by National Assn. of Educational Broadcasters for his "dedicated services to educational radio and television" for third of century.

Paul Alger, WSNJ Bridgeton, N. J., general manager, given citation at 136th annual meeting of Presbyterian Synod of New Jersey for his help in broadcasting *Canteres di mi Tierra* ("Songs of My Country"), special nine-week religious program to Puerto Rican migrant workers in that state.

WPTF Raleigh, N. C., presented with U. S. Weather Bureau Public Service award for "contributing to the public safety and welfare by service performed for U. S. Weather Bureau during Hurricane Helene [of September]."

KXOK St. Louis presented with certificate of appreciation by St. Louis Junior Chamber of Commerce for promoting "both civic and social advancement" on its *Wake Up St. Louis* program heard Sundays at 9:30 p.m.

WAMP Pittsburgh employes with 10 or more years service were honored recently with those having 10 years service receiving gold lapel pins and those with 25 years service receiving gold wrist watches.

WCCO Minneapolis has received national award of merit of American Assn. for State & Local History for its year-long historical broadcasts, *Minnesota Milestones.* WCCO programs were described as "proof that history can be first-class entertainment while it educates us to renewed interest in our heritage."

Lloyd E. Yoder, NBC v.p. and general manager of WNBQ (TV) and WMAQ Chicago, along with tv personalities **Ralph Edwards** and **Ted Mack,** were recipients of "distinguished citizen award" honors presented by Mayor Will Nicholson of Denver, Colo.

Jewish Family Assn., for first time in its history, honored television program, *Father Knows Best* (CBS-TV, Mon. 8:30-9 p.m.), with special citation for "its contribution to the quality of family life" during JFS' annual meeting in Cleveland.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. TARLETON

JACK TARLETON, co-founder of pre-war J. Sterling Getchell agency and since 1956 director of advertising art at Eastman-Kodak Co., Rochester, has joined Leo Burnett Co., Chicago-New York, as v.p. and member of plans board. Mr. Tarleton joined William Esty Co. as head art director, from 1948-50 headed his own firm and from 1950-56 was at Cunningham & Walsh as top art man on Liggett & Myers' Chesterfield account.

DON TENNANT, previously v.p. and copy supervisor responsible for creative exploration and development in television at Leo Burnett Co., Chicago, appointed v.p. in charge of tv film.

ALFRED J. CARTER, merchandising director of Bristol-Myers unit at Doherty, Clifford, Steers & Shenfield, N. Y., elected v.p.

W. M. STARKEY, v.p. and account supervisor for Rexall Drug Co. account in L. A. for BBDO, named manager of office. He succeeds **THOMAS C. DILLON,** who becomes supervisor of agency's marketing, media and research services. Mr. Starkey joined BBDO in 1948 and was elected v.p. earlier this year.

CHARLES FELDMAN, v.p. and executive copy director at Young & Rubicam, named head of copy department, succeeding **GEORGE H. GRIBBIN,** elected president of agency few weeks ago [ADVERTISERS & AGENCIES, Oct. 27].

FRANK O'CONNOR, assistant v.p. in charge of new program development, announces resignation from Ted Bates & Co., effective Nov. 15, after 12 years with agency. He plans to return to active tv production.

RICHARD C. ANDERSON named associate media director in Chicago office of Young & Rubicam.

C. LOWELL HELMAN, former media director of Earle Ludgin & Co., Chicago, joins J. Walter Thompson Co., same city, as associate media director.

RALPH A. CERNUDA JR., previously with N. W. Ayer & Son Inc., Phila., on American Viscose and American Telephone & Telegraph accounts, appointed art director at Erwin Wasey, Ruthrauff & Ryan Inc., L. A.

NEWTON W. BRIGGS, formerly grocery field sales manager for Kroger Co. in Chicago and Toledo, appointed merchandising director of Gardner Adv. Co., St. Louis.

GLENN D. DUNMIRE promoted from assistant to media director and **DAVID H. LUCAS** promoted from assistant to account executive at Vic Maitland & Assoc., Pittsburgh.

CECIL LUBBELL, formerly executive editor of *World Encyclopedia of Textiles,* named director of research planning at Institute of Motivational Research **DR. FRANK MILLMAN,** previously school psychologist with New York City Bureau of Child Guidance, and **FRANCES BUTLER,** formerly with Young & Rubicam research department, appointed research associates.

F. SCOTT MATTHEWS, formerly account executive at Dancer-Fitzgerald-Sample, N.Y., to Colgate-Palmolive Co. household products division, as product manager.

SHELLEY HULL, former associate producer, Henry Jaffe Enterprises' *Shirley Temple's Storybook* and *Producers Showcase* in Hollywood, joins Ted Bates' office, same city, as production supervisor.

FRED FREVERT, formerly account research manager of J. Walter Thompson Co., N. Y., named coordinator of marketing research surveys of General Mills, Minneapolis. **DR. GOVE LAYBOURN,** previously with Psychological Corp. of New York, appointed coordinator of marketing research services. **JAMES BUEIDE,** former director of marketing studies for *Minneapolis Star & Tribune,* to product research manager for cereals and flour.

ARTHUR R. ROSS, formerly eastern tv-radio director, Campbell-Ewald Co., appointed tv copy group head, McCann-Erickson, N.Y.

CHARLES HOTCHKISS, formerly in his own marketing business, joins Dancer-Fitzgerald-Sample, N.Y., as radio-tv account executive in program department.

CHARLES F. ARENSMAN, previously account executive and media marketing director for Parker Adv., Dayton, to William Kostka & Assoc., Denver advertising and public relations consultants, as account executive.

J. L. THORNHILL, director of Chevrolet truck advertising for Campbell-Ewald, Detroit, named associate account supervisor. **M. J. SANDLING** moves up to account executive on Chevrolet passenger cars while **H. N. DUDA** succeeds Mr. Thornhill on trucks. **C. F. McLAUGHLIN** will take Mr. Sandling's former post as account executive over merchandising group. **T. A. TUCKER,** formerly head of Chevrolet field services, to assistant account executive on Chevrolet trucks.

H. PAUL FIELD, formerly with Bryan Houston Inc. and Benton & Bowles, to Bishopric/Green/Fielden Adv., Miami, as senior account executive for television.

KENNETH T. SIMENDINGER, formerly assistant city editor of *Washington Daily News,* joins public relations department of Henry J. Kaufman & Assoc., Washington.

LEE SPANGLER, formerly with Harris, Harlan, Wood, San Francisco, joins creative staff of Honig-Cooper, Harrington & Miner, same city.

LOIS A. SEIFFERT, formerly with Paul H. Raymer Co., N. Y., to Feigenbaum & Werman, advertising, Philadelphia, as assistant to radio & tv director.

BETTY BARTON, former copywriter at MacManus, John & Adams, Kenyon & Eckhardt and Ellington & Co., to Anderson & Cairns, N.Y., in similar capacity.

FILM

ALFRED E. DAFF, executive v.p., Universal Pictures Co. (Universal-International Tv, Universal-International Films Inc.) resigned Oct. 31 but signed agreement with U-I that retains him as consultant on non-exclusive basis "for period of years."

WILLIAM SUSMAN, assistant director of MPO Television Films Inc., N.Y., named producer of company, assigned to overall production control supervising of film tv commercials.

JOHN BECK, previously in theatrical film production at 20th Century-Fox Film Corp., named business executive of 20th Century-Fox Tv.

JEROME M. SIEGAL, previously in free-lance feature

how to keep top giveaway shows on top

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. PI 7-5300

Eleven Years in Business • Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

motion picture production on West Coast, to sales staff of Associated Artists Productions, L. A.

DeWITT BODEEN and **FRED FREIBERGER** added to staff of five other writers assigned to United Artists Television-Bryna Productions' *The Vikings*, tv series commencing production in Munich next January.

FRED MADISON, formerly with Cascade Pictures; **CECIL BEARD,** formerly with Playhouse Productions; **NORM GOTTFREDSON,** formerly with UPA, and **EMIL CARLE,** formerly with Son Ads, have joined Tv Spots' new commercial division as animators. Division's headquarters is in recently purchased building at 1029 Cole Ave., Hollywood 38.

PAUL HENREID, former actor and now tv director (MCA-Revue's *Alfred Hitchcock Presents*, etc.) has been signed by producer Hi Brown to direct episodes in new *International Airport* series Mr. Brown is filming in cooperation with United Artists Television Inc.

NETWORKS


MR. ROBB

ARCH ROBB, in broadcasting 24 years and with NBC since 1943, appointed manager, special programs, NBC-TV. Mr. Robb was most recently manager, administration, television network programs.

GERALD ADLER, in NBC's London office since May 1957, appointed managing director of NBC International (Great Britain) Ltd. and European director for NBC International Ltd. Mr. Adler succeeds Romney Wheeler, who recently joined U. S. Information Agency.

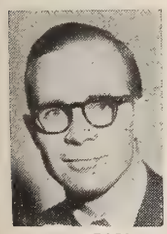
JOHN A. REILLY, previously with Armour & Co.'s advertising department, appointed assistant sales manager of ABC Central Div., effective Dec. 1, succeeding **HAROLD R. WETTERSTEN,** resigned to join Blair-Tv, Chicago.

NICHOLAS R. MADONNA, formerly with Edward Petry & Co. and Avery-Knodel, to NBC Radio Spot Sales as account executive.

JOHN J. MURRAY, credit and collection manager, ABC accounting department, elected chairman of Radio-Television Broadcasting Group of New York Credit and Financial Management Assn., succeeding **EDWARD J. ROTH,** NBC.

STATIONS

ALFRED E. ANSCOMBE, formerly station manager of WKBW Buffalo, N.Y., appointed executive v.p. and general manager of WINE-AM-FM Buffalo, Kluge Radio stations. Mr. Anscombe started in radio in 1934 with old Buffalo Broadcasting Corp. and joined WKBW after World War II as public relations director.


MR. KEARL

WAYNE KEARL, commercial manager at KENS-TV San Antonio, promoted to station manager. Mr. Kearl served previously as station manager at KGMB-TV Honolulu, T.H. Prior to that, he was associated with KNX Los Angeles, KSL-AM-TV Salt Lake City and KOVO Provo, Utah.

JOHN McRAE resigns as station manager of KOBY San Francisco, effective Dec. 1, to join Intercontinental Broadcasters, KOFY San Mateo, Calif., as v.p., general manager and 10% stockholder of corporation. KOBY business manager **SHERMAN A. KUSIN** will handle Mr. McRae's duties until permanent replacement is determined.


MR. ARMSTRONG

WILLIAM ARMSTRONG, program director, WDGY Minneapolis, appointed assistant to v.p. of Balaban stations, effective Nov. 16. Mr. Armstrong, who was also program director of WTIX New Orleans, will headquarter at Balaban Broadcast Div.'s offices at WIL St. Louis.

JOHN W. MURRAY JR., assistant station manager, WWOL, Buffalo, appointed assistant general manager of WWOK Charlotte, N.C., southern division of Tarlow Assoc. stations. Other Tarlow appointments: **RICHARD H. VAUGHAN,** sales manager, WHYE Roanoke, Va., to general manager, WARE Ware, Mass., and **NICK BELL,** from WARE to sales manager, WHYE.


MR. SCHOONOVER

JAMES H. SCHOONOVER, formerly manager of KOIL Omaha, Neb., named general manager of KTUL Tulsa, Okla. Mr. Schoonover also held managerial posts at KWIK Pocatello, Idaho, and KMYR Denver, Colo.

BILL BENGTSON, with KSO Des Moines, Iowa, since 1956, promoted to station business manager.

ALFRED L. LEWIS appointed acting director of operations at WNBQ (TV) and WMAQ Chicago, and will continue his duties as business manager of those NBC outlets. Mr. Lewis succeeds **JOHN F. WHALLEY,** operations director, who resigned to join Needham, Louis & Brorby Inc., Chicago, as financial v.p.

CARL SHOOK appointed program director of WKYW Louisville, Ky., replacing **STUART PLATT,** who moves to WGOR Georgetown, Ky. Also to WKYW: **JOE COLLINS,** air personality, and **CAROLE TAYLOR,** director of continuity, formerly of WJIM-AM-TV Lansing, Mich.

JACK EVANS joins WTHE Spartanburg, S.C., as news director.

GIL MARTYN, director of news and special events at KTLA (TV) Los Angeles since 1947, on Dec. 1 becomes director of editorial policy and community relations of station, newly created post. **GEORGE LEWIN,** senior news editor of WPIX (TV) New York, has joined KTLA as director of news, succeeding Mr. Martyn.

FREDERICK L. NEBOT, formerly with WKBN-TV Youngstown, Ohio, appointed production and promotion manager for WKST-TV New Castle, Pa.

FRANK PLATH appointed news director of KHOW Denver, Colo.

PAUL DAWSON, assistant program manager for WKJG-AM-TV Fort Wayne, Ind., promoted to WKJG Radio program manager. **BILL MORGAN** joins WKJG-AM-TV announcing staff. **MRS. JULIE WARNER** appointed supervisor of tv continuity. **WILLIAM NICHOLS** to WKJG-TV as director.

GEORGE C. LENFEST, formerly operations manager at WBUF (TV) Buffalo, appointed director of operations for WRCV-AM-TV Philadelphia, NBC-owned station, replacing **CURTIS D. PECK,** transferred to KNBC San Francisco.

MARTIS S. MATTLOW, formerly sports director at WLOL Minneapolis-St. Paul, to news staff of WGN-AM-TV Chicago as news editor and writer.

JOHN FRAIM joins WSAI-AM-FM Cincinnati as news director.

CHRIS LANE, program director of KAKC Tulsa, Okla., named program director of Public Radio Corp. (KAKC and KIOA Des Moines, Iowa).

DON KELLY, formerly d.j. on WLOL Minneapolis-St. Paul and for past 18 months in similar capacity with WDGY, same city, promoted to program director of WDGY.

JACK TIDD named program director of WDSR Lake City, Fla. **WILLIAM SAVITZ** named WDSR news director. **PAT WEBSTER,** formerly program director, WXFM (FM) Elmwood Park, Ill., joins WDSR as announcer-d.j.

JEROME A. BARNES, program manager for WWLP (TV) Springfield, Mass., promoted to newly-created post of director of programming for Springfield Tv Broadcasting Corp. (WWLP, WRLP [TV] Greenfield and WWOR-TV Worcester, both Massachusetts).

BRUCE PARKER, formerly merchandising manager

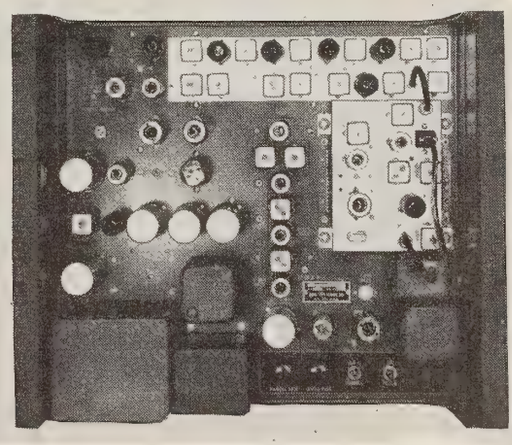
NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal ..... 75 ohms, coaxial
Level ..... Adjustable up to approximately 1 volt, peak to peak
Polarity ..... Sync negative
Frequency response ..... To 4.2 mc

SOUND CHANNEL

System ..... Separate IF (not intercarrier)
Output level ..... Adjustable from 0 to 18 dbm
Output impedance ..... 600 ohms or 150 ohms, balanced or unbalanced
Frequency response ..... 30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion ..... Less than 1%
Noise level ..... 50 db below +0 dbm

SYNC CHANNEL

Output connection ..... 75 ohms, coaxial
Output level ..... 3 volts, peak to peak
Polarity ..... Negative

MISCELLANEOUS

Gain control ..... Manual or keyed automatic
RF input connection ..... 75 ohms, coaxial
Crystal controlled R.F. ..... Employed for maximum and unattended operation
Power supply ..... Self-contained
Power requirements ..... 117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

for KGB San Diego, to KSON, same city, in similar capacity.

MARION DAVIS appointed account executive of WCKT (TV) Miami.

RO GRIGNON, formerly sales manager, KXJB-TV Valley City, N.D., to WDAF-TV Kansas City sales staff. **KEN BARNES,** previously of WOW and KFAB Omaha, Neb., **LEE RODGERS,** formerly with KTHS Little Rock, Ark., and **JIM LAWLESS** join WDAF Radio as air personalities.

KARL OSBORNE, previously with WXHS-TV Charleston, W. Va., as announcer, joins WHTN-TV Huntington, W. Va.

ROBERT BEALL, previously in sales department of Hazel Atlas Glass Div. of Continental Can Co., N.Y., to WTRF-TV Wheeling, W. Va., sales staff.

RICHARD S. THOMSEN, former newscaster with KXIC Iowa City, Iowa, joins WHAS Louisville, Ky., in similar capacity.

BILL FYFFE, formerly news director at WJIM Lansing, Mich., to WJRT (TV) Flint, Mich., as newscaster. Other WJRT appointments: **WARD MAYRAND,** newscaster, formerly of WWTV-TV Cadillac, Mich.; **KEN RABAT,** announcer and sportscaster, formerly of WWTV-TV; **BOB SCOTT,** announcer and weatherman, formerly of WSBA-TV York, Pa.; **DICK RYAN,** announcer, formerly d.j. with WBBC Flint; **EARL BALDWIN,** announcer, formerly of WNHC New Haven, Conn.; **HUGH COPELAND,** announcer, formerly of WXYZ-TV Detroit; **JACK PARRIS,** producer-director, formerly of KETV (TV) Omaha; **ERNEST WHITMEYER,** producer-director, formerly of WKNX-TV Saginaw, Mich.; **OWEN LEE,** producer-director, formerly of WBOY-TV Clarksburg, W. Va., and **DAVE SIKORA,** staff artist, formerly of WJBK-TV.

LEX DIAMOND, formerly with WSSB Durham, N.C., as salesman-air personality, to WEAM Washington sales staff.

BOB FORSTER, formerly air personality with WITH Baltimore, to WCUE Akron, Ohio, in similar capacity.

STAN STREET, formerly with WKDA Nashville, Tenn., to WCKY Cincinnati as staff announcer.

MARTY McNEELEY, WKMH Dearborn, Mich., personality, named m.c. of *Across the Plate* show done from downtown Detroit, replacing **FRANK SIMS,** signed by Detroit Pistons professional basketball team as sports announcer.

MRS. THOMAS RAMONA selected as "Miss Jean," teacher for *Romper Room,* new kindergarten program on WOW-TV Omaha.

WALLACE LUND, Northwest Schools, Portland, Ore., graduates to KVAS Astoria, Ore., as announcer. Other Northwest graduates and their placements: **PHILIP PRINDLE,** to KGEN Tulare, Calif., as announcer; **GARY R. STAGGERS,** to KIHR Hood River, Ore., as announcer; **JOHN KLINE,** to KGAL Lebanon, Ore., as announcer-engineer; **JAMES HUGHES,** to KOIN Portland, Ore., as announcer, and **NORMAN FRYDENLUND,** to KOJM Harve, Mont., as announcer-engineer.

RON POLAO, formerly with WTNJ Trenton, N.J., to WTTM, same city, as air personality.

GORDON FOUNTAIN, formerly with WHTN-TV Huntington, W. Va., as cameraman, joins directing staff of KTIV (TV) Sioux City, Iowa. **LLOYD GRAFF,** previously director-producer at KHOL-TV Kearney, Neb., to KTIV as announcer.

MRS. REGINA ROBIEGA, formerly with RCA, to WDRC Hartford, Conn., programming department.

DON WALLACE, formerly program director at KOME Tulsa, Okla., to WKY Oklahoma City as d.j. **BRUCE JONES,** previously with Armed Forces Radio in Iceland, to WKY also as d.j.

LEE JOHNSON, formerly with KMPC Los Angeles, to KRAI Craig, Colo., as staff announcer-engineer.

NORMAN KRAEFT, farm service supervisor at WGN-AM-TV Chicago, to lead 26-day tour of American farmers to Australia and New Zealand, leaving Chicago Jan. 29, 1959. He will tape-record highlights of trips for his farm shows.

BOB REYNOLDS, WJR Detroit sports director, selected as member of board of electors for 1958 Heisman Memorial Trophy award, to be given for 24th year to outstanding college football player in U.S.

FRED L. HART, president of WLPM Suffolk, Va., and v.p. of WGNI Wilmington, N.C., is recovering in Suffolk hospital from stroke.

REPRESENTATIVES

MELVIN E. WHITMIRE appointed manager of Weed Tv Corp. and Weed Radio Corp.'s Atlanta office.

JOHN M. BRIGHAM, formerly account executive at WHCT (TV) Hartford, Conn., to New York tv sales staff of Edward Petry Co.

PROGRAM SERVICES

LLOYD W. DUNN and **JAMES W. BAYLESS** elected to board of directors of Capitol Records Inc., Hollywood. Mr. Dunn is v.p. of sales and merchandising and Mr. Bayless is v.p of manufacturing and engineering for Capitol.

LESTER LEES, sales manager, Atlantic Records, to sales and sales promotion director, United Artists Records, subsidiary of United Artists Corp. (UA-TV and other divisions).

PHILIP NICOLAIDES, assistant editor of *Show Business,* entertainment publication, named account executive in sales department of Telestudios Inc., N.Y., producer of videotaped programs and commercials.

HAL GERSON, theatrical director, who directed national companies of "Born Yesterday," "Lend an Ear" and other stage productions, has been appointed director of Desilu Workshop Theatre. This studio-sponsored stock company of professional actors who have not yet gotten established, plans to present public performances on bi-monthly basis, starting in mid-December.

ALEXANDER B. MOTENKO, 44, v.p. in charge of product functions of Muzak Corp., New York, died following heart attack Nov. 3 at his home in Larchmont, N.Y. Mr. Montenko, who joined Muzak in 1950 as manager of transcription and record manufacturing division, was in charge of recording, programming, research and engineering for Muzak at time of his death.

LUISA FELD, 51, assistant to director of publisher relations of Broadcast Music Inc., died October 31, in Pasadena, Calif., after short illness. Prior to joining BMI, Miss Feld was copyright researcher for Capitol Records.

PROFESSIONAL SERVICES

HERBERT W. HOBLER, recently resigned v.p. in charge of sales for TelePrompTer Corp., has formed his own organization as independent sales specialist and consultant in broadcasting and related fields, at 295 Mercer Rd., Princeton, N.J.; telephone: Walnut 4-4389.

JOHN C. SEBASTIAN, publicity director of CBS Film, has been named head of New York office of Lou Smith, Beverly Hills, Calif., public relations firm. Temporary quarters have been set up at 488 Madison Ave., in space leased from Independent Television Corp., principal client of Smith company, along with Muzak, Programmatic Broadcasting and other Jack Wrather Enterprises also represented by Smith.

MARTIN Z. POST, former Associated Press editor and public relations executive, to PR Newswire, New York teletype service which processes news releases to metropolitan New York newspapers, as director of editorial services.

MANUFACTURING

JOHN R. SIRAGUSA appointed coordinator of styling, sales and engineering for electronic products division of Admiral Corp., Chicago.



MR. BENJAMIN

JOSEPH N. BENJAMIN, formerly executive v.p. of Pilot Radio Corp., Long Island City, N.Y., appointed president of Bogen-Presto Div. of The Siegler Corp., N.Y., replacing **LESTER H. BOGEN,** resigned.

RAY B. COX, general manager of Hoffman Sales Corp. of California, appointed v.p. and general manager of Consumer Products Div., Hoffman Electronics Corp., L. A.

DONALD W. MOFFETT, consultant on various semiconductor activities at Sylvania Electric Products Inc., named manager of Aterial, Semiconductor Div., at Woburn, Pa.

EUGENE E. BROKER, manager of Sylvania's Shawnee, Okla., receiving tube plant since 1954, appointed manager of Sylvania Electronic Tubes subminiature tube plant in Burlington, Idaho. **OSCAR W. BIERLY,** manufacturing superintendent of Shawnee plant, succeeds Mr. Broker as manager there.

RICHARD C. WHITING, formerly Sylvania sales representative for Florida territory, responsible for sales of receiving tube, cathode ray tube and semiconductor products, appointed distributor sales manager, southeastern district, Sylvania Electronics Tube division, with headquarters in Atlanta.

DON C. LEITH, formerly v.p. of sales and engineering of Eastern Air Devices, Dover, N. H., appointed general sales manager of Price Electric Corp., Frederick, Md.

IRVING KOSS, marketing director for two-way mobile and portable products, Motorola Inc., Chicago, appointed marketing director for whole communications and industrial electronics division. **WILLIAM WEISZ** promoted from chief engineer to product manager, two-way and portable products.

ADM. JOSEPH P. PLICHTA (USN, ret.) appointed chief structural engineer of Development Engineering Corp., Washington, D. C. Adm. Plichta's duties at DECO include supervision of construction at La Plata, Md., of special interference-rejecting antenna which company developed for U.S. Army Signal Corps.

ALBERT E. BECKERS, German scientist and specialist in cathode ray research and development brought to U. S. after war by U. S. Navy, appointed engineering director of tube operations, Allen B. DuMont Labs. He succeeds **KENNETH A. HOAGLAND,** named director of color tube research and development.

CARMEN J. AUDITORE and **SHELDON NEWBERGER** appointed chief electronic and chief mechanical engineer, respectively, at Adler Electronics, New Rochelle, N.Y.

RUDOLF W. SELBMANN, formerly engineering manager of advanced development and research laboratory for Oak Mfg. Co., appointed chief engineer of Blonder-Tongue Electronics, subsidiary of Blonder-Tongue Labs, Newark, N.J.

TRADE ASSNS.



MISS ALEXANDER

MILDRED ALEXANDER, women's director, WTAR Norfolk, Va., elected governor of third district, Advertising Federation of America. Miss Alexander also is southeast region president of Women in Chambers of Commerce.

MILTON BERLE, star of NBC-TV's *Kraft Music Hall* will be guest of honor at dinner show to be presented by Academy of Television Arts & Sciences New York chapter early next year. Show, to honor and spoof Mr. Berle, will be produced by Max Liebman.

EDUCATION

WILLIAM C. DEMPSEY, coordinator, schools infor-

mation and technical services, Alameda County, California schools, named general manager of WQED (TV), Pittsburgh's community educational tv station. Mr. Dempsey formerly worked for WPIX (TV) San Francisco as program and production manager and director of education.

GARRY SIMPSON, formerly producer-director for NBC-TV, named producer-director for New York State Board of Regents Educational Television Project, which telecasts programs over WPIX (TV) New York during day.

MARLOWE D. FROKE, instructor in radio-tv department at U. of Illinois, to Pennsylvania State U.'s school of journalism as assistant professor of journalism.

INTERNATIONAL

H. GREENWAY, marketing v.p. of Lever Bros. Ltd., Toronto, Ont., to president on Dec. 31, succeeding **C. A. MASSEY,** who retires after 32 years with company.

J. D. HOULDING, v.p. of RCA Victor Ltd., Montreal, Que., for technical products, to v.p. and general manager.

JOHN MOORE, program manager of CJSP Leamington, Ont., to general manager of CHLO St. Thomas, Ont.

KEITH DANCY, commercial manager of CFCF Montreal, Que., to manager of CKSL London, Ont.

DAVE ROBERTSON appointed manager of Winnipeg office of Stovin-Byles Ltd., Toronto, station representative firm. Winnipeg office will be located at 325 Portage Avenue.

DENNIS FERRY, program manager of VOCM St. John's, Nfld., promoted to sales manager of VOCM.

LYMAN POTTS, formerly manager of CKSL London, Ont., to CJAD Montreal, Que., as production manager.

F. W. (BILL) BOOTH, formerly assistant production manager, MacLaren Adv., Toronto, joins Kenyon & Eckhardt's Toronto office as production manager.

HUGH GAUNTLETT, manager of national script department of Canadian Broadcasting Corp., Toronto, Ont., to Ontario regional talent relations officer of CBC, representing CBC and its networks in matters relating to performers' and musicians' unions. Mr. Gauntlett will continue to manage script department.

MAURIE BARRE to announcer staff of CJKL Kirkland Lake, Ont.

AL PORTEOUS, newscaster of CHUC Cobourg, Ont., to same post at CHEX Peterborough, Ont. **CHUCK COLLINS,** announcer of CJBQ Belleville, Ont., to announcer staff of CHEX.

T. K. OLIVER, CBU Vancouver, B.C., and **ROBERT BRAZIL,** CBM Montreal, Que., were winners in annual Canadian Aviation Writing awards for scripts on aviation heard on Canadian Broadcasting Corp. stations.

MILESTONES

'Face the Nation' Observes Start of Fifth Year on Air

CBS' radio-tv *Face the Nation* yesterday (Nov. 9) marked the start of its fifth year as it pointed to the three national broadcasting honors received in 1958—Peabody, Sylvania and Sidney Hill Foundation awards.

Produced by Ted Ayres, under the supervision of Theodore F. Koop, director of Washington CBS News and Public Affairs, *Face the Nation* had an auspicious beginning in 1954 when the late Sen. Joseph R. McCarthy (R-Wis.) appeared on the eve of the special Senate session called to debate a motion to censure him. Perhaps the most famous *Face the Nation* installment was in the summer of 1957 when Russia's Nikita Khrushchev made an unprecedented appearance [NETWORKS, June 10, 1957].

During the show's brief history eight heads of foreign governments have been interviewed, as well as 14 cabinet members and 55 senators, among others. *Face the Nation* is on CBS-TV Sundays, 12:30-1 p.m., EST, and on CBS Radio 9:30-10 p.m., EST, the same day.

► WJBK-TV Detroit celebrated its 10th anniversary Oct. 24. Mayor Louis C. Miriani proclaimed date "WJBK-Television Day."

► Joseph J. Micciche, veteran Southern California political authority, celebrated his silver anniversary of broadcasting election returns to Southern California radio audiences on Nov. 4. Mr. Micciche was heard this year for the first time on KMPC Los Angeles.

► Radio's oldest continuous religious program, *Church By the Side of the Road,* began its 35th year Oct. 5 on WLW Cincinnati. Show is now in its ninth year on WLWT (TV).

► WDBQ Dubuque, Iowa, celebrated its 25th anniversary on Oct. 30.

► CKGB Timmins, Ont., marked its 25th anniversary in October.

► Bob Kelley, KMPC Los Angeles sports director, is now in his 22nd season as play-by-play man on Los Angeles Rams football games.

► CFPL-TV London, Ont., observes its fifth anniversary on Nov. 28.

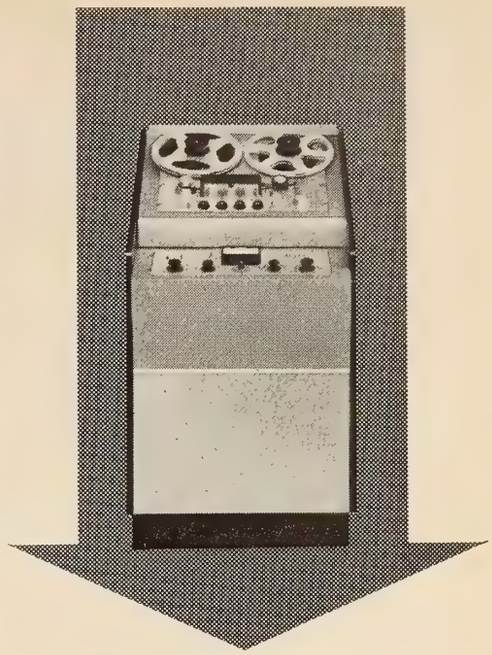
► WKST New Castle, Pa., has celebrated its 20th anniversary.

► Jack Brickhouse, WGN-TV Chicago sportscaster, chalked up his 1,500th major league baseball description with telecast of Sept. 21 Chicago Cubs-Los Angeles Dodgers contest.

► ABC-TV's *Voice of Firestone* (Mon. 9-9:30 p.m.) celebrates completion of 30 years of continuous broadcasting Nov. 24.

► Tucker Wayne & Co., Atlanta, Ga., a pioneer southern advertising agency, marked its 20th year on Nov. 1.





THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER
AMPEX CORPORATION professional products division
854 Charter Street
Redwood City
California

For Action at Lowest Cost
86%* of CBS Commercial Time is ordered on
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
*Basis: 1958 Fall Schedule
Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

75 Nations Employ Facilities To Broadcast UN Music Concert

A major international concert broadcast was made possible on Oct. 24 through the United Nations, the engineering skills and broadcast facilities in 75 nations and a trans-Atlantic cable "souped-up" to provide two-way, 6,500 cycle broadcast channels.

The two-hour program—featuring the Boston Symphony Orchestra, Charles Munch, Pablo Casals, Mieczyslaw Horszowski, David Oistrakh, Yehudi Menuhin, L'Orchestre de Chambre de la Radiodiffusion-Television Francaise and Ernest Ansermet's L'Orchestre de la Suisse Romande—was split into three segments, the first originating from New York, the second from Paris and the third from Geneva. Via the two-way cable, the program was heard simultaneously throughout much of the Americas and Western Europe, some outlets carrying portions on delayed broadcast and some tv outlets by videotape.

The United Nations presented the program to celebrate its 13th anniversary.

In the U. S., ABC Radio carried the program from 9-11 p.m. Oct. 24; CBS Radio from 4:00-6 p.m. Carrying the show as it was presented (3-5 p.m.) was the Eastern Network of Canadian Broadcasting Corp., WQXR-AM-FM New York, WNYC-AM-FM New York, WBAI (FM) New York, WGMS Washington and stations in Puerto Rico (via RCA). NBC Radio carried the program Oct. 27 in distilled, one-hour form and the Concert Fm Network carried it in entirety Oct. 26—both on tape. Also slotting it; WGBH (FM) Boston (feeding a New England fm network) and WFMT (TV) Chicago (both Oct. 25); WIP Philadelphia (Oct. 27), and the National Assn. of Educational Broadcasters.

CBS-TV videotaped the concert and broadcast it in edited form Oct. 26 at 11 a.m.; CBC-TV carried an instantaneous transmission for 30 minutes. Two New York tv outlets—WOR-TV and WPIX (TV)—picked up one hour of camera work the afternoon of the concert.

Westinghouse Broadcasting Co. taped the entire two-hour United Nations Day concert and presented it on WBC's am and fm stations on a schedule varying from station to station.



IN-THE-AIR, as well as on-the-air, were promotion highlights of the "Sky High Introduction" of the 1959 Chevrolet by Lownsbury Chevrolet in cooperation with WOHO Toledo, Ohio. To match its "Sky High Deals," the car dealer utilized a crane to lift the new model and its passenger-announcer, Joe Augello, 100 feet over the tied-up traffic of Toledo's Front St. While spotlights played on the dangling vehicle, Mr. Augello broadcast the advantages of dealing for an automobile at Lownsbury's.

WPEN Listeners Attend Premiere

Approximately 10,000 requests for tickets were received by WPEN Philadelphia after nine spot announcements in two days were aired to invite listeners to be its theatre guests at the world premiere of "Enrico," starring Burgess Meredith. Every letter and post card was answered with two tickets or a "regret" letter, WPEN said. The theatre party, which was a "first" for WPEN, was also attended by all of the station's personalities, who autographed pictures and programs before curtain time and during intermission.

Hope to Recruit Scouts for NBC

Young men of high school age will be urged by Bob Hope to join the new Boy Scouts of America Explorer program in an hour-long, live, NBC-TV telecast, "Exploring With Hope," on Nov. 29. Mr. Hope will emcee the special presentation, which will immediately follow the network's Army-Navy football game coverage. Originating in Hollywood, the show will feature skin-diving, water sports and other explorer activities. Performers on the show will include: Ben Alexander, Mollie Bee, The Bob Mitchell Boys Choir, Les Brown and his orchestra, and Damiani and his Starlight Symphony. Dr. Arthur A. Schuck, chief B.S.A. executive will induct a new Explorer into the organization, and Alfred Steele, president of Pepsi-Cola, will speak briefly.

WWLP (TV) Dedicates Tv Chapel

A televised dedication mass last month celebrated the opening of the Chapel of Christ of the Airwaves, built by WWLP (TV) Springfield-Holyoke, Mass., and reportedly is the first permanent tv chapel in the country.

The Most Rev. Christopher J. Weldon, Bishop of Springfield, was the celebrant of the mass which is part of a weekly telecast of *The Chalice of Salvation* program. The chapel, complete with altar, pews and organ, will be used for a variety of religious programs of various faiths, WWLP reported.

KACE Publishes News Magazine

More than 60,000 homes in the KACE Riverside, Calif., coverage area each month receive by mail the new monthly news magazine, *K-ACE Impact,* which began regular publication last month, General Manager Ray Lapica has announced. Included in the publication are news articles, editorials, a women's page and feature stories. A calendar of events in the four major cities in the area as well as KACE's program log are also carried. Advertisers are offered space in *Impact* and air time in one promotion package.

KWKW Picnic Draws 45,000

An estimated crowd of 45,000 Latin-Americans attended the fifth annual family picnic sponsored by Spanish language station KWKW Pasadena, Calif., in cooperation with many of the station's sponsors. Guests at the picnic in Lincoln Park last month included Gov. and Mrs. Goodwin J. Knight and Carlos Courrielche, president of the Los Angeles Mexican Chamber of Commerce. A four-hour continuous broadcast of Latin entertainment direct from the park was sponsored by a bread company. Other sponsors donated merchandise and products which were awarded winners of various contests.

Engineers Talk Shop on KELE-FM

More than 2,000 engineers in Arizona are participating in a 13-week series of half-hour discussion programs entitled *Engineers Forum* on KELE-FM Phoenix. Originated by Herb Ross, general manager of KELE-FM, the series is designed to furnish a means of "greater communication" of rapid scientific discoveries so that the area's engineers can keep up with new developments. The unsponsored, educational programs will be offered for use in schools through the National Assn. of Educational

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Broadcasters. Commercial stations may also re-broadcast the tapes on a sustaining basis.

WOOD-TV Houses Go on Market

Representatives from WOOD-TV Grand Rapids, Mich., the Rycenga Manufactured Homes Co. and 12 other Michigan construction companies recently celebrated the completion of the "1958 House That WOOD-TV Built" promotion campaign at an official inspection of one of the four houses.

During the three-month campaign the houses located in Grand Rapids, Alma, Mount Pleasant and Battle Creek were the subjects of 75 weekday telecasts, 15 weekly programs and 15 special remote telecasts. More than 20,000 persons attended the first public showings of the homes. Two of the $30,000 homes were sold before or during the open house inspections. The Rycenga Co. reported more than 100 serious inquiries about their homes and other participating sponsors received similar public reaction after the telecasts or from the product displays in the houses, WOOD-TV said. Plans are being made for the 1959 house project now, it was reported.

WLOL Mystery Sound Solved

Mrs. Jerry Kaufer of St. Paul, Minn., knows a flour sifter when she hears one.

J. Peter Boysen of WLOL Minneapolis conducted his Mystery Sound Contest trying to fool the ladies, reports the station. Well, Mrs. Kaufer just wasn't being fooled; she didn't even have to hear Mr. Boysen's clues to recognize the sifter. And for guessing the WLOL mystery sound number five she received over $1,000 in prizes. WLOL reports that cards for the contest have been coming in at the rate of 3,500-4,000 per week. The contest is expected "to run for some time to come," says the station.

Patrolman Turns D.J. on WSUN

WSUN St. Petersburg, Fla., and a state highway patrolman have combined talents in a Saturday record show designed to teach traffic safety. Host for WSUN's 9:30-10 p.m. d.j. show is Safety Officer Whitey Knutsen who speaks informally on speeding, traffic violations, driving licenses, etc., in between playing records popular with the younger driving group. Frequent guests on Officer Knutsen's show are other highway patrolmen and high school students who are enrolled in school driver's training programs.

KRCA (TV) Gives Island Trips

Twenty round-trip tickets to Hawaii via Transocean Airlines are being awarded winners of a two-week contest promoting the NBC-TV daytime shows on KRCA (TV) Los Angeles. Cards from viewers are drawn from a drum to determine contestants, who are then called to answer questions about the programs. The contest is conducted each weekday during two afternoon movie shows, *Frandsen's Feature* and *McElroy's Movie.*

MYSTERY CAKE

Madison Ave. advertising executives were greeted Tuesday (Nov. 4) morning with a birthday cake distributed by station representative Donald Cooke Inc., New York. But they couldn't discern whose birthday they were celebrating since no explanation was enclosed. By calling Cooke at Judson 2-2727 they learned it was the 12th birthday for CKVL Montreal. The technique enabled Cooke's representatives to give a personal "pitch" for CKVL instead of the usual card announcement.

WHDH Mobile Unit Set to Travel

A new mobile radio studio was rolled into operation last week at WHDH Boston. With a regular schedule of weekly broadcasts arranged, WHDH has tied-in with A & P stores to make a strong bid for women listeners by broadcasting direct from the area's shopping centers. The custom-built mobile studio furnishes facilities for live broadcasting, engineering equipment and living quarters including a shower, range, refrigerator and other conveniences. According to William B. McGrath, vice president and general manager of WHDH, the station will benefit from the billboard value of the studio.

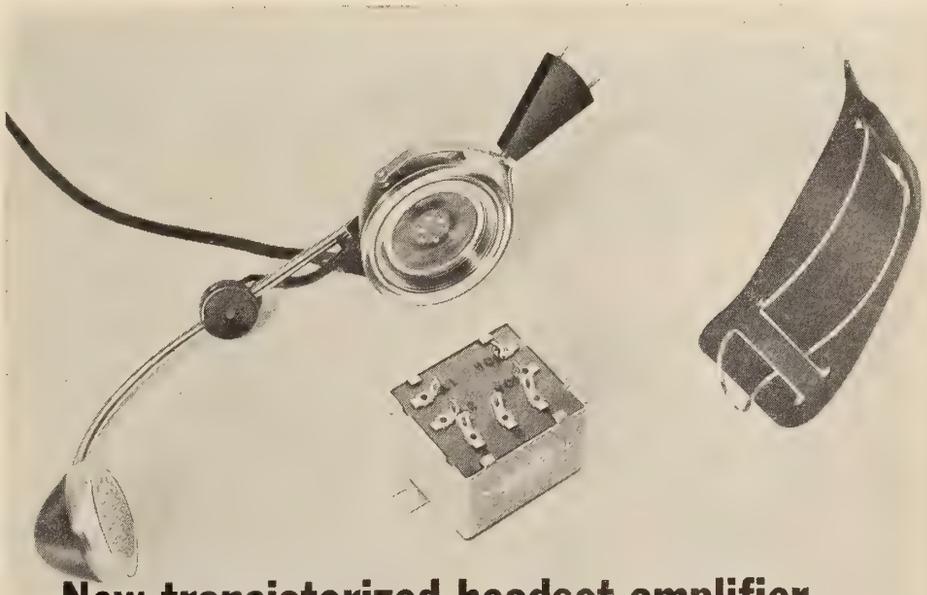
WCAU-AM-TV Start Panel Series

Two public affairs programs, one new and one returning after a year's absence, have been scheduled by WCAU-AM-TV Philadelphia. On Thursday (Nov. 13) Pearl S. Buck, Nobel and Pulitzer prize winner, will open the new weekly series, *University Round Table,* on WCAU. Miss Buck will lead a panel discussion on the topic, "Should Communist China be admitted to the United Nations?" John Melby, director of foreign students, U. of Pennsylvania, will be moderator for a panel of three students.

On Nov. 2, WCAU-TV returned to the air its 1952 Peabody award winning program, *What in the World,* which was last presented in 1957. The anthropological and archeological series is a weekly presentation of the WCAU-TV Dept. of Public Affairs and the University Museum of the U. of Pennsylvania. Dr. Froelich Rainey, director of the museum, is again moderator as a panel of experts try to identify ancient objects.

KNOE Promotes Model Home Show

A model home exhibit sponsored by KNOE Monroe, La., attracted more than 5,000 persons the first day (Oct. 13), after a "modest schedule" of advance promotion announcements by the station. The project was initiated by KNOE in cooperation with the Louisiana Power & Light Co. and Magnolia Builders as a public service to acquaint residents with the latest advances in home



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

construction. Demonstrations of household appliances were held periodically during the week-long exhibition.

WIIC (TV) Invites Club to Lunch

The Pittsburgh Radio-Tv Club, which normally holds its weekly luncheon meeting at a downtown hotel, last week was entertained by WIIC (TV) Pittsburgh as guests at the station's new luncheon-variety show, *Luncheon at the Ones*. Some 70 radio, television and advertising men and women substituted for the usual women's studio audience, and also participated in various stunts.

KPHO Needle Hunt Aids Boys Club

The *Larry Burroughs Show* on KPHO Phoenix originated live for two hours Oct. 25 from the windows of a Phoenix furniture store where two teams of Boys Club members searched through haystacks for two hidden needles. Bob Wilson, owner of the store, donated $100 to the United Fund to be designated for Boys Club activities. The winning team received $15 for its own treasury, and $10 went to the losing squad, while the finder of the needle won $2. KPHO treated the competing teams to lunch after the show.

WMCA Programs on Way to Russia

WMCA New York has reported that the State Dept. said five programs submitted by the station for the U.S.-U.S.S.R. cultural exchange program have been forwarded to the Soviet government. WMCA noted that it has offered to translate into Russian any of the public service programs it proposed for broadcast in the Soviet Union. WMCA is examining and evaluating a list of Russian programs available for use in the U. S.

Miss Gerrity Tours for NTA Show

As a means of promoting the NTA Film Network's *This is Alice* program, Patty Ann Gerrity, the ten-year-old star of the series, has been making a personal tour of major cities in the country, appearing on tv shows, meeting tv editors and visiting points of interest. The child actress was set to visit New York last Friday (Nov. 7) and subsequently go to Washington, D. C., and Dallas. Miss Gerrity already has visited San Francisco, Seattle, Tacoma, Chicago, Minneapolis, St. Paul and Detroit.

Timebuyers Guess KFWB Ratings

KFWB Los Angeles, which started its "color radio" operation last January, is promoting its increased ratings with a contest for timebuyers, locally and nationally. Entitled "Rocketing Ratings," the contest, which closed Oct. 15 and will be judged in January, offers a prize of a week's vacation for two in Florida to the timebuyer who guesses the most correct estimate of KFWB's ratings as they will appear in either the November-December Hooper ratings or the November-December Pulse.

Mass. Legion Sponsoring Series

WNAC Boston and the Yankee Network have started a weekly 15-minute program featuring a specially written series on Communism sponsored by the American Legion Un-American Activities Committee, Dept. of Massachusetts Inc.

Speakers for the series premiere broadcast Oct. 19 were Richard Arens, director of the House Un-American Activities Committee; Massachusetts' Gov. Foster Furcolo, and Frank Nietupski, Mass. state commander of the American Legion. The purpose of the broadcasts is to give the history of the Communist movement, as well as informing New Englanders of Communism's threats to American freedoms.

Listeners Guess KERV's Debut

In a 10th anniversary promotion contest, KERV Kerrville, Tex., asked listeners to guess the exact minute of the official broadcast opening of the station a decade ago, when its call letters were KEVT. The "catch" in the contest, KERV explained, is that the answer taken from newspaper files is not correct. More than 80 prizes were to be awarded at an open-house yesterday (Nov. 9).

History Series Aids Aliens

WRCA-TV New York is presenting a new public service series, *For the People* (Sun. 11:30 a.m.-12 noon), which is designed to serve aliens as an aid toward naturalization as well as reacquaint citizens with American history and their heritage of freedom. Leon Pearson, WRCA-TV commentator, will serve as host in the discussion of such topics as the U. S. Constitution and the Bill of Rights, government agencies, rights and duties of citizens and the various branches of the government.

WTTM Shares in Parade Plans

The third annual search for a "Harvest Queen" of the Delaware Valley area is underway at WTTM Trenton, N. J., in cooperation with Lit Brothers department store. The winner, who will be selected Nov. 17 in a contest at Lit Brothers, will reign over the store's Thanksgiving Day parade. Tom Durand of WTTM is scheduled to emcee the contest stage show.

Voice Guesser to Win a Lot

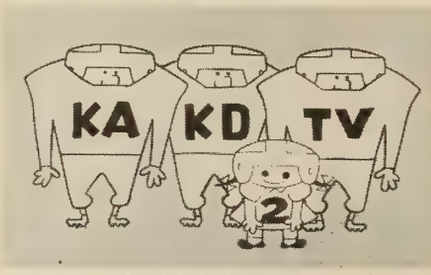
Clues to the identity of a mystery personality are broadcast every hour on the hour in the "Listen a Lot and Win a Lot" October contest on KBIG Santa Catalina, Calif. The first correct reply to the who-am-I mystery man contest will win a $3,000 residential lot in the new Boron Valley community of California City.

New Program for Sacred Heart

The sixth production of the Sacred Heart Program originating in St. Louis, a five-minute prayer and meditation titled *Moments with the Sacred Heart*, will be ready for world-wide distribution next month, according to an announcement by the Program. Speakers on the *Moments* will be regular staffers of the Sacred Heart Hour, it was reported. "Heart of Jesus, May Thy Reign" will be the opening and closing theme, as sung by the Scholastic Choir of St. Louis U. The Sacred Heart Program has a station coverage of "1,000 stations on five continents."

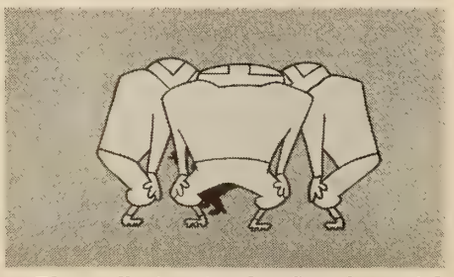
KADEY COMES TO LIFE

Kadey, the symbol KDKA-TV Pittsburgh uses in its IDs, has become animated for the occasion of Pittsburgh's coming bi-centennial. The station's mascot, created four years ago by Promotion Manager David N. Lewis, has been seen on the air and off, in more than 250 life-size cutouts and on 1.5 million letters sent to agencies, advertisers and viewers.

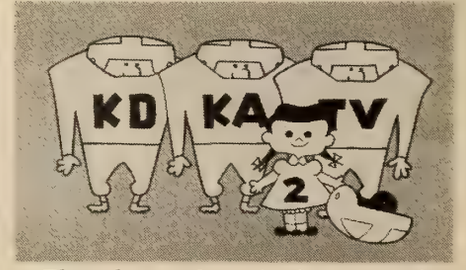


Kadey's backfield lines up . . . but out of position.

The accompanying stills are from one of five cartoons prepared to test viewer reaction. Subjects include Kadey at Pittsburgh landmarks and familiar civic activities. Another of the cartoon sequences is used to promote KDKA-TV's telecasts of the Pittsburgh Steelers football games. Further animated cartoons featuring the mascot are in production. They will promote both the bi-centennial and upcoming KDKA-TV events.



That calls for signals off and a quick huddle. . . .



Then they peel out in the correct formation.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 30 through Nov. 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Sacramento, Calif.—Capitol Tv Co.—Granted ch. 40 (626-632 mc); ERP 20.2 kw vis., 10.9 kw aur.; ant. height 290 ft. Estimated construction cost $26,333, first year operating cost $43,200, revenue $64,000. P.O. address Box 608, West Sacramento, Calif. Studio and trans. location 3400 Capitol Ave., West Sacramento. Geographic coordinates 38° 34′ 47″ N. Lat., 121° 33′ 47″ W. Long. Trans. RCA, ant. RCA. Consulting engineer Harry Bartolomei, 6023 Ocala St., Hayward, Calif. Owners are **Melvyn Lucas** (30%), **Clarence Holien, Henry Deane** and **Frederick Hughson** (each 20%) and **Harry Bartolomei** (10%). Mr. Lucas is auto salesman and part-time employe of Jack L. Stoll & Assoc., station broker. Messrs. Holien, Deane and Hughson are in auto sales. Mr. Bartolomei is chief engineer and operation director, KLAS-TV Las Vegas. Announced Nov. 5.

APPLICATIONS

Christiansted, St. Croix, Virgin Islands—Supreme Bcstg. Co., ch. 8 (180-186 mc); ERP 3.15 kw vis., 2 kw aur.; ant. height above average terrain 471 ft., above ground 70 ft. Estimated construction cost $62,200, first year operating cost $71,000, revenue $80,000. P.O. address Darlington Bldg., Mayaguez, P. R. Studio-trans. location near Christiansted. Geographic coordinates 17° 45′ 10″ N. Lat., 64° 44′ 5″ W. Long. Trans. DuMont ant. Alford. Legal counsel Loucks, Zias & Jansky, Washington. Consulting engineer George A. Mayoral, WJMR-TV, Jung Hotel, New Orleans. Applicant, licensee of **WORA-TV Mayaguez,** is owned 69% by **Radio Americas Corp. (WORA Mayaguez** and minority interest in **WIAC San Juan** and **WPRP Ponce,** all **Puerto Rico),** and 28% by **Supreme Bcstg. Co. of Louisiana (WJMR-AM-TV** and **WRCM-FM,** all **New Orleans).** Announced Nov. 4.

Charlotte Amalie, St. Thomas, Virgin Islands—Supreme Bcstg. Co., ch. 10 (192-198 mc); ERP 3.15 kw vis., 2 kw aur.; ant. height above average terrain 1,473 ft., above ground 70 ft. Estimated construction cost $65,200, first year operating cost $71,000, revenue $80,000. P.O. address Darlington Bldg., Mayaguez, P. R. Studio-trans. location Mountain Top Estates, near Charlotte Amalie. Geographic coordinates 18° 21′ 12″ N. Lat., 64° 56′ 53″ W. Long. Trans. DuMont, ant. Alford. Legal counsel Loucks, Zias & Jansky, Washington. Consulting engineer George A. Mayoral, WJMR-TV, Jung Hotel, New Orleans. See Christiansted application above for ownership. Announced Nov. 4.

Existing Tv Stations

ACTION BY FCC

KALA (TV) Wailuku, Maui, Hawaii—Granted temporary authority to operate on ch. 7 for period ending Jan. 30, 1959; grant is without prejudice to any action which Commission may take with respect to petition for rule making filed by Hawaiian Bcstg. System Ltd., to substitute ch. 7 for ch. 8 in Wailuku. Announced Nov. 4.

CALL LETTERS ASSIGNED

WILX-TV Onondaga, Mich.—Television Corp. of Mich., ch. 10. Changed from WFTV.

KULR Kalispell, Mont.—KGEZ-TV Inc., ch. 2. Changed from KGEZ-TV.

WLYH-TV Lebanon, Pa.—Triangle Publications Inc., ch. 15. Changed from WLBR-TV.

Translators

ACTIONS BY FCC

Anderson Valley Television Inc. (% Robert L. Rawles, P.O. Box 525), **Boonville, Calif.**—Granted cp for new tv translator station on ch. 71 to serve Boonville and Philo by translating programs of **KPIX San Francisco.** Announced Nov. 5.

Wallowa Valley Tv Assn. Inc. (% Wayne McFetridge, Enterprise, Ore.), **Wallowa Valley, Ore.**—Granted cp for new tv translator station on ch. 71 to translate programs of **KHQ-TV Spokane, Wash.** Announced Nov. 5.

APPLICATIONS

Big Sandy Valley, Ariz.—Mohave County Board of Supervisors, ch. 72; ERP 64 w. P.O. address Box 390, Kingman, Ariz. To translate programs of **KLRJ-TV Henderson, Nev.** Announced Oct. 30.

Chloride, Ariz.—Mohave County Board of Supervisors, ch. 77; ERP 32 w. P.O. address Box 390, Klingman, Ariz. To translate programs of **KLAS-TV Las Vegas, Nev.** Announced Oct. 30.

CALL LETTERS ASSIGNED

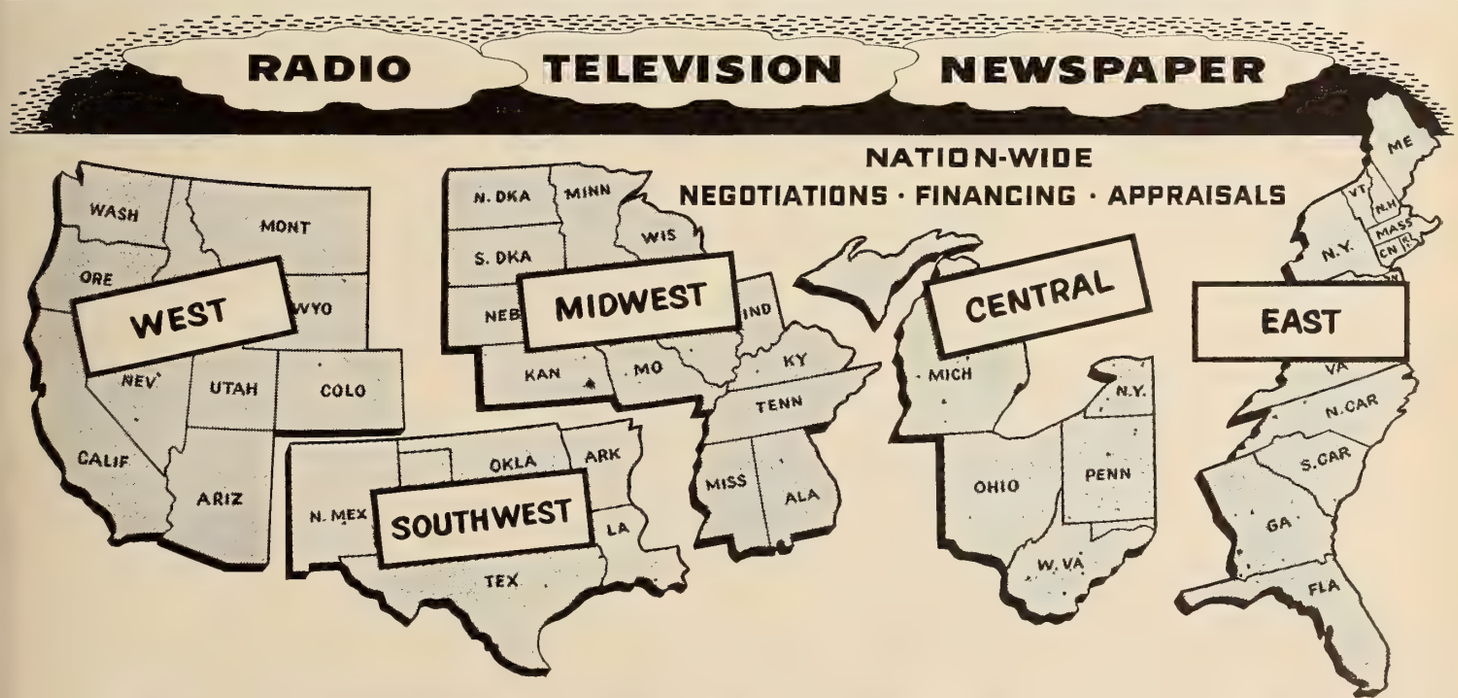
K77AL, K83AI Spencer, Iowa—Spencer Area Television Inc.

K75AL Spirit Lake, Iowa—Spencer Area Television Inc.

New Am Stations

ACTIONS BY FCC

Columbus, Ga.—Radio Muscogee—Granted 1340 kc, 250 w unl. P.O. address % Eathel Holley, 5800 Brookgreen Rd., N.E., Atlanta, Ga. Estimated construction cost $5,202, first year operating cost $24,000, revenue $48,000. Owners are **Eathel Holley**



WEST COAST
$200,000
Low frequency in good market. Good profits. Price includes some accounts receivable. 29% down, balance over 8 years.

DAYTIME INDEPENDENT
$75,000
A small market operation showing a very nice profit. Some terms available.

MIDWEST DAYTIMER
$80,000
Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

MICHIGAN DAYTIMER
$200,000
Located in one of Michigan's top markets. 1957 showed 25% profit on volume. Terms to qualified buyer.

OHIO DAYTIMER
$120,000 cash
Metropolitan area. Excellent potential for owner-operator. Presently profitable although under absentee management.

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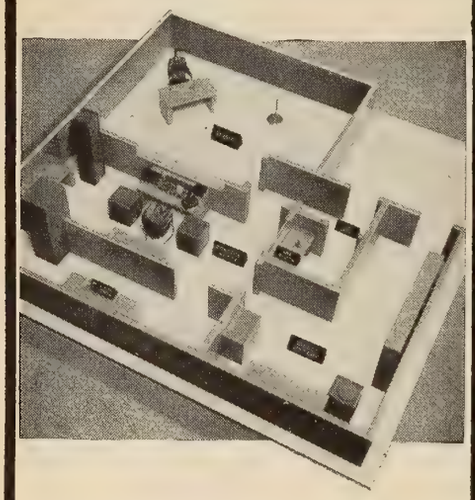
DALLAS
Fidelity Union Life Bldg.
RI 8-1175

CHICAGO
Tribune Tower
DE 7-2754

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RADIO CORPORATION of AMERICA

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(50%), **John A. O'Shields** and **Mary W. O'Shields** (each 25%). Mr. Holley is chief engineer, **WAOK Atlanta**. Mr. O'Shields is accountant. Mrs. O'Shields, former WAOK promotion manager, is in advertising. Announced Nov. 5.

Long Prairia, Minn.—KWAD Bcstg. Co.—Granted 1400 kc, 250 w unl. P.O. address 135 Central Ave., Valley City, N. D. Estimated construction cost $13,100, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (66%), **Marlin T. Obie** (33%) and **Mary Jean Ingstad** (0.667%). Mr. Ingstad is president and majority stockholder of **KOVC Valley City, KEYJ Jamestown** and **KBMW Wapheton**, all **North Dakota**, and **KWAD Wadena, Minn.** Mr. Obie is vice president and manager of KWAD, Mary Jean Ingstad is officer of KOVC, KBMW and KWAD. Announced Nov. 5.

Kimball, Neb.—Kimball Bcstg. Co.—Granted 1260 kc, 1 kw D. P.O. address % Tom H. Lutey, 305 S. Oak, Kimball, Neb. Estimated construction cost $33,000, first year operating cost $30,000, revenue $36,000. Owners are **Tom H. Lutey** (27%), **Conrad E. Bales, Joe C. Henry, Earl L. Vowers** and **H. M. Vowers** (each 6.25%) and others. Mr. Lutey is furniture retailer. Messrs. Bales and Henry are 8% owners of **KWIV Douglas** and 20% owners of **KIML Gillette**, both **Wyoming**. The Vowers brothers are in ranching and oil. Announced Nov. 5.

Aztec, N. M.—I. E. Shahan—Granted 1340 kc, 250 w unl. P.O. address 407 West Broadway, Farmington, N. M. Estimated construction cost $14,642, first year operating cost $48,000, revenue $60,000. Mr. Chahan, sole owner, is 13.6% owner of **Farmington Community Television Inc.** (community ant. system). Announced Nov. 5.

Ruidoso, N. M.—Ruidoso Bcstg. Co.—Granted 1340 kc, 250 w unl. P.O. address A. W. Davis Jr., Box 97, Paducah, Tex. Estimated construction cost $17,600, first year operating cost $18,000, revenue $24,000. Owners are **V. L. Hutchison, Oran Mowrey, A. W. Davis** (each 30%), and **Vic Lamb** (10%). Mr. Hutchison is in farm equipment and tv service. Mr. Mowrey is in furniture and tv service. Mr. Davis is District Attorney, 50th Judicial District of Tex. Mr. Lamb is newspaper editor and publisher. Announced Nov. 5.

Kingston, N. Y.—Austin E. Harkins tr/as **Big River Bcstrs.**—Granted 1550 kc, 500 w D. P.O. address % Mr. Harkins, Rte. 5, Lebanon, Pa. Estimated construction cost $24,020, first year operating cost $60,000, revenue $75,000. Mr. Harkins will be sole owner. Announced Nov. 5.

Bend, Ore.—Clarence Wilson—Granted 940 kc, 1 kw D. P.O. address Box 230, Klamath Falls, Ore. Estimated construction cost $13,193, first year operating cost $36,000, revenue $48,000. Announced Nov. 5.

Pierre, S. D.—Great Plains Bcstg. Corp.—Granted 1590 kc, 1 kw D. P.O. address Edward N. Davenport, Box 748, Rapid City, S. D. Estimated construction cost $9,760, first year operating cost $30,000, revenue $36,000. Owners are **Daniel C. Lesmeister, Edward N. Davenport, Kenneth R. Hankins** and **Keith R. Hankins** (each 25%). Mr. Lesmeister is production manager of KOTA-TV Rapid City, S. D. Mr. Davenport is technical supervisor of KOTA-TV. Kenneth Hankins is transmitter supervisor of KOTA-AM-TV and KOZY-FM, as is Keith Hankins. Announced Nov. 5.

APPLICATIONS

Denver, Colo.—Satellite Center Radio Co., 1550 kc, 10 kw D. P.O. address 1475 Fillmore St., Denver. Estimated construction cost $27,455, first year operating cost $84,000, revenue $96,000. Sole owner **John L. Buchanan** also owns **KWBY Colorado Springs, Colo.** Announced Nov. 3.

Okeechobee, Fla.—Sugarland Bcstg. Co., 1570 kc, 1 kw D. P.O. address Box 1027, Arcadia, Fla. Estimated construction cost $20,825, first year operating cost $20,000, revenue $28,000. **Francis Denmead**, sole owner, is motelman, etc. Announced Nov. 3.

Montezuma, Ga.—Macon County Bcstg. Co., 1050 kc, 1 kw D. P.O. address Box 306, Montezuma. Estimated construction cost $11,470, first year operating cost $36,000, revenue $48,000. **William E. Blizzard Jr.**, employe of WMJM Cordele, Ga., and insurance man **Lewis H. McKenzie** are equal partners. Announced Nov. 5.

Waco, Tex.—Hart of Texas Bcstrs., 940 kc, 250 w D. P.O. address Apt. 906, 554 S. Summit, Fort Worth, Tex. Estimated construction cost $29,750, first year operating cost $60,000, revenue $72,000. Sole owner **James G. Ulmer** is former broadcaster, lately engaged in real estate. Announced Nov. 3.

Port Angeles, Wash.—John W. Mowbray, 1260 kc, 1 kw D. P.O. address 890 Rosemont, Bellevue, Wash. Estimated construction cost $12,535, first year operating cost $39,600, revenue $48,000. Mr. Mowbray, sole owner, is 50% partner in **KASY Auburn, Wash.** Announced Nov. 5.

West Allis, Wis.—Suburbanaire Inc., 1590 kc, 1 kw D. P.O. address % Herbert L. Mount, 2040 W. Wisconsin Ave., Milwaukee. Estimated construction cost $54,815, first year operating cost $78,200, revenue $88,090. Owners are **Herbert L. Mount**, attorney and **Neil K. Searles**, former general manager of **WFOX** Milwaukee, each 32%, and others. Announced Oct. 30.

Existing Am Stations

ACTIONS BY FCC

WEUP Huntsville, Ala.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1600 kc D. Announced Nov. 5.

WGTC Greenville, N. C.—Granted mod. of license (1590 kc, 1 kw N, 5 kw LS, DA-N) to eliminate nighttime hours of operation. Announced Nov. 5.

WBRV Boonville, N. Y.—Granted increase of power from 500 w to 1 kw, continuing operation on 900 kc D. Announced Nov. 5.

WPAC Patchogue, N. Y.—Granted change on 1580 kc from 5 kw DA-D to 5 kw N, 10 kw D, Canadian restricted. Comr. Lee dissented. Announced Nov. 5.

WDAS Philadelphia, Pa.—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1480 kc, 1 kw N, DA-2; engineering conditions. Announced Nov. 5.

KITN Olympia, Wash.—Granted change of facilities from 1440 kc, 500 w D to 920 kc, 1 kw D; remote control permitted. Announced Nov. 5.

APPLICATIONS

WFMH Cullman, Ala.—Cp to change hours of operation from daytime to unl., using power of 500 w, 5 kw LS; change ant.-trans. location; install DA for nighttime use and make changes in ground system.

KWHW Altus, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KYJC Medford, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHOP Hopkinsville, Ky.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

WSMN Nashua, N. H.—Cp to change hours of operation to unl., using power of 5 kw night and day and change from directional ant. daytime to directional ant. day and night.

WWRI West Warwick, R. I.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WKDA Nashville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

WDVE Dadeville, Ala.—J. C. Henderson, 910 kc.

KPON Anderson, Calif.—Universal Electronics Network, 1580 kc.

WBNR Beacon, N. Y.—West Shore Bcstg. Co., 1260 kc.

KAGI Grants Pass, Ore.—Southern Oregon Bcstg. Co., 1340 kc. Changed from KUIN, effective Dec. 5.

WDAR Darlington, S. C.—Community Bcstrs., 1350 kc. Changed from WPFD, effective Jan. 1, 1959.

KEEE Nacogdoches, Tex.—Stone Fort Bcstg. Co., 1230 kc. Changed from KOSF, effective Nov. 15.

WTMB Tomah, Wis.—Tomah-Mauston Bcstg. Co., 1220 kc.

New Fm Stations

ACTIONS BY FCC

Hartford, Conn.—The Conn. Bcstg. Co.—Granted 102.9 mc., 7 kw unl. P.O. address 869 Blue Hills Ave., Hartford, Conn. Estimated construction cost $14,500, first year operating cost $10,000, revenue —none expected due to duplication of am programs. **Franklin M. Doolittle** is 59.7% owner of Conn. Bcstg. which also owns **WDRC Hartford** and 5.68% of **Concert Network Inc.** which owns **WXCN-FM Providence, WHCN-FM Hartford, WBCN-FM Boston** and **WNCN New York.** Announced Nov. 5.

Midland, Tex.—Fm Associates—Granted 92.3 mc, 3.4 kw. P.O. address 317 N. Colorado St., Midland, Tex. Estimated construction cost $13,000, first year operating cost $7,200, revenue $7,200. Owners are **Rudolph M. Rubin Jr., James R. Favors** and **William R. Mettler**, each 30%, and **Wallace R. Jackson**, 10%. Mr. Rubin is in photo and hi-fi equipment. Mr. Favors is petroleum engineer, Mr. Jackson is in advertising, Mr. Mettler is chief engineer of KRIG Odessa, Tex. Announced Nov. 5.

Existing Fm Stations

CALL LETTERS ASSIGNED

KUFM El Cajon, Calif.—Kenneth C. Forror, 99.3 mc.

KSFV San Fernando, Calif.—San Fernando Bcstg. Co., 106.3 mc.

WYBC-FM New Haven, Conn.—Yale Bcstg. Co., 103.1 mc.

KTOP-FM Topeka, Kan.—Charles B. Axton, 106.9 mc.

WEBR-FM Buffalo, N. Y.—WEBR Inc.

WOBN Westerville, Ohio—Otterbein College.*

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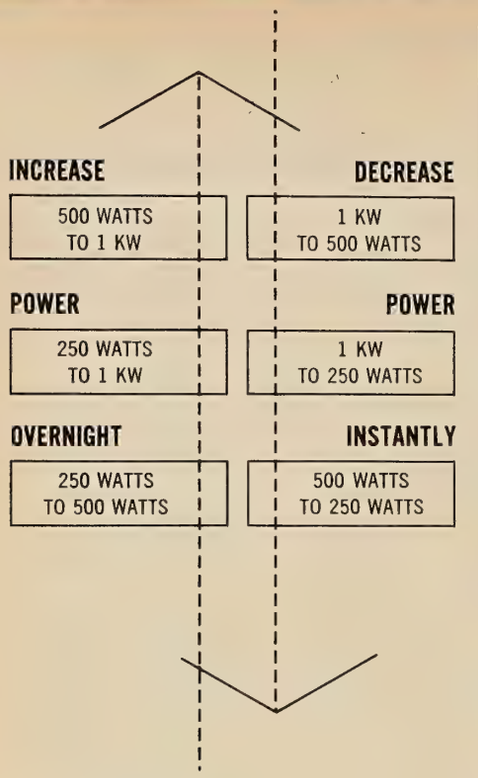
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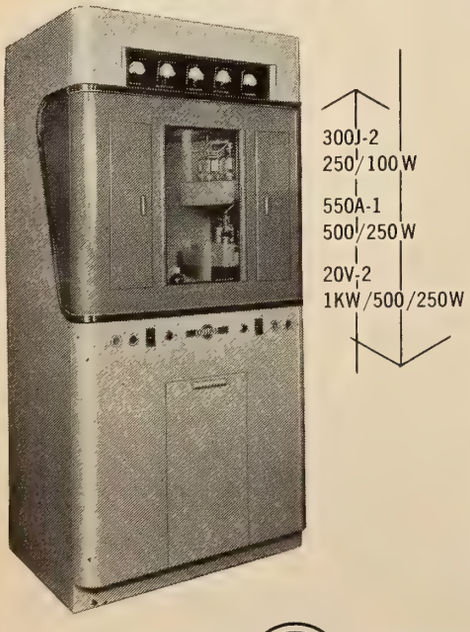
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SIX POWER COMBINATIONS IN ONE TRANSMITTER CABINET



COLLINS

Ownership Changes

ACTIONS BY FCC

WMGY Montgomery, Ala.—Granted (1) assignment of license to **Radio Montgomery Inc. (L. D. Hargreaves,** president); involves lease of real estate and equipment for 10 years at annual rental of $7,200 with option to purchase property within that time for $100,000, and other agreements, and (2) renewal of license. Announced Nov. 5.

WSPB Sarasota, Fla.—Granted transfer of control from **Robert C. Jones,** et al., to **Community Bcstg. Corp. (WALL Middletown, N. Y.);** consideration $335,000. Announced Nov. 5.

WMT Cedar Rapids, Iowa; KWMT Fort Dodge, Iowa—Granted transfer of control from **William B. Dolph** and **William B. Quarton,** trustees, and **F. E. McMillen,** trustee, to **Helen Shaffer Mark, Helena Mark Hermann,** and **Herbert M. Bingham,** trustees, and **F. E. McMillen** and **Robert L. Hood,** co-trustees; no monetary consideration. Announced Nov. 5.

WXYZ Detroit, Mich.—Granted application to move trans. and studio to about two miles north of city limits and west of **Oak Park.** Operates on 1270 kc, 5 kw DA-N unl. Announced Nov. 5.

WNRC-AM-FM New Rochelle, N. Y.—Granted transfer of control from **Donald** and **Frances Daniels** to **Radio Westchester Inc. (Martin Stone,** president, and **E. Monroe O'Flyn,** vice president, own WVIP Mount Kisco); consideration $300,000. Announced Nov. 5.

KPRC-FM Houston, Tex.—Granted assignment of license to **Paul E. Taft,** tr/as **Taft Bcstg. Co.** (minority interest in KGUL-TV Houston and KJIM Fort Worth); consideration $20,000. Announced Nov. 5.

APPLICATIONS

KOFA Yuma, Ariz.—Seeks transfer of control (100%) of licensee **(Broadcasters Inc.)** from **Henry** and **Dorothy Schechert** to **Thomas J.** and **Angie M. Wallace** in exchanging for real property. Wallaces own 50% of **KTKT Tucson.** Announced Nov. 5.

KEAR (FM) San Francisco, Calif.—Seeks assignment of license from **Electronic Service Corp.** to **Family Stations Inc.** for $100,000. Purchasers are equal partners **Harold Camping** and **Lloyd Lindquist,** construction executives, and **Richard Palmquist** missionary broadcaster in Alaska. Announced Oct. 31.

WCTW (FM) New Castle, Ind.—Seeks acquisition of negative control (50%) of licensee **(Courier-Times Inc.)** by **Adaline D. Chambers** and **Robert S. Hunter Jr.,** trustees, through purchase of stock from **Allen C. Hiner** by corporation. Mrs. Chambers and Mr. Hunter formerly held 48.5%. Announced Oct. 30.

WILD Boston, Mass.—Seeks assignment of license from **Bartell Bcstrs. Inc.** to **Nobel Bcstg. Corp.** for $200,000. Purchaser **Nelson B. Nobel** is in industrial scrap, real estate, etc. Announced Oct. 30.

WBET-AM-FM Brockton, Mass.—Seeks involuntary transfer of control of licensee **(Enterprise Pub. Co.)** from **Charles L. Fuller,** individually and as trustee for **Alice M. Dunbar** to **Home National Bank** and **Louise F. Sampson,** executors of estate of Mr. Fuller, and Home National as trustee for Alice M. Dunbar. Announced Oct. 30.

WKBZ Muskegon, Mich.—Seeks transfer of control (100%) of licensee **(Ashbacker Radio Corp.)** from **Arch Shawd** to WKBZ Radio Corp. (equal partners **Frederick L. Allman, Walter Patterson** and **Robert K. Richards)** for $200,200. Buyers are also equal partners in **WTRX Bellaire, Ohio** and **WKYR Keyser, W. Va.** Mr. Allman has minority interest in **WREL Lexington, Va.** Announced Oct. 31.

KBIA Columbia, Mo.—Seeks assignment of license from **Cecil W.** and **Jane A. Roberts** to **V. E. Carmichael** for $75,000. Mr. Carmichael has wired music and plastic interests. Announced Nov. 5.

KWRE Warrenton, Mo.—Seeks assignment of license from **W. T. Zimmerman** to **KWRE Radio Inc.** (equal partners **James S. Johnson** and **Harry G. Kline)** for $65,000, real estate not included. Mr. Johnson is with KWK St. Louis. Mr. Kline is food brokerage representative. Announced Nov. 3.

WWIT Canton, N. C.—Seeks transfer of control (90.72%) from **B. M. Middleton** (51.58%) et al six buyers, each to own 15.2%, two of whom **(W. Barry Medlin Jr.** and **Freda H. Burress)** with WWIT. Announced Nov. 4.

WKDN-TV Camden, N. J.—Seeks assignment of cp from **South Jersey Bcstg. Co.** to **Young People's Church of the Air Inc.** for $40,000. Buyer is non-stock organization. Its president, **Percy B. Crawford,** is licensee of **WMUZ-FM Detroit.** Announced Nov. 5.

KNBX Kirkland, Wash.—Seeks assignment of license from **W. A. Chamness** and **L. N. Ostrander,** d/b as **East Side Bcstg. Co.,** to Messrs. Chamness and Ostrander and **G. A. Wilson** (equal partners) d/b under same name. Mr. Wilson, KNBX general manager, is buying one-third for $9,984.64. Announced Oct. 31.

Hearing Cases

FINAL DECISION

By order, Commission adopted and made effective immediately Sept. 22 initial decision and (1) granted petition of Anaheim-Fullerton Bcstg. Co., to dismiss without prejudice its application for new am station to operate on 1190 kc, 1 kw, U, DA, in Anaheim-Fullerton, Calif., and (2) granted application of Radio, Orange County Inc., for similar facilities in Anaheim. Commissioner Ford not participating. Announced Nov. 5.

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of St. Anthony Television Corp. for new tv station to operate on ch. 11 in Houma, La. Announced Nov. 5.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Twin City Bcstg. Co., for new am station to operate on 1340 kc, 250 w, U, in Lyons, Ga. Announced Nov. 5.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Florida Gulfcoast Bcstrs., for review of hearing examiner's ruling in the Largo, Fla., tv ch. 10 comparative proceeding, to extent of overruling his allowing City of St. Petersburg (WSUN-TV) to amend its application to increase proposed construction expenditures by $245,000 and change engineering staff, but denied petition insofar as it sought review of examiner's ruling permitting Bay Area Teleeasting Corp., City of St. Petersburg, Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and WTSP-TV Inc., to amend their applications to specify joint antenna site with Largo as principal community to be served, reduce antenna heights, etc. Commissioner Ford absent. Announced Nov. 5.

By memorandum opinion and order, Commission granted petition by WBRB Inc. (WBRB), Mt. Clemens, Mich., for review and reversal of chief hearing examiner's ruling, and permitted WBRB to re-enter hearing on am applications of Binder-Carter-Durham Inc. (WAMM), Flint, Mich., et al. Announced Nov. 5.

By memorandum opinion and order, Commission denied petition by Northwest Bcstrs. Inc., Bellevue, Wash., for reconsideration and clarification of Sept. 17 action remanding application for new am stations of Northwest and Rev. Haldane James Duff, Seattle, Wash., to hearing examiner for further hearing under amended issues and for preparation of a supplemental initial decision. Commissioners Lee and Cross dissented. Announced Nov. 5.

Commission on Nov. 5 directed preparation of a document looking toward (1) denying petition by Red River Valley Bcstg. Corp. (KRRV), Sherman, Texas, for stay of Sept. 3 decision which granted application of Gillespie Bcstg. Co. to change facilities of KNAF Fredericksburg, Texas, from 1340 kc, 250 w, U, to 910 kc, 1 kw, D pending action by Commission on KRRV petition for reconsideration, and (2) granting motion by KNAF to strike KRRV reply to former's opposition to petition for stay. Announced Nov. 5.

KPOJ Inc., Fisher Bcstg. Co., Tribune Publishing Co., Portland, Ore.—Designated for consolidated hearing applications for new tv stations to operate on ch. 2. Announced Nov. 5.

KMOR Oroville Bcstrs., Oroville, Calif.; James E. Walley, Yuba City, Calif.—Designated for consolidated hearing applications of KMOR (1340 kc, 250 w, U) for renewal of license and Mr. Walley for a new station with same facilities; made KCRA Sacramento, and KATO Reno, Nev., parties to proceeding. Announced Nov. 5.

Russell G. Salter Inc., Dixon Bcstg. Co., Dixon, Ill.; WRAC, WRAC Inc., Racine, Wis.—Designated for consolidated hearing applications of Mr. Salter and Dixon for new am stations to operate on 1460 kc, 1 kw DA, D, and WRAC to move trans. site and increase ant. height and radiation, continuing operation on 1460 kc, 500 w, D; made WBKV West Bend, Wis., party to proceeding. Announced Nov. 5.

WJWS, Old Belt Bcstg. Corp., South Hill, Va.; John Laurino, Scotland Neck, N. C.—Designated for consolidated hearing applications of Mr. Laurino for new am station to operate on 1280 kc, 5 kw, D, and WJWS to change facilities from 1370 kc, 1 kw, D, to 1280 kc, 5 kw, D, and install new trans. Announced Nov. 5.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

E. Harold Munn Jr., Coldwater, Mich.—Requests amendment as follows: (1) Delete Sec. 3.21 (b) and substitute following: (b) Regional Channel—Regional channel is one on which several stations may operate with powers not in excess of 10 kw—primary area of station operating on any such channel may be limited as consequence of interference to given field intensity contour; (2) Delete Sec. 3.22 (c) (1) and substitute following: Class 111-A Station—Class 111-A station is Class 111 station which operates with power not less than one kw nor more than

Continued on page 104

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Sales manager for independent music and news metropolitan market. Box 472G, BROADCASTING.

Sales

Aggressive young man. Also combination salesman-announcer. Box 473G, BROADCASTING.

Salesman—northern Illinois. Excellent opportunity for good producer who loves to sell. Box 534G, BROADCASTING.

Experienced salesman for major Pennsylvania market station. Excellent opportunity with chain organization with reputations for quality and good operation. Draw against commission, plus expenses. Send resume, photo, letter of application and your current monthly billing. Box 570G, BROADCASTING.

Reply only if you want to make ten thousand a year on number one station in central Florida. Full details first letter. Write Box 618G, BROADCASTING.

Radio time salesmen/saleswomen (4-5) experienced, mature, steady. Draw vs. comm. car allowance. Long Island station. Box 620G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

Chicago, St. Louis, Newark, now—In these major markets promotion and staff expansion has provided an excellent opportunity now for outstanding sales candidates and one sales manager. Our salesmen earn well into five figures on salary plus commission in 8-station radio-tv chain. Send resume, photo and history of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Salesman—Sideline Deal—Make $30 to $45 a sale selling "Hollywood Produced" singing commercials to local merchants. Work through radio-tv stations. Traveling salesman only. Write Tel National, Inc., 5880 Hollywood Blvd., Hollywood 28, Calif.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Come west young man. Growing stations in thriving southwest community needs experienced, solid disc jockey announcer. Good pay based on amount of experience. Send details and tape to Box 512G, BROADCASTING.

Have opening for experienced, qualified announcer-program director who can be satisfied with a small market station with tremendous potential. We need a right hand man who knows the radio business, who wants to build a good future for himself with our organization. Your background must be able to stand rigid inspection. Box 554G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Staff man for station in metropolitan Pennsylvania market. Wide awake expanding chain operation with best opportunities for advancement. Applicants must have minimum of 2 years of staff experience, must be available for personal interview, must have excellent employment history. Send tape, photo, resume. Box 569G, BROADCASTING.

Morning man, sports minded preferred. Sparkling, sober, plenty experience, friendly voice, permanent, will consider applications without sports. Box 601G, BROADCASTING.

Pleasant voice announcer with first phone for kw daytimer in small east Texas market. Send tape and salary requirements. Box 631G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

Locate in Pacific northwest! 5000 watt CBS affiliate, part of fast-expanding Cascade Broadcasting Company, wants strong voice with 1st ticket. Staff announcer position open now! Opportunity for advancement into company management for right man. No top-40 dj's need apply. Send tape, background resume to Rex Heninger, KIMA Radio, P. O. Box 702, Yakima, Washington.

There's golden opportunity at KJAX—the happiest new station in the Golden State. Stake your claim with this brand spanking new 5 kw operation in Santa Rosa, the garden spot of California. If you're a bright, cheerful air salesman who can sell, sell, sell with a smile popular music programmed by the modern radio formula here's your chance to come to California and live like a millionaire while making your first million. First phone required. Send audition tape and complete details to Joseph Gamble, KJAX, Hotel Santa Rosa, Santa Rosa, California.

Need versatile staff announcer and adult dj. No top 40 and no floaters. Possibility some tv work. Send details including snapshot and tape with news commercials and dj work, to Manager, KSWS, Box 670, Roswell, New Mexico.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Young, bright, enthusiastic disc jockey. No news, no sports, just pop music man. WIRK, West Palm Beach, Florida.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Chief engineer for southeastern kilowatt. Maintenance know-how. No announcing. $5,200 per year. Immediate opening. Send references first letter. Box 630G, BROADCASTING.

Chief engineer. Heavy on maintenance, with announcing ability preferred. Central Alabama 1 kw considering fm. Furnish resume and salary requirement. Box 638G, BROADCASTING.

Chief engineer-maintenance. Small amount of announcing desired. Immediate opening. WDAT, Box 1940, Daytona Beach, Florida.

Engineer-announcer with first class license for good music fm station. WFMZ, Allentown, Pa.

RADIO

Help Wanted—(Cont'd)

Technical

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Experienced first class engineer for 5 kw remote controlled. Some announcing. Top pay for right man. Contact Jack Helms, WNVA, Norton, Virginia.

Production-Programming, Others

Program director for station in large Florida city. Good salary, hospitalization, insurance, chance for advancement. Send resume. Box 648G, BROADCASTING.

RADIO

Situations Wanted

South Newsreel.

Napoleon Jones . . . My work is so secret I don't even know what I do.

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Energetic young man seeks position as assistant manager-program director of small market radio station. Eight years experience in radio-tv, all phases, announcing, writing, air personality work. Can operate own board. Third class ticket. College grad, could invest. Box 516G, BROADCASTING.

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Mr. General Manager: Searching for an assistant who will assume much of your detail work, one who will become part of your community to promote your station? If so, investigate my background. Eight years of experience, small station operation. Married, age 33, currently employed. Box 595G, BROADCASTING.

Entire staff of 1,000 watt daytimer available. Have made this station number one in its metropolitan market. Manager, announcers, engineers, continuity can make you number one in your market. Staff is still employed. Complete brochure available on request. Box 616G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 628G, BROADCASTING.

Texas station owners: Texan now general manager of operation in north would like to return to Texas. Have a good record of sales and station management. Also have first phone. Interested only in general manager position. Box 639G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Announcers

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Morning personality dj must relocate east or midwest for family health reasons. Best ratings in top markets. Family man, nationally known writer looking for future in clean operation in competitive market. Best references. Available immediately. Box 538G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Play-by-play staff announcer: experienced, seek active and progressive sports station, family man. Box 555G, BROADCASTING.

Announcer wants to relocate. Heavy sports, dj, news. Operate board. Vet., college. Box 571G, BROADCASTING.

Country music dj, artist, top man, nationally known, 29, sober, reliable, best references. Box 591G, BROADCASTING.

Young man, age 26, wishes employment as announcer or dj. Presently employed at top 40 station. Fast paced dj with gimmicks and knowledge of production spots. Married and one small child. Box 594G, BROADCASTING.

DJ with taste, special events and staff man with ability. Recently achieved national publicity. Radio, television experience. Metropolitan markets. Box 596G, BROADCASTING.

First class announcer with first class ticket—with sales experience. Eight years in radio—sober, dependable, minimum $100 per—and worth it. Box 603G, BROADCASTING.

Young, aggressive team. Announcer, salesman, production, 4½ years experience, gal Friday, continuity writer, bookkeeping, traffic. We work top 40 or easy listening. Your format or ours. Box 604G, BROADCASTING.

Announcer-deejay. 10 years experience. Classical music to top forty. Family man, presently in metropolitan market. Box 607G, BROADCASTING.

DJ personality good newscasting strong commercials gimmicks, etc. Run own board. Steady. Go anywhere. Box 609G, BROADCASTING.

Announcer-dj network affiliate experience. Working New York area, assistant news director, co-producer. Authoritative newscasts. Relaxed friendly style. Good ideas for news promotions. Box 610G, BROADCASTING.

Young married announcer seeks employment in another city or town. Vast amount of experience with classical music as well as local and national news. Also extensive experience in commercials and record shows. If you are looking for a good man with adaptable personality and experience, don't delay, write today. Box 611G, BROADCASTING.

Deejay with experience and versatility. Midwest. Box 612G, BROADCASTING.

Sportscaster-staff. Basketball-baseball-football. College graduate. Play-by-play tape available. Box 614G, BROADCASTING.

News woman: Local, state, commentaries, light and serious. Interviews, special events, panels. Currently broadcasting 5000 watts. Seeking expanding metropolitan market. Box 615G, BROADCASTING.

Announcers

Experienced, successful dj seeking position with active, aggressive independent. Easy going style. Promotion minded, intelligent. University graduate. Veteran. Box 624G, BROADCASTING.

Announcer-dj, experienced. Suitable larger market. Music, news, commercials, copy. Box 625G, BROADCASTING.

Personality-dj; good general sales, show business background. Reliable, versatile. Box 626G, BROADCASTING.

Announcer, excellent musical background. Strong, commercials, gimmicks. Operate board. Cooperative. Box 627G, BROADCASTING.

Stop! Ten years experience in radio-tv record show. Like to work both—will consider either. Minimum $150.00 or salary-talent. Prefer midwest or south. Box 634G, BROADCASTING.

Versatile announcer now working part-time with 50 kw fm station in top market desires full time staff dj position. Box 637G, BROADCASTING.

DJ, single, 23, experienced and graduate of New York Radio School, music and news, minimum $75.00. Box 645G, BROADCASTING.

Experienced negro announcer, board operator, swinging style, good pitch. Box 647G, BROADCASTING.

Morning man 10 years present station. Top play-by-play. College and high school. All phases. Married, south-southeast preferred. Management knows of this ad. Change in programming set-up reason for leaving. Civic leader. Available end of current football season. P.O. Box 732, Huntsville, Alabama.

Newscaster. Authoritative. Factual. Almost three thousand five-minute newscasts written, reported, over dominant WDGY, Minneapolis, Minnesota. Contact Joseph della Malva.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Personality announcer-"dj" seeking employment at station that realizes importance of motivational research and depth approach. Fully experienced in all phases radio and tv broadcasting. Alumnus of two radio schools and top music conservatory in New York. Getting hitched to very sweet miss in January. Draft-exempt, salary open. Now employed radio sales agency in N. J. If interested please contact ASAP: Mike Pace, 327 Bradford St., Brooklyn 7, New York. EVergreen 5-0153.

Top flight personality available—can sell a product—can make 'em laugh—call collect, Rip Rogers, Newton 9-3678. Wire or write 54-08 Roosevelt Avenue, Sunnyside, Long Island, New York.

Technical

Maintenance engineer desires permanent position. Five years on last job. Experienced to five kw fm and am. Box 549G, BROADCASTING.

Engineer, first, 4 years radio. Desires position in radio, or television within 50-mile radius of New York City. Box 644G, BROADCASTING.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G. BROADCASTING.

Newsman—7 years radio-newspaper experience, now employed, competent reporter, writer, professional delivery, college, best references, interested radio and/or tv. Box 552G, BROADCASTING.

News director in major market. Man with family who can gather, edit, and deliver news. 10 years background. Outstanding mobile reporter. Minimum start $125 plus moving costs. Box 608G, BROADCASTING.

LA news editor-announcer (employed) seeks aggressive LA station. Confidential. Box 623G, BROADCASTING.

Production-Programming, Others

Experienced woman—seven years same station, trained in every phase of radio, traffic, programming, promotion, sales and boardwork. Presently employed but ready to move-on. Box 641G, BROADCASTING.

Top-notch research-promotion man (radio & tv) widely experienced all phases of radio-tv research, promotion and sales development. Emphasis on the hard to find answer to a touch competitive sales pitch. Network station representative, station presentations. Head time buyer for large advertiser. Resume and references available. Box 643G, BROADCASTING.

Experienced girl traffic-copywriter. Single, available immediately. Box 650G, BROADCASTING.

Program director twelve years. Offer dynamic community radio, special events, public affairs, features, creative commercial sell, listener loyalty. Top references. What do you offer? Box 651G, BROADCASTING.

Dynamic, experienced sportscaster, salesman, announcer. Basil de Soto, 1801 Coldwater Canyon, Hollywood, California. CRestview 5-8592.

TELEVISION

Help Wanted

Sales

California small market 3 network vhf station KSBY-TV needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P. O. Box 1651, Salinas, California.

Announcers

Wanted: Top flight news and staff announcer. Good pay, permanent. Will consider radio announcer seeking tv opportunity. Send tape, recent photo or snapshot, full details. Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Assistant chief engineer for midwest operation. Excellent opportunity for good technical man who can accept responsibility. A chance for the right man to grow with a growing organization. Box 592G, BROADCASTING.

Southern vhf requires one studio video maintenance engineer. Three years experience required. Must stand rigid investigation of recommendations. Box 622G, BROADCASTING.

Transmitter supervisor to help build and operate new educational vhf-tv in New Hampshire. Preferably experienced with G.E. equipment. If you like pleasant living, winter sports and summer fun plus interesting work call Charles Halle at Durham, N. H., 300 EX 327, or write WENH-TV, Durham, N. H.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.000 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Photographer to shoot 16 mm. SOF for tv commercials plus some still work. Need experience in filming food particularly. Write full detatils immediately to Program Director, KRNT-TV, Des Moines, Iowa.

California vhf three network stations needs experienced working film editor to handle all film makeup, teardown, shipping, receiving and film records. Must be fast and accurate. Ideal climate and working conditions including profit participation and major medical plan, state salary required and wire to Gary Ferlisi, Program Director, KSBW-TV, Salinas, California.

Florida station wants experienced television traffic girl. Five and one-half day week. Salary open. Send complete resume and snapshot to WLOF-TV, Box 5795 Orlando, Florida or call Personnel Manager, Garden 4-8537.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity writer, experienced in radio and tv commercials. Write immediately full details, send samples and snapshot, to Program Director, KRNT-TV, Des Moines, Iowa.

Copywriter—Need creative experienced writer. Must be imaginative and familiar with tv production techniques. Rush sample copy, references, Ridley Bell, WRBL-TV, Columbus, Ga.

TELEVISION

Situations Wanted

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

A creative man who can sell. Agency account supervisor, strong on ideas, copy, all media. Heavy film writing-direction. Looking for spot in tv or film. Creative or sales—preferably both. Top references. Box 621G, BROADCASTING.

Sales manager, NBC affiliate, interested in discussing move to larger market. Excellent tv and radio background. Box 642G, BROADCASTING.

Announcers

1st phone married announcer, broad radio background seeks tv or radio-tv combo. Box 613G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 629G, BROADCASTING.

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Newscaster. Authoritative. Factual. Almost three thousand five-minute newscasts written, reported over dominant WDGY, Minneapolis, Minnesota. Contact Joseph della Malva.

Production-Programming, Others

Sportscaster, seven years, big ten sports. Now with O&O newsroom. Vet, MSJ, pilot, professional photographer. Box 619G, BROADCASTING.

Writer-producer-coordinator. Metropolitan tv experience. Cooperative, versatile. Excellent references. Box 627G, BROADCASTING.

Director-cameraman. 4 years experience. Free to travel. Best references. Jack Newman, 821 Taylor, Evansville, Indiana.

Hard working, capable, announcer - director, weatherman, children's personality, cartoonist. Over four years television experience, college grad. Recently available due to staff cutback. Desire permanent position with progressive station. Contact John M. Schinker, 6556 Sprague Street, Omaha, Nebraska. Telephone GLendale 4499.

Seeking position as motion picture or tv cameraman, would like to shoot travel or documentary films. Six years experience freelance, still and motion picture photography, script to screen, graduate of Northwest TV School. Top references, my clients. OSborne 6-7284 collect, Billy Smith, 14909 Crenshaw Blvd., Gardena, California.

FOR SALE

Stations

To successful operator only, kw daytimer, by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

Will consider trading our interest in competitive market for smaller area. Box 605G, BROADCASTING.

Majority interest. Metropolitan, daytimer. Low down payment. Ideal for owner-manager. Box 606G, BROADCASTING.

Virginia major market independent. Write Box 633G, BROADCASTING.

Southwest high profit single market daytimer. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

FOR SALE—(Cont'd)

Stations

East Texas single regional. $60,000. $20,000 down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Small market stations: Alabama, $65,000; Florida, $80,000; Kentucky, $59,000; Georgia, $70,000. Chapman Company, 1182 West Peachtree, Atlanta.

North Texas money making station for lease to qualified applicant. 208 West Burton St., Sherman, Texas. Phone. TW-31021.

Television stations—vhf and uhf—located in south and west, asking prices ranging downward from two million to 277 thousand. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York; 33 West Micheltorena, Santa Barbara, California.

East Texas regional, single market. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Northeast medium market stations (2), $200,000 and $450,000; small market stations (3), prices ranging $70,000 to $250,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Oklahoma single daytimer. Making money. $55,000 29% balance ten years. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Equipment

Used water cooled tubes. Have 3 used W.E. and 2 Machlett, type 343 As. Each crated to ship. Real bargin. Contact: Emmett Smith, Radio Station WSGN, Birmingham, Ala.

Gray Telop No. 2 projector—complete with accessory tape puller. Original cost: $3900. Excellent condition, available because of merger of two stations. $1500. General Electric iconoscope film chain complete. Make offer. WTCN, 2925 Dean Boulevard, Minneapolis, Minnesota.

Recording Lathes RCA 72B $20. Presto 6N $35. Rek-o-kut Imperial 12" $95. Recording heads Presto 1D $35. Fairchild 541A $95. ARTEL, 5724 Market, Philadelphia.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

RCA 250 w fm available. 4 Bay Andrews antenna, 400' 3⅛" coax and monitor. Price $2,750.00. F.O.B. Paducah. Paducah Broadcasting Co., Inc., Kentucky.

WANTED TO BUY

Stations

AM stations wanted in Jackson, Little Rock and Birmingham. Will pay up to $225,000 each. Box 523G, BROADCASTING.

Want 100% or control profitable am. Prefer midwest or west. 20 years successful management. Give facts first letter. Box 556G, BROADCASTING.

One of southwest's most capable managers wishes to buy all or majority of medium or small market am station. Box 599G, BROADCASTING.

Group of broadcast executives interested in radio property in midwest market over 30,000. Will move to market and operate station. Up to $50,000 down. Box 636G, BROADCASTING.

Equipment

Wanted, video equipment suitable for portable remote use including microwave and sync generator. Box 598G, BROADCASTING.

One secondhand fm frequency and modulation monitor. State condition and price. Box 632G, BROADCASTING.

Used field image orthicon television camera chain. Reply Box 635G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Anyone with power supply parts for Western Electric transmitter, 250 watts, number 451A1, write KSLO, Opelousas, La.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

WANTED TO BUY

Equipment

Used RCA 3 kw fm transmitter BTF3B or RCA fm exciter and power supply. State price and condition. Reply Good Neighbor Stations, 155 Front Street, Manchester, New Hampshire.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

FINE POSITION

For a man who can successfully sell educational films in the D. C., Maryland area and represent us at Government levels in Washington. A vital, stimulating, growing, prestige organization. Give background, financial requirements.

Box 584G, BROADCASTING

SALES MANAGER WANTED

FOR WELL ESTABLISHED ATLANTA-SOUTHERN SALES DIVISION OF NATIONAL RADIO AND TELEVISION STATION FIRM: REAL CAREER: PROFITABLE. SALARY AND COMMISSION. SEND FULL DETAILS.

BOX 649G, BROADCASTING.

Production-Programming, Others

SOUTHWEST RADIO OPPORTUNITY

Program director, versed in modern radio programming and promotion techniques for powerful CBS affiliate. Real opportunity to help establish successful answer to indie operation. Call or wire

Manager
KENS
San Antonio, Texas

RADIO

Situations Wanted

Announcers

If you need a TOP NOTCH DJ or Play-By-Play announcer, I'm your man. I'm currntly working in one of the nation's top one hundred markets.

Box 640G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

BASKETBALL PLAY-BY-PLAY

Widely-known sportcaster available for basketball season! Background includes 4 years in NBA, 12 with college ball. Past season with Mutual's "Game of the Day!"

Gene Elston
1621 S. Grace Ave.
Park Ridge, Illinois

TELEVISION

Help Wanted

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

Production-Programming, Others

WANTED

TV news director-reporter (preferably from southeast). Contact Sam Carey, WRVA-TV, Box 2370, Richmond 18, Virginia. BE 3-5461.

CALIFORNIA VHF
3 NETWORK STATION

Needs experienced working Film Editor. To handle all film make-up, tear down, shipping, receiving and film records. Must be fast and accurate. Ideal climate and working conditions, including profit participation and major medical plan. State salary required in wire to: Gary Ferlisi, Program Director, KSBW-TV, Salinas, California.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR THE RECORD *continued from page 100*

10 kw and service area of which is subject to interference in accordance with pp. 3.182; (3) Amend Sec. 3.41 by changing entry for Class 111 stations in table to read as follows: Class 111—500 or 1,000 w—1,000; 5,000 or 10,000 w—10,000, and (4) Amend Sec. 3.182 (11) (3) (1) as follows: Substitute 10 kw for 5 kw in text. Announced Oct. 31.

ACTIONS ON MOTIONS

By FCC

Commission, on Oct. 31, granted requests of Washington Post Co. (WTOP), Washington, D. C.; Indiana Bcstg. Corp. (WISH), Indianapolis, Ind.; Transcontinent Television Corp. (WGR), Buffalo, N. Y., and Shenandoah Valley Bcstg. Inc. (WSVA), Harrisonburg, Va., for extension of time to Nov. 10 to file oppositions to petition by Daytime Bcstrs. Assn., for reconsideration of Sept. 19 report and order denying its proposal for extended daytime am service.

By Chief Hearing Examiner James D. Cunningham on November 4

Schedule hearings for Dec. 19 in following proceedings: am applications of Gralla and Gralla, Tujunga, Calif., et al.; application of Supreme Bcstg. Co., New Orleans, La., for mod. of cp for experimental tv station.

By Hearing Examiner Herbert Sharfman on November 4

Hearing scheduled for Dec. 9 on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, is rescheduled for Dec. 2.

By Hearing Examiner Forest L. McClenning on dates shown

On own motion, and subject to objection of any party to proceeding filed by Nov. 10, ordered that transcript of hearing on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Fla., is corrected in various respects. Action Oct. 30.

Granted petition by M & M Bcstg. Co. (WMBV-TV), Marinette, Wis., for leave to amend its application to reflect minor change of approximately 100 ft. in location of proposed trans. Action Nov. 4.

By Hearing Examiner Isadore A. Honig on dates shown

Granted motion by KWEW Inc. (KWEW), Hobbs, N. M., for continuance of hearing from Nov. 14 to Dec. 2 in proceeding on its am application. Action Nov. 3.

Continued hearing from Dec. 3 to Dec. 8 on am application of Russell G. Salter, Aurora, Ill. Action Nov. 4.

By Hearing Examiner Thomas H. Donahue on November 4

On own motion, continued date for exchange of applicants' direct cases from Nov. 10 to Nov. 21, prehearing conference from Nov. 19 to Dec. 1 and hearing from Dec. 1 to Dec. 8 in Eugene, Ore., ch. 9 proceeding (Northwest Video, et al.).

By Hearing Examiner Annie Neal Huntting on dates shown

Granted petition by WLLY Inc., for leave to file late appearance in proceeding on am application of Beacon Bcstg. Corp., Salisbury, Md., and accepted late appearance; continued hearing from Nov. 13 to Dec. 17. Action Nov. 3.

Granted petition by Eastern States Bcstg. Co., Handem, Conn., for continuance of hearing from Nov. 10 to Nov. 12 in proceeding on its am application, et al. Action Nov. 4.

Hearing previously continued without date on am applications of Unicoi Bcstg. Co. (WEMB), Erwin, Tenn., and Mace, Groves and Mace, South Gastonia, N. C., will commence on Dec. 18; engineering exhibits will be exchanged on Dec. 1 and non-engineering exhibits on Dec. 12, and on or before Dec. 8 the parties will advise other counsel what engineering witnesses, if any, are wanted for cross-examination. Action Nov. 3.

By Judge Horace Stern, Presiding Officer, on October 30

Upon consideration of request made in behalf of Attorney General of United States, who is appearing amicus curiae in Miami tv ch. 10 proceeding, extended from Nov. 3 to Nov. 10 period within which all parties to proceeding shall file briefs and proposed findings.

By Hearing Examiner H. Gifford Irion on October 31

On own motion, continued hearing from Nov. 24 to Jan. 5, 1959 in proceeding on am application of Paul A. Brandt, Gladwin, Mich.

By Hearing Examiner Herbert Sharfman on October 31

Granted in part motion by Broadcast Bureau for corrections to transcript of prehearing conference in proceeding on application of Jane A. Roberts, for license of station KCFI Cedar Falls, Iowa.

By Hearing Examiner Annie Neal Huntting on October 31

Granted petition and accepted amendment by Wicomico Bcstg. Co. (WICO), Salisbury, Md., to its am application to substitute Beacon Bcstg. Corp. as applicant, furnish data concerning legal qualifications for new applicant, and provide new information with respect to proposed programming.

By Hearing Examiner Charles J. Frederick on dates shown

Postponed indefinitely hearing scheduled for Nov. 20, and scheduled prehearing conference for 9 a.m., Nov. 25, in proceeding on am applications of **Kankakee Daily Journal Co.** (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis. Action Oct. 31.

Ordered that engineering exhibits shall be exchanged among parties, with copies to hearing examiner on or before 5 p.m., Jan. 5, 1959, and rescheduled hearing from Nov. 5 to Jan. 12, 1959, in proceeding on am application of Kenneth G. and Misha S. Prather, Boulder, Colo. Action Nov. 3.

By Hearing Examiner Thomas H. Donahue on November 3

On own motion, continued hearing from Nov. 4 to date to be determined at prehearing conference to be held at 10 a.m., Nov. 4, in proceeding on am applications of M.V.W. Radio Corp., San Fernando, Calif., et al.

By Hearing Examiner J. D. Bond on November 3

Confirmed Oct. 27 ruling granting petition by Coastal Television Co., and Oklahoma Television Corp. to add financial issue regarding Supreme Bcstg. Co., in New Orleans, La., ch. 12, comparative proceeding.

By Hearing Examiner Jay A. Kyle on October 30

Scheduled oral argument for Nov. 4, 3 p.m., on motion by Walter G. Allen, Huntsville, Ala., to quash notice of intention to take depositions in proceeding involving his am application and that of Marshall County Bcstg. Co., Arab, Ala.

By Hearing Examiner J. D. Bond on October 29

Scheduled hearing for Jan. 13, 1959, on am applications of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn.

Scheduled further hearing for Nov. 17 on am applications of Capitol Bcstg. Co., East Lansing, Mich., et al.

By Hearing Examiner Herbert Sharfman on October 30

Granted motion by Jane A. Roberts (KCFI), Cedar Falls, Iowa, for continuance of hearing from Nov. 12 to Dec. 9 in proceeding on her application for station license.

By Hearing Examiner Basil P. Cooper on dates shown

Granted motion by Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn., for extension of time from Oct. 28 to Oct. 31 to file proposed findings of fact and conclusions in proceeding on its am application. Action Oct. 28.

Granted petition by Columbia Bcstg. System Inc. (WEEI), Boston, Mass., and motion by Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn., both requesting corrections to transcript in proceeding on latter's am application. Action Oct. 30.

By Hearing Examiner Forest L. McClenning on October 29

Scheduled prehearing conference for Nov. 18 in proceeding on applications of Central W. Va. Service Corp. and Clarksburg Bcstg. Corp., for am facilities in Weston and Clarksburg, W. Va.

By Commissioner Rosel H. Hyde (Acting Chairman) on October 28

Granted motions by Broadcast Bureau and Community Service Bcstg. Corp. (WCSS), Amsterdam, N. Y., for various corrections to transcript of oral argument on am application of Walter T. Gaines (WGAV), Amsterdam.

By Commissioner John S. Cross on October 29

Granted petition by Livesay Bcstg. Co., for

TELEVISION

Situations Wanted

Announcers

2 TOP RADIO-TV ANNOUNCERS
1 TOP TV PRODUCTION MAN

Presently employed at regional radio TV outlet. Desire positions in metropolitan markets.

1. **Staff and news announcer, presently TV ESSO REPORTER. 6 years experience.**
2. **Staff and DJ, children's TV personality, 10 years experience.**
3. **TV production man, director. Floorman. 6 years experience.**

TAKE ANY ONE OR ALL.
Box 602G, BROADCASTING.

Production-Programming, Others

PIONEER PRODUCTION MANAGER

12 years concentrated TV experience—Milwaukee, Detroit, Hartford. TV Consultant large Eastern Insurance Company station. Now with CBS owned and operated. Top references. Box 617G, BROADCASTING.

extension of time to Nov. 7 to respond to pleadings with respect to petitions by Plains Television Corp. for reconsideration and to intervene in proceedings on Livesay's application for new tv station to operate on ch. 10 in Terre Haute, Ind., and Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, for renewal of license.

By Chief Hearing Examiner James D. Cunningham on October 28

Oral argument on petition by KISD Inc. (KISD), Sioux Falls, S. D., for leave to withdraw protest in matter of transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, will be resumed at 9 a.m., Nov. 10.

By Hearing Examiner Jay A. Kyle on dates shown

Scheduled further prehearing conference for Dec. 9 and hearing will commence on Dec. 10 in proceeding on applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., for fm facilities in Baltimore, Md. Action Oct. 27.

On own motion, ordered that hearing will be resumed on Nov. 12 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Oct. 29.

By Hearing Examiner Isadore A. Honig on October 28

Granted petitions by Gateway Bcstg. Corp. to accept late filing of notice of appearance, and for reconsideration of Oct. 9 order holding Gateway in default for failure to file timely appearance in proceeding on am application of Westminister Bcstg. Co. (WCME), Brunswick, Me.; Oct 9 order was set aside and Gateway reinstated as party respondent.

Upon request by Evanston Bcstg. Co., respondent, in proceeding on application of Russell G. Salter, for new am station in Aurora, Ill., continued prehearing conference from Oct. 29 to Nov. 4.

By Hearing Examiner J. D. Bond on October 28

Continued further hearing to Dec. 15 in New Orleans, La., tv ch. 12 proceeding (Oklahoma Television Corp., et al.).

By Hearing Examiner Millard F. French on October 28

Granted petition by Pittsburgh County Bcstg. Co. (KNED), McAlester, Okla., to be made party respondent in proceeding on am applications of Henderson County Bcstg. Co. (KBUD), Athens, Tex., and University Advertising Co., Highland Park, Tex., and the late appearance to which it relates was accepted.

By Hearing Examiner Annie Neal Huntting on October 27

Granted motion for continuance of hearing from Oct. 28 to Nov. 6 filed by County Bcstg. Co., Clarion, Pa., in proceeding on its am application.

By Hearing Examiner Thomas H. Donahue on October 27

Granted petition by Vernon G. Ludwig, Benson, Ariz., for continuance of hearing from Oct. 27 to Nov. 17 in proceeding involving his am application and that of Pan American Radio Corp., Tucson, Ariz.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 31

Granted licenses for following am stations: WCAY Cayce, S. C.; KWCL Oak Grove, La., and specify type trans.; KQDI Bismarck, N. D.; WEZN Elizabethtown, Pa.; WTOT Marianna, Fla., and change type trans. and specify studio location; remote control permitted.

Granted licenses for following fm stations: KEFM Oklahoma City, Okla.; WQMS Hamilton, Ohio; WTFM Babylon, N. Y.; WNEW-FM New York, N. Y.

KPAM Portland, Ore.—Granted license covering increase in power and installation new type trans.; condition.

WNIK Arecibo, P. R.—Granted cp to install new type trans. as alternate main trans. at present main trans. site; remote control permitted.

WPAL Charleston, S. C.—Granted cp to install new type trans. at present main trans. site.

KIFI Idaho Falls, Idaho—Granted cp to install new type trans. as aux. trans. at present main trans. site.

WTKM Hartford, Wis.—Granted cp to move trans. location, and change studio location; remote control permitted.

WNSM Valparaiso-Niceville, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WYZZ Wilkes-Barre, Pa. to 1-20-59; WSEB Sebring, Fla. to 2-12-59; WQAL (FM) Philadelphia, Pa. to 5-19-59; WSID-FM Baltimore, Md. to 5-19-59; WPFB-FM Middletown, Ohio to 5-3-59; WFMD-FM Frederick, Md. to 5-13-59.

Actions of October 30

KGEI Belmont, Calif.—Granted license for International broadcast station; conditions.

WSIZ Douglas, Ga.—Granted license for am station.

WTNZ Tampa, Fla.—Granted mod. of cp to make changes in DA system (including height & one less tower) and change type trans.; condition.

WPRA Mayaguez, P. R.—Granted 90 days special authority to operate 250 w day, 250 w night using wire between poles on roof of studio and office building as ant. and trans. to be located in ground floor of building.

Actions of October 29

WBUT-AM-FM Butler, Pa.—Granted assignment of licenses to **J. Patrick Beacom** d/b under same name.

KAUS Austin, Minn.—Granted license which authorized mounting tv ant. on east tower.

WRUL Scituate, Mass.—Granted cp to increase power of WRUL-4 to 100 kw and make changes in composite trans.; conditions.

WCKR-FM Miami, Fla.—Granted extension of authority to 2-15-59 to remain silent for period beginning Nov. 1.

WFSC-FM Franklin, N. C.—Granted authority to remain silent for period ending 2-15-59 pending evaluation of market.

KBIQ (FM) Los Angeles, Calif.—Granted extension of authority to remain silent for period ending Nov. 30.

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent Nov. 27.

KPVA Camas, Wash.—Remote control permitted.

Actions of October 28

KOAT-TV Albuquerque, N. M.—Granted cp to change ERP to vis. 73.5 kw, aur. 36.8 kw, make changes in trans. and other equipment, install new ant. system; ant. height 4240 ft. (Main trans. and ant.).

KTSM-TV El Paso, Tex.—Granted cp to change ERP to vis. 70.8 kw, aur. 35.5 kw, change trans. location and type ant. and equipment; ant. height 1910 ft.

WORA-TV Mayaguez, P. R.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, change type of ant. and other equipment; ant. height 1970 ft.

KSTF (TV) Scottsbluff, Neb.—Granted cp to use former main trans. and ant. as aux. trans. and ant. at main trans. site.

KVAL-TV Eugene, Ore.—Granted cp to install aux. ant. at main trans. site.

WCBS-TV New York, N. Y.—Granted cp to mod. vis. trans. (main trans. and ant.), (aux. trans.).

WRNL Richmond, Va.—Granted cp to install present main trans. as alternate main trans.; remote control permitted while employing non-DA.

KBMS (FM) Los Angeles, Calif.—Granted cp to replace expired cp which authorized increase of ERP to 59.5 kw, etc.

WHOH (FM) Hamilton, Ohio—Granted cp to replace expired cp for fm station.

KASE Austin, Tex.—Granted mod. of cp to change type trans. and ant.-trans. and studio location.

WHEO Stuart, Va.—Granted mod. of cp to change name to Patrick Henry Bcstg. Corp.

WIBG-FM Philadelphia, Pa.—Granted mod. of cp to increase ERP to 20 kw, decrease ant. height to 170 ft., change type ant. and trans. location (same as studio and WIBG-AM trans. location) and waived Sect. 3.311 of rules; condition.

KMCS (FM) Seattle, Wash.—Granted mod. of SCA to change sub-carrier frequency from 41 kc to 67 kc; condition.

KJPO (FM) Fresno, Calif.—Granted extension of completion date to Feb. 12, 1959.

Actions of October 27

KMON Great Falls, Mont.—Granted assignment of licenses to KMON Inc.

WHGB Harrisburg, Pa.—Granted acquisition of positive control by Herbert Kendrick through purchase of stock from Triangle Publications Inc. by Kendrick Bcstg. Co.

KWG Stockton, Calif.—Granted acquisition of negative control by each Frank A. Axelson and O. R. Reichenbach through purchase of stock from Robin Hill.

KUMA Pendleton, Ore.—Granted mod. of license to operate trans. by remote control while using directional ant. day and night; conditions.

WRBL Columbus, Ga.—Granted cp to install new type trans.

WLBR Lebanon, Pa.—Granted cp to install new type trans.

KRON-TV San Francisco, Calif.—Granted cp for change in trans.

WGRO Lake City, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WHEW Riviera Beach, Fla. to 2-27-59; KEVE Golden Valley, Minn. to 12-31; WHYL Carlisle, Pa. to 11-30.

Action of October 24

KENN Farmington, N. M.—Remote control permitted while using nondirectional ant.

Action of October 15

KSUM Fairmont, Minn.—Granted assignment of license to KSUM Bcstg. Co.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Nov. 5

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	48	104	574
FM	681	31	105	65
Tv (Commercial)	428[1]	81[2]	111	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 5

	VHF	UHF	TOTAL
COMMERCIAL	428	81	509[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

License Renewals

Following stations were granted renewal of license: WAMV East St. Louis, Ill.; WATW Ashland, Wis.; WBEE Harvey, Ill.; WBKV West Bend, Wis.; WCAZ Carthage, Ill.; WCFL Chicago, Ill.; WCOW Sparta, Wis.; WCRA Effingham, Ill.; WDZ Decatur, Ill.; WEBQ Harrisburg, Ill.; WEDC Chicago, Ill.; WEKZ Monroe, Wis.; WFIW Fairfield, Ill.; WGES Chicago, Ill.; WGIL Galesburg, Ill.; WHBY Appleton, Wis.; WHVF Wausau, Wis.; WIBA Madison, Wis.; WIBU Poynette, Wis.; WILL Urbana, Ill.; WIND Chicago, Ill.; WIRL Peoria, Ill.; WISV Viroqua, Wis.; WJBC Bloomington, Ill.; WJOL Joliet, Ill.; WLDY Ladysmith, Wis.; WLPO La Salle, Ill.; WMBD Peoria, Ill.; WMBI Chicago, Ill.; WMIL Milwaukee, Wis.; WOBT Rhinelander, Wis.; WPFP Park Falls, Wis.; WRAM Monmouth, Ill.; WRDB Reedsburg, Wis.; WAGN Menominee, Mich.; WDOK Cleveland, Ohio; WRJN Racine, Wis.; WROK Rockford, Ill.; WROY Carmi, Ill.; WSIV Pekin, Ill.; WSOY Decatur, Ill.; WTAD Quincy, Ill.; WTAY Robinson, Ill.; WTMJ Milwaukee, Wis.; WTTN Watertown, Wis.; WEBQ-FM Harrisburg, Ill.; WJBC-FM Bloomington, Ill.; WMBD-FM Peoria, Ill.; WRJN-FM Racine, Wis.; WROK-FM Rockford, Ill.; WROY-FM Carmi, Ill.; WSEI Effingham, Ill.; WSOY-FM Decatur, Ill.; WTAD-FM Quincy, Ill.; WVLN-FM Olney, Ill.; WWCF Greenfield Township, Wis.; WILL-FM Urbana, Ill.; WLFM Appleton, Wis.; WWKS Macomb, Ill.; WGIA (TV) Champaign, Ill.; WICS (TV) Springfield, Ill.; WITI (TV) Whitefish Bay, Wis.; WKBT (TV) La Crosse, Wis.; WMTV (TV) Madison, Wis.; WTMJ-TV Milwaukee, Wis.; WILL-TV Urbana, Ill.; WTTW (TV) Chicago, Ill.; WENO Madison, Tenn.; WOIA Saline, Mich.

MR. NIELSEN SAYS:*

KTVT 4 IS NO. 1 IN TV HOMES

IN THE 44 COUNTY INTER-MOUNTAIN AREA...

UTAH and
COLORADO
IDAHO
WYOMING
NEVADA

*N. C. S. No. 3, 1958

KTVT 4 UTAH NBC

130 Social Hall Ave. Salt Lake City 11, Utah
National Representatives: Katz Agency, Inc.

from **DAVID MILLER,** *v.p. & general counsel, Young & Rubicam, New York*

Tv opened a large can of legal worms

(The following is an excerpt and adaptation of an article appearing in the Symposium on Radio and Television in the Winter 1958 issue of Law and Contemporary Problems *published by the Duke U. School of Law):*

A lawyer for a large advertising agency has a most diversified practice. There is hardly a field of law—literary and artistic, business and economic, social and political—that does not claim his professional attention.

Of all the challenges to whatever learning and resourcefulness and equanimity the advertising agency lawyer may possess, the most complex, and sometimes the most frustrating, arise out of radio and television—especially television.

It was complicated enough in the days of radio alone, when the techniques of advertising were adapted to the new mass entertainment medium. Then the agency lawyer began to broaden his professional horizons in the wonderland of show business.

The fact that the advertising message now talked out loud in millions of homes did not place any particular strain on his experience and equipment so far as jurisprudence was concerned. It was the fact that the agency began more and more to develop and produce the radio program itself that caused his friends to notice a change. He began to read trade publications along with the advance court reports and trade regulation services; he made trips to Hollywood; he was heard to drop strange names such as William Morris Agency and MCA; he became concerned with labor union negotiations; and he began to take on the look of a man who is delinquent in getting his work out, a condition due to no lack of diligence on his part.

At the same time, however, he continued his old habits as a legal authority on print advertising, and though in a way he was leading a double life, he remained basically unperturbed.

After all, with few exceptions, each radio program in which he was interested had but a single sponsor, and that advertiser was his agency's client. The legal ramifications of talent and production problems were limited to audio performances and sound transmission. When he had a union problem, there was usually only one union and one code to a problem. Most of the time, the networks seemed anxious to accommodate the advertiser's requirements. Washington was, of course, concerned with radio broadcasting and from time to time instituted proceedings, but these governmental activities did not call for or require the advertising agency lawyer's concentrated attention or participation to any extent.

Then, like Minerva born full-grown from the head of Zeus, television made its explosive entrance. Its development was "fabulous." It contained not one, but many amazing new ingredients, among them:

Big-Time Multiple Sponsorships. Owing primarily to the tremendous costs, more frequently than not television programs have co-sponsors, alternate-week sponsors, segment sponsors, and other sponsorship combinations and permutations giving rise to novel relationships and numerous contingencies which must be provided for and disposed of in facilities and program contracts and arrangements with fellow sponsors.

Ossa on Pelion. Upon the legal edifices of publication, advertising, and radio there are now superimposed the complete structures of the law of the living theatre and the law of motion pictures, buttressed by the complexities of modern electronics.

Multiplication of Union Codes. The labor relations repertory of the agency lawyer must now embrace numerous separate union codes directly governing the advertiser's activities in television relating to actors (including announcers, dancers, singers, etc.), musicians, directors, and writers, with one set of terms and conditions for live programs in each case and another set for filmed or recorded; and he must have a general idea about the unions and codes affecting technical personnel, such as cameramen, electricians, stagehands, scenic designers, etc., since a dispute involving any one of them could result in taking a sponsor's program off the air. The union ramifications incident to magnetic tape, which have been gestating for months, have now matured into a full-scale proceeding before the National Labor Relations Board; and the various union conflicts affecting tape promise tensions in this sector for some time.

Leading Into Strength. The attitude of the networks toward the demands of its customers—the advertisers—has, in recent years, toughened in geometric proportion to the skyrocketing of financial stakes in television broadcasting and the tightening of the seller's market in television broadcasting facilities. For the agency lawyer, this has been reflected in many ways, particularly in more arduous contract negotiations and more pressure and work in connection with measures to protect what the agency and clients regard as the legitimate rights and privileges which they have hitherto enjoyed. Although the demand for broadcasting facilities and programming has now softened considerably, many of the practices giving rise to the new legal complexities developed during these banner years have survived.

Washington Close-Up on Video. At least four major authorities of the U. S. government have recently undertaken to investigate television network practices and other phases of the television industry. Antitrust proceedings have been commenced against six distributors of old feature motion picture films for television broadcasting. As one of the informed and featured players in the *dramatis personae* of this great industry, the advertising agency has been requested by the government to answer questionnaires, furnish data to investigators and agents, and otherwise make available information which government attorneys deem relevant to these inquiries.

These are but a few of the intensifications and expansions of the challenges to the professional range and competence of the advertising agency lawyer brought about by the millions of little silver screens in the homes of America.

"The law," said Sir William Blackstone, "is a jealous mistress." She "demands . . . an earnest and entire devotion." For the advertising agency lawyer, she has such versatility and excitement that "earnest and entire devotion" is not only a strenuous duty but a great fascination.



David Miller, b. Dec. 12, 1906, in Fort Worth, Tex. Graduate of U. of Texas and Harvard Law School. Experience includes private practice in New York City, Reconstruction Finance Corp. and Securities & Exchange Commission in Washington, assistant general counsel of Maryland Casualty Co., Baltimore. In 1937 resumed private practice, in 1941 began representing Young & Rubicam and in 1950 became v.p. & general counsel of agency. He now is also secretary.

The Price Is Right

IT'S obvious that there's a move on foot to depress television rates. We can see no other reason, except the corollary hope of selling his service, for Miles Wallach's newest tv studies to appear on the agenda of this week's fall meeting of the Assn. of National Advertisers.

Mr. Wallach, as reported in these pages a week ago, claims that studies he has made, using in-home, coincidental interviews, show that a lot of people aren't really watching television even when their sets are on—that advertisers aren't getting as much exposure as the ratings lead them to believe. In one out of four homes, he contends, people were "engaged in additional activities" while watching tv and in some homes the set was running when nobody was in the room.

To this and similar contentions we are inclined to say: so what?

One can fight figures with figures and cite other studies showing that, even during daytime in summer, when people would be more apt to stray away from their sets, in only 1.1% of the homes were sets found lighted but unattended. Or we could argue, logically, that one person reading poetry in front of a tv set does not mean that others aren't watching what's on the screen in the same room.

But we are tilting with unsubstantiated generalities until Mr. Wallach reveals the statistics behind his claims. This he is to do at the ANA meeting—and a more receptive audience for any suggestion that tv is over-priced would be hard to imagine and impossible to assemble.

Nor is television's position in this case eased by the fact that George Abrams of Revlon, chairman of ANA's powerful Radio-Tv Committee and presiding officer and co-speaker at the session at which Mr. Wallach will appear, had a personal financial interest in launching the Wallach system (TPI Inc.) and has outspokenly advocated its adoption on a wide scale.

When Mr. Wallach has said his piece, it should be possible to appraise it in more detail. In the meantime, and even afterward, there is one answer that should suffice. This is television's track record as a sales force.

Newspapers are sometimes bought and not read; magazines pile up in the home and are discarded. So, too, sometimes the tv set may not get the full attention of everyone. Even if attentiveness were as casual as Mr. Wallach makes out, television can cite one case history after another to show that tv out-hits and out-sells all other media. Many advertisers who hear Mr. Wallach will recognize this fact out of their own experience. For the others we recommend literally countless tv success stories that have been reported in this journal, including a fair number appearing elsewhere in this issue.

The Elections: Their Effect

WHILE it's too early to assay the full effect of the elections on the legislative welfare of broadcasting, there are certain obvious conclusions that can be drawn:

The unexpected defeat of Sen. John W. Bricker of Ohio, ranking Republican member of the Senate Commerce Committee, removes from the Senate its chief network baiter. Although a conservative, he relentlessly espoused licensing of the networks, imposition of public utility regulation (which inevitably would mean the fixing of rates) and the cutting back of tv station coverage to single markets.

The not unexpected defeat of Sen. Charles Potter, Michigan Republican, removed a champion of free, competitive broadcasting. He had authored the bill for a spectrum analysis to force the military to show its hand on channel use, lest tv allocations be pre-empted or disturbed.

Re-election of Sen. John Pastore (D-R. I.) assures his continued chairmanship of the Senate Communications Subcommittee. Like Sen. Potter, he has earned the confidence of broadcasters because of his fair-mindedness and his disdain of the phonies, as evidenced in his handling of the anti-BMI attempt of ASCAP-affiliated song writers.

Re-election of North Dakota Republican William Langer inevitably means the reintroduction of the perennial bill to ban alcoholic beverage advertising on the air. And the election of William Proxmire, Wisconsin Democrat, may cause more trouble for the FCC, particularly because its chairman, John C. Doerfer, is a Wisconsin Republican.



Drawn for BROADCASTING by Sid Hix

"The announcer kept saying to rush to the nearest store."

Rep. Kenneth B. Keating of New York, who won the Republican seat in the Senate vacated by Sen. Irving M. Ives, was a strong advocate for the bill to exempt baseball and other sports from the antitrust laws. He can be expected to carry that fight over to the Senate, and there face the opposition of broadcasters who regard the measure as a death knell for sports broadcasting.

At this writing, it's generally expected that the chairmanships of all important House committees will remain unchanged. Because of the Democratic landslide there will be new faces on committees important to broadcasters. On the Senate Commerce Committee there will be four Republican vacancies (Bricker, Potter, Payne of Maine, and Purtell of Connecticut). There are now eight Democrats and seven Republicans. The ratio may change to 9-6 or even 10-5.

The next two years are going to be tough. The chips will be on the presidential elections. The broadcast media are the most potent means of reaching the electorate. The political woods are full of telegenic aspirants who believe that presidential lightning can strike —via television.

Truth as a Defense

A BASIC propaganda technique is to repeat an exaggeration so often it becomes accepted as truth.

Some newspapers and magazines have cleverly been using that technique in their attacks against television. They are trying to convince their readers that television is predominantly made up of westerns and violence; crime and mayhem. The allegations are picked up by the syndicated writers, after-dinner speakers and in parlor conversations. And the rebuttals never seem to catch up with the charges.

A new and simple method of meeting these charges head-on, at the local level, has been evolved by Gaines Kelley, general manager of WFMY-TV Greensboro, N. C. He has sent to every radio-tv editor in the station's coverage area a detailed breakdown of the week's programming, with an explanation by his program director, Gomer Lesch.

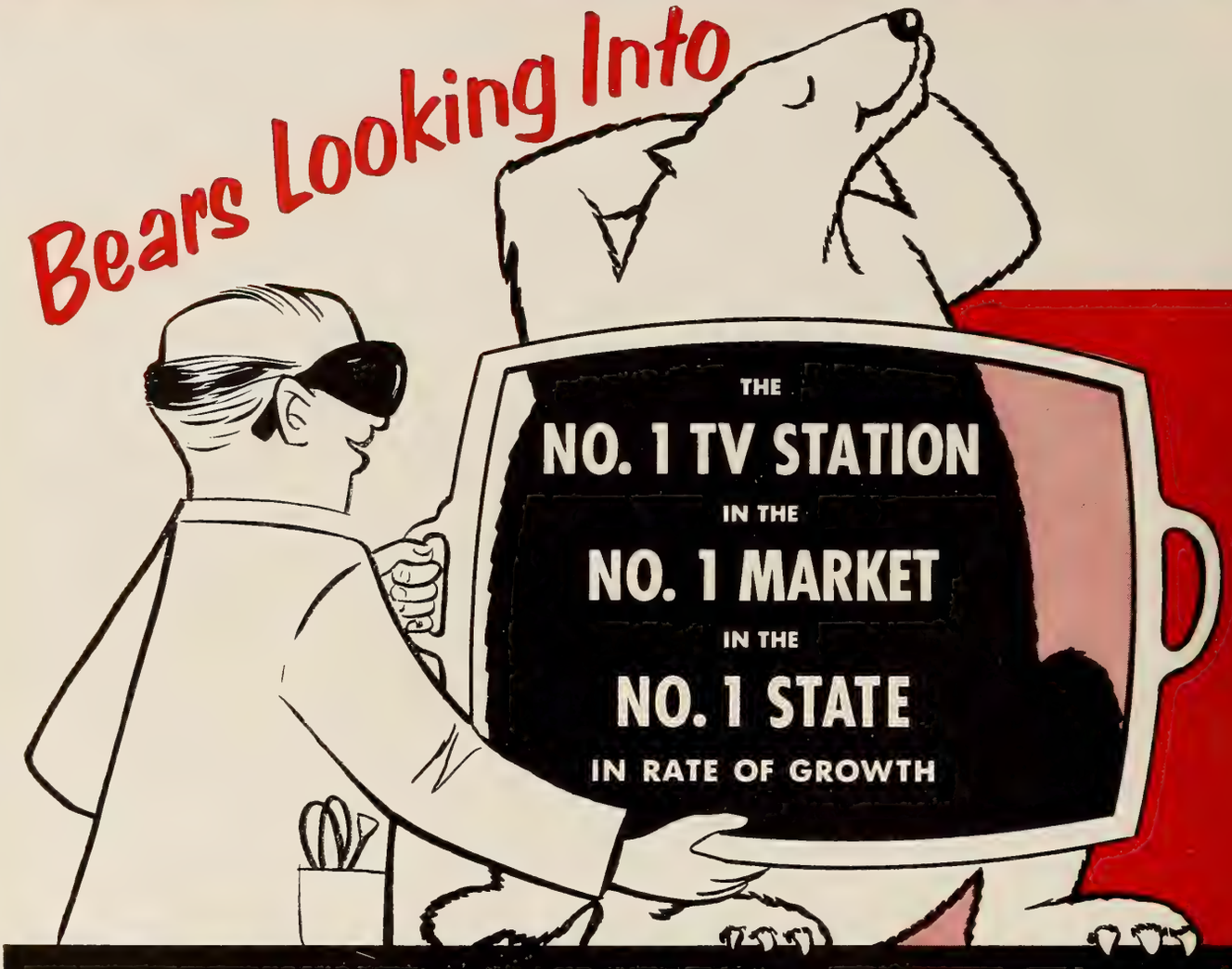
For example, the breakdown for the week of Oct. 19-25, described as typical for the CBS affiliate, showed that of 117 hours on the air, exactly six were westerns. There were nine other program classifications with more hours per week (i.e., daytime serials 15 hours; drama, 9; news, 6½; sports, 7 hrs. 40 min.; family and situation comedy, 7½; quizzes, 10; variety, 7; children's shows, 10¾ hrs.; and miscellaneous, 7¼ hrs.).

Mr. Kelley reports good treatment by radio-tv editors. The biased charges are refuted by fact. He suggests that if stations generally provided radio-tv editors in their coverage areas with periodic breakdowns of their programming, by categories, it could prove "enlightening".

We concur.


A GOLD SEAL STATION
Guarantee
Every advertiser receives the same rate for equal schedule and facilities
No compromise with integrity . . . for 30 years the policy of KSTP, Inc.
Stanley Hubbard, President
Marvin L. Rosene, Vice Pres., Chg. Sales
KSTP AM-TV
Minneapolis • St. Paul
Minnesota
KOB AM-TV
Albuquerque
New Mexico
W-GTO AM
Cypress Gardens
Florida

Bears Looking Into



KOOL CBS TV

CHANNEL 10 IN PHOENIX, ARIZONA

Only TV Station in ARIZONA with VIDEO TAPE

HIGHEST TOWER
HIGHEST POWER
316,000 WATTS

CBS TELEVISION

National Representative:
George B. Hollingbery Co.

In the U. S., Arizona leads

	% GAIN 1947-1957
Income Growth	165.4
Agricultural Income	95.2
Non-Agricultural Employment	84.0
Manufacturing Employment	168.7

(Arizona Statistical Review—Valley National Bank)

In Arizona, the Phoenix Market leads

	% OF STATE
Retail Sales	50.6
Non-Farm Employment, Jan. 1, 1958	50.6
Consumer Spendable Income	49.9
Population	47.8

(Sales Management, 1958)

KOOL is *First* in All Surveys

Compare ARB or Pulse — KOOL Dominates!

NOVEMBER 17, 1958 THIRTY-FIVE CENTS

28 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE COMPLETE INDEX PAGE 7

Why John Cunningham ate his own words about televiewing Page 31

Some timebuyers' advice to visiting station executives Page 35

Hatchet seems to be buried in agency commission fight Page 39

ANA's Abrams anticipates: $1.5 billion for tv next year Page 44

A SURE THING!

WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa —a $2 billion market!

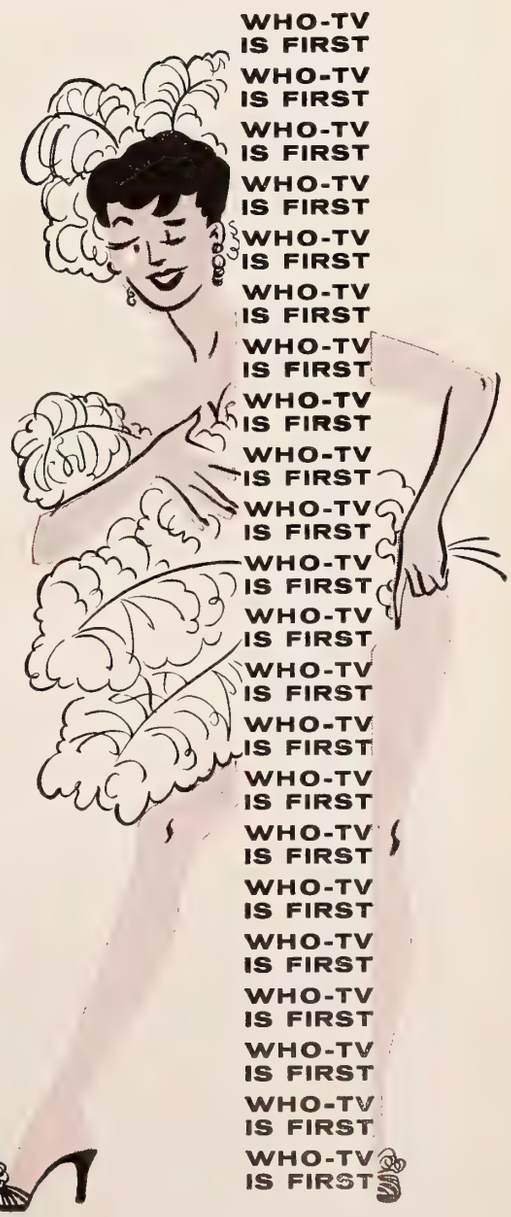
This is the heart of America's *leading* agricultural market—where the average farm income is over $11,300 or 78% *above* the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of $100 million, an average family income of $6000, and retail sales of $343 million!

There are 392,700 TV families in this rich 46-county area — and you need *only* WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

FIRST PLACE QUARTER HOURS	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	**256**	**232**	**54%**	**49%**
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Talk to PGW for more about a *sure thing* in Iowa—WHO-TV!



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

What Do You Hear From Kansas City?

It's probably the clean, exciting new sound from Signal Hill . . . WDAF radio . . . a perfect blend of melody to live by, minute-short slices of life and thoughtful, penetrating news.

This combination does indeed bring a new sound to belabored ears in our huge six-state territory. It's the kind of sound you'd develop if you owned the station . . . not too high and mighty . . . not devoted to any fad, whether it's gavotte or gutbucket . . . just timely, informative and entertaining.

You ought to sample our new sound for your product. The Christal Company men have tapes of any time segment you'd like to hear. Write, wire or phone if you'd like an audition sample.





RUSS VAN DYKE's news ratings are high as 50.8 ARB.



PAUL RHOADES reports the news, sells the viewer.



MARY JANE CHINN leads the Iowa fashion parade.



AL COUPPEE, high-rated, highly regarded sportscaster.



WIN DOUGLASS reports the sports, sells the goods.



BILL RILEY, veteran air salesman, leading TV personality.



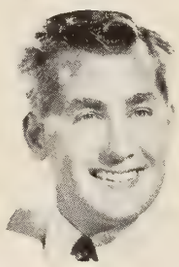
RON SHOOP covers the sports beat; good salesman.



DON SOLIDAY knows the news; does a great job as m.c.



GORDON GAMMACK, newspaper columnist, newscaster.



WALT RENO, man in motion, salesman extraordinary.



BILL JOHNSON, news reporter, able air salesman.



TED HAZARD sells so hard because he's so believable.

Man Alive!

THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station survey-proven most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales $1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

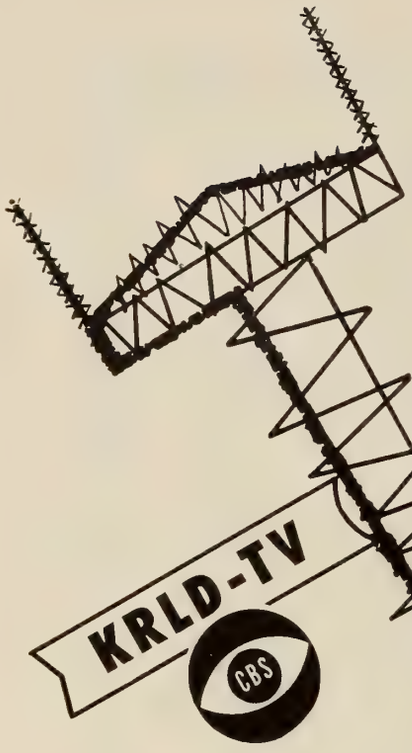
You've Got A Live One When You Buy

KRNT · TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY



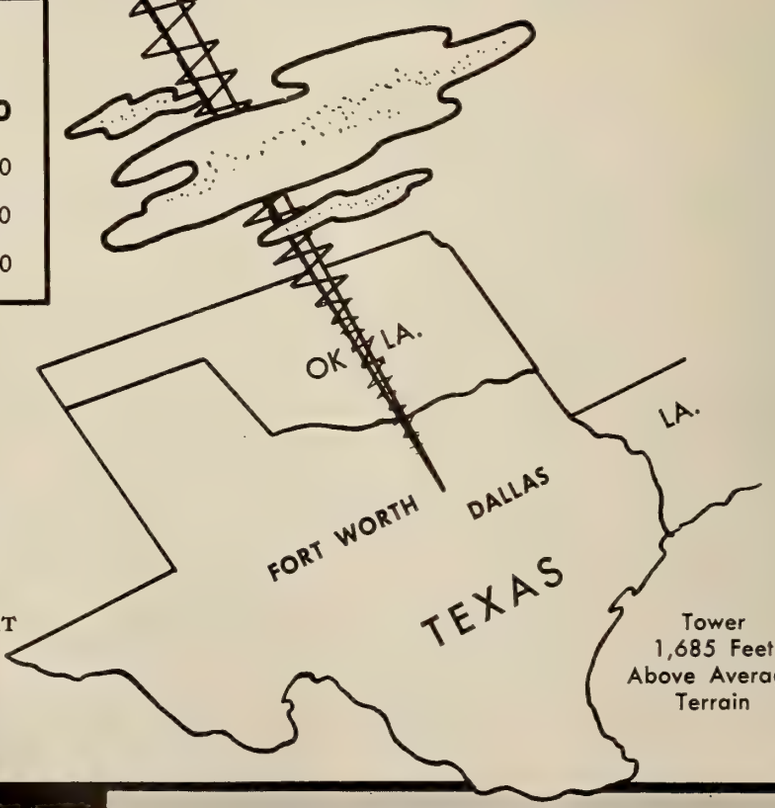
For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
. .	**299,050**	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360



Tower
1,685 Feet
Above Average
Terrain

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV

CHANNEL 4
CBS TV FOR DALLAS - FORT WORTH

closed circuit®

SHORT LOOK • Roger L. Stevens, who's backing number of current Broadway shows and who once was in syndicate which purchased Empire State Building, has acquired short-term option on controlling block of stock in Outlet Co., Providence, which owns WJAR-AM-TV. Option, which reportedly runs less than three months, provides time in which to investigate assets before determining whether he will proceed. Asking price for 100% of stock reportedly is $12 million. Mr. Stevens says his interest is exploratory and if he purchases control, no one interested in Broadway or radio-tv will be involved.

•

At least half-dozen other interests have examined Providence properties. Apparent key to transaction is spin-off of department store to take advantage of substantial tax loss which would bring price of radio-tv properties (NBC affiliated) down to possibly $6-7 million. Among others who recently have looked at properties are Edgar Stern Jr. (WDSU-AM-TV New Orleans) and Metropolitan Broadcasting Co. (WNEW-AM-TV New York, WTTG [TV] Washington and WHK Cleveland). Allen Kander & Co. has been active in negotiations and holds minority stock position in Outlet Co.

•

NEST EGGS • Proxy statement issued last week by CBS Inc. (story page 76) listed numbers of shares of stock held by William S. Paley, chairman, and Frank Stanton, president, but didn't say what they were worth. Computed at market price as of last Thursday, Mr. Paley's CBS stock (10.57% of all outstanding shares) was worth $30,090,591.50; Dr. Stanton's (1.83%), $5,572,055.00.

•

First comprehensive qualitative analysis of major radio market (Southwest) involving 250 family universe is nearing completion, with results to be forthcoming within next few weeks. Project, reportedly costing in neighborhood of $20,000, is designed to yield not only sales ammunition but also most complete breakdown of sets-in-use and program preferences ever made in one radio market over sustained period.

•

LICENSE RENEWALS • FCC is about set to issue proposed rulemaking order governing revision of application renewals form on program content. Commission might have acted last week but only four members were present. Proposals under which rulemaking will be asked, in general, would go a long way toward meeting specifications of government-industry group recommendations developed through the Committee on Radio & Television Broadcasting of Advisory Council on Federal Reports. Development of proposed new standards has been under consideration by FCC for three years. Rulemaking, when released, will simply constitute proposal and not final action. Comments will be invited preparatory to final action.

•

Ogilvy, Benson & Mather Inc., New York, reportedly is feeling Schweppervescent over initial station reaction to its letter seeking station manager reaction to broadcasts of radio spots for Schweppes quinine water (tonic) using such words as "gin" and "vodka" [ADVERTISERS & AGENCIES, *Oct. 20*]. *Positive reaction to proposal is better than first anticipated, with yeas outnumbering nays. But there are straddlers (stations saying they'd go along only if another station in their market would make first step). Number of yeas even suggested specific time slots in which they'd carry gin-and-tonic spots—many saying post 11 p.m.*

•

TV AND VOTING • Here's tip on upcoming Cunningham & Walsh findings on tv's effectiveness during political campaign, particularly upon those susceptible to switching vote. Battleground selected is New York state where Averell Harriman and Nelson A. Rockefeller vied for governorship—race which swept in Rockefeller with apparently significant aid of tv. Agency's research staff is collating findings. Results will be available about first week of December. Prior to election, C & W chairman John P. Cunningham in speech referred to agency's small pilot taken on subject, revealing that at least 24% of independent vote appeared to be "switchable by television" [ADVERTISERS & AGENCIES, Nov. 3]. New York race which ran against Democratic tide, featured former NBC Board Chairman Sylvester L. (Pat) Weaver behind scenes as professional tv aid to Mr. Rockefeller.

•

C&W's findings also may ease agency sensitivity over charges of "manipulating" mass voters into accepting "personality" candidates. Reason: Exhaustive pre-campaign market potential study on Gov.-elect Nelson Rockefeller conducted by Marschalk & Pratt (Div. of McCann-Erickson) bore out end result of 500,000-plus vote plurality in New York state gubernatorial race. M&P, it's understood, gauged voter sentiment long before it was appointed local GOP agency, and when named, immediately arranged "exposure" of Mr. Rockefeller in prime daytime tv slots for housewife audience, thus beating opposition to punch.

•

HORROR STORY • If one thinks deeply about what's happening to FCC in current exposes of tv influence pressures and studies import of Justice Dept.'s recommendations in Miami ch. 10 case, possibilities are frightening. Washington rumor mills see two serious, if remote, prospects —ripper legislation abolishing FCC and setting up new agency or appointment of special prosecutor by Justice Dept. to investigate whole FCC and all comparative hearing grants made during last several years. FCC officials, dreading uncontrolled and spur-of-the-moment action at either end of Pennsylvania Ave., acknowledged they have to investigate fully every case where "substantial" allegations have been made of *ex parte* influences, but feel they can only do it on "responsible" basis if Congress (especially Rep. Harris) would leave them alone.

•

Middle of road action for FCC commissioners—between extremes of refusing to talk to anyone involved in litigation before Commission and wide-open policy which gives credence to backstairs influence peddling—has been suggested by non-communications lawyer close to regulatory facets of radio-tv: If ex parte conversation occurs, let commissioner dictate memo, circulate it to all commissioners and parties. In this way, it was explained, other parties can, if they like, answer or rebut arguments. That's all law says, it was emphasized, that all parties be permitted to have knowledge of and answer off-record propositions.

•

SPOT RECORD • Current indications are that fall season will be spot television's biggest to date, with business up 10 to 15% over same period last year. But fact that total "pie" is bigger doesn't mean all stations will register increases, though many will. There are more stations now, and variations can be expected according to market size, number of stations, etc.

•

Latest reversal of U. S. Court of Appeals—overturning 1955 FCC rulemaking requiring fm stations to cease simplexing functional music—will be strenuously opposed by FCC and, if need be, taken to Supreme Court. Lower court's 2-1 decision, construing functional music operations as broadcasting, reverses FCC's contention that they are non-broadcasting. If they constitute broadcasting, according to FCC authorities, then such services would have to comply with broadcasting rules, including sponsor identification.

•

COX REPORT • Look for end of November report on place of tv in small communities, to be submitted to Senate Commerce Committee by special tv counsel Kenneth A. Cox, now back in private practice in Seattle. Report, first of two planned, will cover satellites, translators, boosters and CATV systems. Final report on overall allocations should be in hands of Senate committee before 86th Congress opens Jan. 7—about same time as TASO report.

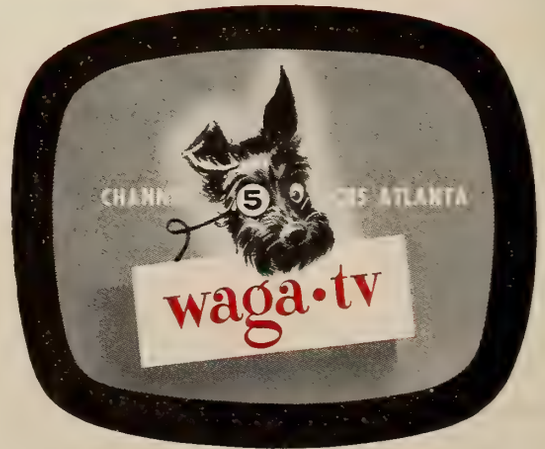


MORE TOP MOVIES

make **WAGA-TV**
ATLANTA's
"live channel 5" with
MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties **WAGA-TV** is boosting sales and ratings with powerful new programming that includes multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the Early Show at 5:30 PM and late evening Starlight Movies.

Also, there's **more** news coverage—**more** modern equipment—**more** merchandising—and **more** market coverage on Atlanta's **live Channel 5!** See your **KATZ** man today.



STORER BROADCASTING COMPANY

WAGA-TV Atlanta **WJW-TV** Cleveland **WJBK-TV** Detroit **WSPD-TV** Toledo

THE WEEK IN BRIEF

Tv Turnabout in Videotown—Peak viewing is reported by Cunningham & Walsh for its laboratory tv city; agency's survey contrasts with its viewing "plateau" reported in 1956, and the emphasized selective viewing of 1957. Radio is fashionable, too; remarkable, sharp gains noted in housewives' morning listening. Page **31.**

Should You Visit That Timebuyer? — NBC timebuyer opinion panel says what it thinks of station callers, how much good they do and offers a guide of do's and don'ts. Page **33.**

Tv-Radio at Advertisers' Convention—Television expenditures of $1.5 billion predicted for 1959, page **44.** Wallach presents results of controversial in-home tv study, page **48.** Advertisers say they'll back networks in case of AFTRA strike, page **40.** Officials say big fight over agency compensation is over, now comes down to negotiations between advertisers and agencies individually, page **39.** Schachte elected ANA board chairman, Forst vice chairman, West re-elected president. Page **40.**

EWR&R Tv Commercials Analysis—Suggestions on improving the effectiveness of tv commercials highlights a research study compiled by Erwin Wasey, Ruthrauff & Ryan. Page **50.**

Food Advertisers' Millions—In combined tv network and spot time purchases, foods-grocery product advertisers lead all other groups by wide margin. As a group they spent $118.8 million in gross rates for six-month period this year. Combined figures for the first half of this year break down spending by product classification. Page **54.**

Did McConnaughey Solicit Bribes?—Several witnesses tell House Legislative Oversight Subcommittee they heard rumors he did in Pittsburgh ch. 4 case, but nobody remembers who started them or when. Two witnesses in sharp conflict with former FCC Chairman McConnaughey to tell his side of story. Page **60.**

That Volatile Miami Case—Parties in ch. 10 case pleaded their cases today in oral argument before Judge Stern; Justice Dept. and special FCC counsel ask that Mack's vote and grant to National Airlines be voided and all parties except L. B. Wilson be disqualified. Page **66.**

Storer WITI-TV Purchase Okayed—FCC indicates satisfaction with Storer Broadcasting Co.'s earlier explanation of intentions and prospects in Milwaukee, approves vhf buy by 3-1 vote. Page **72.**

National Theatres-NTA—In its first move toward acquiring National Telefilm Assoc., New York, National Theatres' board of directors agrees to purchase the common stock holdings of the three principal officers of National Theatres Assoc. Page. **72.**

CBS Sales, Earnings Up—Nine-month figures show all-time record, but not enough to repeat midyear profit beat on RCA. New plan may change corporate voting system. Page **76.**

Tv Network Take—Billings for the three networks rose 10.6% for September over September 1957. The total reflects gains for two of the networks, ABC-TV 16.2% and NBC-TV 7.3%, but a 2.6% slump for CBS-TV below the previous September. Page **76.**

Ban on Paid Politics?—New Jersey broadcasters told by Ralf Brent, WIP Philadelphia, they should refuse to accept sponsored campaign material under rules of Sec. 315 and substitute their own political programming. Page **78.**

New WBC Radio Rep Plans—Westinghouse Broadcasting Co. appoints Am Radio Sales Corp. to represent in national sales of all six radio stations. It's part of general shift of Westinghouse from "outside" rep firms to those in which it has ownership or control. Page **85.**

No More 'News' in News Around the Clock—WNEW and New York *Daily News* terminate 17-year working partnership Dec. 31; WNEW owner-operator Metropolitan Broadcasting Co. plans its own news operation as *Daily News* seeks new New York radio outlet to carry its newscasts. Page **88.**

AFTRA Strike Threat—American Federation of Television & Radio Artists faces first national strike in its history. The main issue: Videotape. Page **96.**

Honors for Farm Safety Efforts—National Safety Council makes awards to two networks, eight television outlets and 22 radio stations. Page **98.**

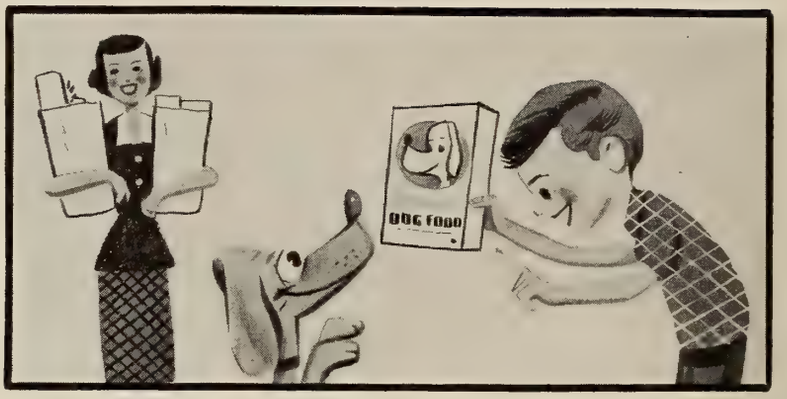

MR. HOLLAND

Chicago Story—Spiraling overhead caused the ax to fall on live tv in Chicago and cast the sponsor in the role of unwilling executioner, in the view of an agencyman who places a lot of local broadcast business. Arthur M. Holland, owner of Malcolm-Howard Adv. Agency, analyzes the situation in MONDAY MEMO. Page **113.**

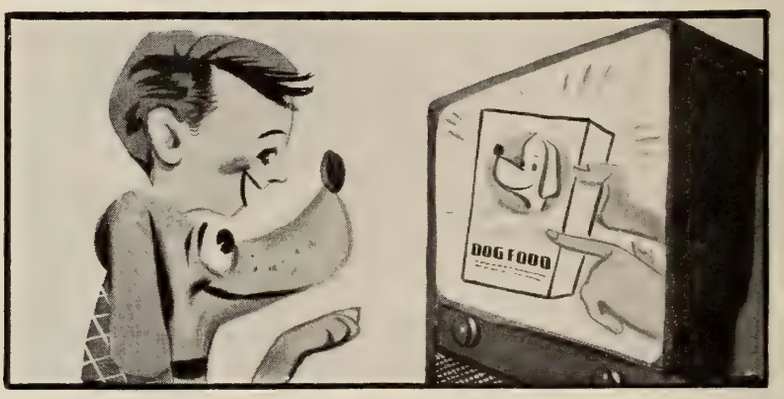
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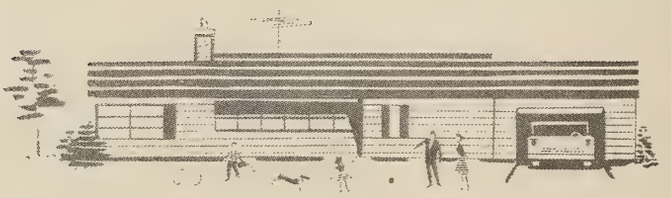
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

FCC REOPENING OF PITTSBURGH CH. 4 CASE URGED BY REPS. WILLIAMS, WOLVERTON

Two members of House Legislative Oversight Subcommittee Friday (Nov. 14) called on FCC to throw out its July 1957 award of ch. 4 Pittsburgh and re-open case. Statements were made by Acting Chairman John Bell Williams (D-Miss.) and Rep. Charles Wolverton (R-N. J.) as subcommittee continued investigation of alleged bribe offers to and solicitations by then FCC Chairman George C. McConnaughey (see earlier story, page 60).

Principal charges are that two applicants who merged to win channel, Tv City Inc. and Hearst-WCAE Pittsburgh, received bribe solicitations of $50,000 and $200,000, respectively. Rep. Williams Friday suggested rumors of bribe negotiations may have been deliberately spread to influence outcome of contest. Committee continued to meet stone wall in quest to learn source of rumor or who made solicitations.

At start of Friday morning testimony, Scott Fink and son David, principals in ch. 4 applicant Wespen Tv, were called to witness stand. Elder Fink testified Earl Reed, president of Tv City, offered Wespen 5% of applicant to merge with Tv City in July 1953, soon after Wespen application was filed.

Mr. Fink stated Mr. Reed pointed out his (also partially owned by CBS) KQV Pittsburgh was affiliated with CBS and that they could get early grant for ch. 4, station could be sold to network for "a quick capital gain." Witness said Mr. Reed stated he would deny this statement if asked about it later.

Sources Explained

Both Finks said they heard of alleged retainer to be paid Mr. McConnaughey by Hearst from William Matta, fourth applicant for ch. 4, and Mr. Eckels, who, David Fink testified, stated he got information from Tv City attorney W. Theodore Pierson. Father and son said they knew nothing of alleged $50,000 Tv City payoff to Mr. McConnaughey until subcommittee began its hearings.

Scott Fink said his reaction to Hearst-WCAE rumor was that it seemed grant "up for public auction and I wanted no part of it." He stated this and death of Wespen attorney, Dwight Doty, were instrumental in decision to drop Wespen application in return for $50,000 expenses.

It was Mr. Doty, elder Fink testified, who first informed him of 3-3 tie vote at FCC. He said Mr. Doty secured this information through a telephone call to FCC same day as oral argument in ch. 4 case.

Recalled to stand Friday, former Tv City attorney George Sutton again denied under oath he knew of bribe rumors at time case pending before Commission. He also again "unequivocally" denied Tv City Director Lee W. Eckels discharged him as counsel at June 4, 1957, luncheon or at any other time. Mr. Eckels, recalled to stand immediately, was asked:

"Did you or did you not terminate his [Eckels'] services on that date [June 4]?"

"I did terminate his services on that day," Mr. Eckels replied. "I cannot recall the words that were used but I thought it was made very, very clear that the relationship . . ." had ended.

Former FCC General Counsel Warren Baker testified on his relationship with Tv City principals during tv contest. Mr. Baker entered into record letter to subcommittee setting out separation of general counsel from FCC and was testifying at own request. Referring to letters written by Raoul Desvernine to Mr. Reed (see earlier story), Mr. Baker said he could not be responsible for statements made by others.

He said nothing improper in actions and his job to inform applicants on procedural matters. "Mr. Reed came to me for information which he had a right to get from me," Mr. Baker stated. "He did not ask me for advice on how to run his case."

FCC General Counsel John Fitzgerald testified on reported 3-3 tie Commission vote in June 1957, at time he was chief of Opinions & Reviews. He was asked about penciled notations on FCC document, in Mr. Fitzgerald's handwriting, which listed Comrs. McConnaughey, Lee and Doerfer as favoring Hearst and Comrs. Mack, Hyde and Bartley favoring Tv City.

Mr. Fitzgerald said this did not constitute formal vote but his interpretation of how commissioners stood. He said notations made June 5, 1957, and that he knew nothing about reported leak of vote June 3.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

REVLON INTO SPOT • Network-heavy Revlon is edging farther into spot. With two products already using limited spot—Spray Net and Hi and Dri Roll-On deodorant—cosmetics manufacturer is placing intimate cologne in four-week tv campaign in 10 markets starting Dec. 7. Agency: C. J. LaRoche & Co., N. Y.

VICEROY CONTINUES • Brown & Williamson Tobacco (Viceroy cigarettes), renews quarter sponsorship of NBC Radio's *News-on-the-Hour* for 52 weeks, effective Dec. 29. Agency: Ted Bates & Co., N. Y.

AVON TO RETURN • Avon Cosmetics, N. Y., terminating its tv spot pre-Christmas campaign in 114 markets first week in December, will return to these markets after first of year with "somewhat reduced (in frequency) schedule." Agency: Monroe F. Dreher, N. Y.

Monroney Pledges Rating Study

Sen. Mike Monroney (D-Okla.) promised "searching study" of radio-tv rating services, including their effect on dropping of local programs. Statement was released Friday by Chicago Chapter of American Federation of Television & Radio Artists, following Thursday conference between Senator and local union officials. Chicago AFTRA chapter has been waging fight against NBC's Chicago programming policies. Hearings on ratings before Senate Commerce subcommittee, which is headed by Sen. Monroney, are scheduled to resume in January.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 7-13 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 7	*Phil Silvers* (9 p.m.)	CBS-TV	22.7
Sat., Nov. 8	*Gunsmoke* (10 p.m.)	CBS-TV	31.7
Sun., Nov. 9	*Loretta Young* (10 p.m.)	NBC-TV	29.5
Mon., Nov. 10	*Ann Sothern* (9:30 p.m.)	CBS-TV	28.1
Tues., Nov. 11	*Rifleman* (9 p.m.)	CBS-TV	27.5
Wed., Nov. 12	*Shirley Temple Story Book* (7:30 p.m.)	NBC-TV	30.3
Thurs., Nov. 13	*Zorro* (8 p.m.)	ABC-TV	20.5

at deadline

AB-PT Nine-Month Earnings Up; Goldenson Cites Audience Gains

Although not providing specific dollar figures, American Broadcasting-Paramount Theatres Inc. reported Friday its broadcast revenues compared favorably during third quarter this year to same period last year and ABC-TV "is showing improvement over last year." AB-PT net operating profit for first nine months of 1958 was $4,142,000 (94 cents per share) compared with $4,033,000 (91 cents per share) for same period of 1957. Estimated consolidated earnings including capital gains for first nine months were $4,392,000 ($1 per share) compared to $4,082,000 (92 cents per share) same period last year. Third quarter consolidated earnings were $1,127,000 (25 cents per share) compared to $1,289,000 (29 cents per share) third quarter 1957.

Leonard H. Goldenson, AB-PT president, noted ABC-TV enjoyed audience gain this season in addition to improved billing and expanded daytime schedule. He said theatre business "was well ahead of the previous three months" but not equal to level of theatre income in third quarter 1957. With AB-PT interests ranging through broadcast, movie, phonograph and other fields, he said firm is "nation's most diversified mass entertainment company."

ABC Lining Up Northwest

ABC is three-fourths complete in new am and tv affiliations in Seattle and Portland, Ore., after shift to NBC of King Broadcasting Co.'s KING-AM-TV Seattle and KGW-AM-TV Portland [NETWORKS, Oct. 20 et seq]. ABC announced Friday (Nov. 14) new primary affiliation with KPTV (TV) Portland (ch. 12), effective May 1, 1959. In Seattle, ABC already has primary affiliation with KOMO-AM-TV in Seattle. Left: Radio affiliation gap in Portland.

Price Group Buys WKIX Raleigh

Sale of WKIX-AM-FM Raleigh, N. C., by Theodore I. Oberfelder to Ralph Price, James M. Stephenson, Hugh E. Holder and James G. W. MacLamroch, each 25%, for $125,000 cash plus assumption of $80,000 mortgage and $10,000 note was filed with FCC Friday. Mr. Price is minority stockholder and director in Jefferson Standard Life Insurance Co., parent of licensee of WBT and WBTV (TV) Charlotte and other stations. Mr. Stephensen is principal owner of WFVG Fuquay Springs, N. C., and Mr. Holder WFVG general manager. WKIX is ABC and MBS affiliate on 850 kc, 10 kw day, 5 kw night directional. WKIX-FM is on 96.1 mc with 29.5 kw.

Last-Minute Effort Planned To Avoid AFTRA Net Strike

Negotiators for American Federation of Television & Radio Artists and radio-tv network were scheduled to meet in New York Saturday (Nov. 15) in eleventh-hour effort to avert national strike at midnight Saturday when present contract expires (see page 96). AFTRA reported Friday that three unions, in addition to Screen Actors Guild, have pledged "complete support" in event of strike. They are American Guild of Musical Artists, American Guild of Variety Artists and Actors Equity Assn.

Meanwhile in Los Angeles networks were readying supervisory personnel to take over radio station announcing chores if strike should come over weekend. Although focus of AFTRA negotiations has been on television, network radio is also involved. Should AFTRA strike networks, ABC's KABC, CBS's KNX and RKO Teleradio's KHJ, all in Los Angeles, would be involved. NBC-affiliated (but not owned) KFI Los Angeles negotiated AFTRA agreement few months ago and would not be affected by strike. Neither would operations of non-affiliated stations, whose AFTRA agreements run through April 1959.

Fellows Heads NAB Officials On Programs Saluting Tv Week

Long list of network and station appearances by NAB staff executives is scheduled during National Television Week, which started yesterday (Nov. 16). President Harold E. Fellows will be interviewed Nov. 20 on NBC-TV's *Today* program (early Tv Week story page 78).

Thad H. Brown Jr., NAB tv vice president, will take part in number of network and station programs. Donald N. Martin, public relations assistant to President Fellows, will take part in interviews. Salutes to television are scheduled on programs.

Baltimore Tax Ruling Appealed

Re-argument in Maryland Court of Appeals ruling, which sustained lower court finding that Baltimore city tax on advertising made media is illegal, requested by Hugo A. Ricciuti, acting city solicitor. Repeal of tax, effective since first of year, becomes effective Dec. 31. City has already collected $1.5 million from ad tax, which it must refund as result of court ruling.

RCA Markets New Stereo Unit

RCA Victor Radio & Victrola Div. announced Friday that production will begin Dec. 1 on what it describes as first "magazine-loading" stereo tape player-recorder. Unit, which utilizes recently-developed RCA tape cartridge design, will record and play back either two hours monaurally or one-hour stereophonically, company said.

PEOPLE

DONALD JONES, vice president of MacManus, John & Adams and head of agency's new business committee, appointed head of MJA Los Angeles office. **RALPH YAMBERT,** who temporarily headed West Coast office, has resigned to form his own agency.

DEANE COORDS, copy supervisor, Kenyon & Eckhardt, N. Y., and with agency since 1953, elected vice president. Before he joined K&E, he was creative head of tv and radio at Hewitt, Ogilvy, Benson & Mather (now without Hewitt), N. Y.

MIMS THOMASON, vice president and business manager of United Press International, N. Y., named first vice president of UPI, assuming executive direction of all company operations, and continuing as business manager.

JOHN ESAU, formerly general manager of KWWL-AM-TV Cedar Rapids, Ia., and **NORMAN J. OSTBY,** formerly MBS west coast division, appointed east and west coast regional sales managers, respectively, for Programatic Broadcasting Service Inc., N. Y.

CHARLES E. TRAINOR, former sales promotion manager, WAGA-AM-TV Atlanta, and most recently head of Atlanta office, Forjoe & Co., station representative, to same post with Adam Young Inc. in that city, succeeding **HAROLD PARKS,** transferred to New York headquarters as eastern sales manager.

DAVE GARROWAY, host of NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) returns to program next Monday (Nov. 24) after absence since Oct. 23, when he suffered collapse.

TWX Rate Protests Planned

Tariff schedules by American Telephone & Telegraph Co. and Western Union, as revised, boosting cost of private line teletypewriter service are scheduled to go into effect Dec. 1, FCC spokesman said Friday. NAB, news wire services and other users are expected to protest increases and ask 90-day suspension by Nov. 21 deadline for oppositions, with FCC acting on protests week of Nov. 24. Hearing was held Nov. 12 and resumes Dec. 1. WU was authorized last week to scale down its proposed annual increases from about $7.7 million to $5.5 million.

PAY TV SETBACK

Closed-circuit subscription television promoters got setback in Houston last week when city attorney ruled city had no power to grant pay tv franchise. Seven applicants had franchise petitions pending. Houston City Council deferred action after city attorney ruled that closed-circuit pay tv was not public utility and hence not within city's power to issue franchise.


MYSTERY!
SUSPENSE!
INTRIGUE!
RACING SEAS!
CALYPSO!
NEW... from
ZIV
A FRESH NEW
EYE-FULL!
A THRILLING NEW
EAR-FULL!
TV's MOST
ACTION-FULL
NEW SERIES!

ADVENTURE IN TH

ZIV'S NEW HIT SHOW STARRING

DANE CLARK

A HERO you'll always remember!

JOAN MARSHALL

A HEROINE you'll never forget!

"Bold

PERIL their partner!
DANGER their cargo!



Every week a half-hour
RACING WITH EXCITEMENT . . .
SIZZLING WITH SUSPENSE



COLORFUL CARIBBEAN!



Venture"

FROM THE FLORIDA KEYS TO TRINIDAD . . .

They find EXPLOSIVE ACTION in every port of call!

CALYPSO!

SUSPENSE!

Here's a dynamic new star team, destined to become TV's greatest romantic pair! They're together and terrific in a series filled with Mystery and Intrigue amid Tropical Splendor!

Yes, Ziv is first again with the NEW, the BOLD, the EXCITING, truly, new dimensions in TV entertainment!

ZIV Television

ZIV'S NEW ONE-OF-A-KIND SERIES . . .

"BOLD VENTURE"

MORE
ACTION
PER MINUTE!

MORE
OUTDOOR ADVENTURE
PER HALF HOUR!

MORE
HEROIC DRAMA
PER WEEK!

. . . to give YOU More VIEWERS!
More SALES! More PROFITS!

Compelling MERCHANDISING and PROMOTION AIDS help you win immediate audience acceptance, build market-wide interest and enthusiasm, pave the way to greater selling success!



ZIV Television

starring DANE CLARK • JOAN MARSHALL

CONQUEST

It's still a rarity to come across a tv series that looks as good—if not better—the second season of its life, but such may well be the case when it comes to *Conquest*, a high-budgeted science program devised by CBS News and sponsored by Monsanto. *Conquest* returned to the air yesterday (Nov. 16) and is due for one more exposure before (it is hoped) the sponsor renews.

Yesterday's hour-long program covered in depth two forms of "power" that have puzzled mankind but which show promise of being harnessed—the power of man's brain and the power of the ocean's waves. Unrelated, perhaps, but nonetheless of vital concern to all, the two topics received a dedicated going-over by a host of producers and writers who obviously know their craft and are sufficiently interested in science to put across a highly-informative and stimulating report.

The incredible pictorial study of how medical science has begun to probe beneath the outer layers of the brain's cortex defies description. Viewers were "taken" into the surgical amphitheatre at Johns Hopkins U. to observe a conscious (but anesthetized) epileptic undergoing electronic exploration of his brain, saw surgeons touch various portions of his "grey matter," eliciting visible responses. They also witnessed fascinating experiments on animals at Yale and Michigan universities.

Less spellbinding (but no less awesome) was CBS' report on how the Stevens Institute of Technology and the U. S. Army Corps of Engineers are fighting sea damage to ships and shores. Audiences were whisked from Montauk Point, Long Island (where the Atlantic is eating chunks out of the headlands) to a dry-land water tank in which model ships are subjected to simulated watery tortures, back to a hurricane-torn harbor, thence to Vicksburg, Miss., where engineers are devising new harborways and breakwaters.

Mystery, commented host Eric Sevareid, is only ignorance. It is television that is bringing this battle over ignorance straight into the nation's living rooms. May it—and CBS—continue to do so, under the benevolent sponsorship of a chemical company which hopes to sell nothing but information at a high cost-per-thousand.

Production costs: Approximately $100,000. Sponsored by Monsanto Chemical Co. through Gardner Adv. on CBS-TV, Sunday, Nov. 16, 5-6 p.m. EST.

Producer: Michael Sklar; associate producer; Harold Mayer; writer: Frank de Felitta; directors: Mr. Mayer and Mr. de Felitta; production managers: Kevin Smith, Stan Ackerman; film editor: Robert Farren; reporters: Eric Sevareid, George Herman; announcer: Nelson Case.

JAZZ IS MY BEAT

M.c. Jim Lowe has found himself a soft beat weeknights on CBS Radio. It's a cool 25 minutes of contemporary music by Elliott Lawrence and his sextet with guest

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Nov. 17-21, 24-26 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Nov. 17-21, 24-26 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 17, 24 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble, through Grey Adv.

Nov. 17, 24 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 18 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 19, 26 (8:30-9 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Nov. 19, 26 (9-9:30 p.m.) *Milton Berle Starring in Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson Co.

Nov. 20 (9-10:30 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

Nov. 20 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 22 (2:15 p.m. to conclusion) *NCAA Football—Iowa vs. Notre Dame,* Gulf Oil through Young & Rubicam, Sunbeam through Perrin-Paus, Libbey-Owens-Ford through Fuller & Smith & Ross and Bayuk Cigars through Feigenbaum & Wermen.

Nov. 22 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 22 (9-10 p.m.) *Dean Martin Show,* Timex through Peck Adv.

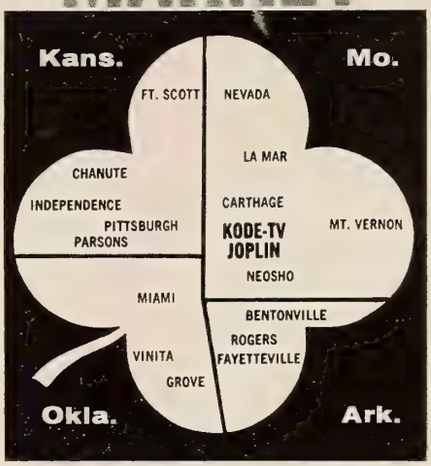
Nov. 23 (6-7 p.m.) *Bell System Science Series,* Bell System through N. W. Ayer & Son.

Nov. 23 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Nov. 23 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey.

Nov. 23 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

MISSOURI'S THIRD TV MARKET



161,000 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 161,000 TV homes, 669,800 population and $776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28% taller, and 29% more powerful than any competitor.

*Television Mag. Set Count—October '58

CREATED BY
KODE-TV
JOPLIN, MO.

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr. Rep. by Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago


the
PHILADELPHIA
television
audience
AN ARB METROPOLITAN AREA REPORT
SEPTEMBER, 1958
AMERICAN RESEARCH BUREAU, INC.
SEPTEMBER, 1958
AUGUST, 1958
JULY, 1958
JUNE, 1958
MAY, 1958
APRIL, 1958
MARCH, 1958
FEBRUARY, 1958
JANUARY, 1958
DECEMBER, 1957
NOVEMBER, 1957


First for One Solid Year
THE PHILADELPHIA TELEVISION AUDIENCE
October 1958
PHILADELPHIA METROPOLITAN AREA
STATION SHARE OF SETS-IN-USE SUMMARY
3rd Sta.
WFIL (ABC)
2nd Sta.
Avg SIU
MONDAY THRU FRIDAY
Sign-on to 9:00 AM 37.9
9:00 AM to Noon 51.9
38.8*
15.1
23.3*
33.0
-
15.1
Sign-on to Noon 47.7
22.3*
30.0*
-
Noon to 3:00 PM 32.0
3:00 PM to 6:00 PM 15.6
16.9
63.6
51.1
20.8
15.2
20.8
Noon to 6:00 PM 22.5
43.9
33.6
18.0
6:00 PM to 10:00 PM 32.4
10:00 PM to Midnight 31.7
42.6
25.8
25.0
42.5
50.0
41.4
6:00 PM to Midnight 32.2
37.7
30.1
47.1
SATURDAY
Sign-on to 6:00 PM 44.7
6:00 PM to 10:00 PM 31.5
10:00 PM to Midnight 15.0
31.0
34.7
33.4
24.4*
33.8
51.6
18.2
50.8
48.4
SUNDAY
Sign-on to 6:00 PM 28.6
6:00 PM to 10:00 PM 31.9
10:00 PM to Midnight 32.3
30.5*
38.0
35.2
41.1*
30.1
32.5
19.3
56.7
43.9
SUNDAY THRU SATURDAY
6:00 PM to 10:00 PM 32.2
10:00 PM to Midnight 29.1
40.8
28.4
27.0
42.5
51.0
42.7
48.3
6:00 PM to Midnight 31.3
37.1
32.5
SIGN-ON TO SIGN-OFF 31.1
37.2
31.7
These shares are based on time periods when the station was on the air. The asterisk is used only for stations that are on than the station telecasting the most quarter hours during the particular period.
Average sets-in-use figure is based on the total quarter periods within the specified period of time. Data for Sign-on to 9:00 AM and Sign-on to Sign-off, are not
AMERICAN RESEARCH BUREAU, INC.
STATION SHARE OF SETS IN USE
PHILA., PA.
1957
WFIL-TV
2ND STA.
3RD STA.
NOV. 37.6 33.6 27.0
DEC. 38.9 34.0 25.3
1958
JAN. 38.2 31.4 27.7
FEB. 35.4 32.5 28.8
MAR. 36.7 30.3 30.0
APR. 38.0 28.7 29.1
MAY 37.8 28.7 28.8
JUNE 33.3 30.9 31.1
JULY 34.3 27.0 31.4
AUG. 38.1 26.7 28.7
SEPT. 36.7 31.3 29.4
OCT. 37.2 31.7 31.1
WT. AVG. 36.9 30.7 28.9
12 mos. average - 20.2% greater audience than second station.
A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA
CHANNEL 6
BLAIR-TV

BEATING the DRUM...



FOR THE MARKET THAT'S

GOING UP, UP, UP, UP!

Retail Sales ..... UP 3.1%
Employment ..... UP 1.7%
Number, TV Sets .. UP 35.1%

THAT'S MIDDLE GEORGIA,

THE RICH, PROSPEROUS AREA WHERE THEY'RE SPENDING

TODAY!

THE MARKET THAT'S COVERED

ONLY

BY WMAZ-TV

LET YOUR AVERY-KNODEL MAN GIVE YOU THE FULL STORY!

WMAZ-TV
CHANNEL 13
MACON, GA.
CBS ABC NBC

artists who sing and play both standards and such ad-libs as "The Most Minor" and "Wish I Could Shimmy Like My Sister Fred." This show is no place for the moldy fig, who probably resents even use of the world jazz to describe post-1929 music. But for the other nine-tenths of listeners, *Jazz Is My Beat,* with the pleasant banter and musicianly sounds of the boys and girls, seems like a good thing. The thought that a half dozen or more musicians are actually playing there in some studio is an uncommonly luxurious feeling these days.

Production costs: Approximately $3,000. Sustaining on CBS Radio Wednesday, 8:35-9 p.m. EST. Started Sept. 29.

Producer-director: Dick Teela; musical director: Elliot Lawrence; writers: Dick Ellison, Marianna Norris; m.c.: Jim Lowe.

BOOKS

JOURNALISM TOMORROW—edited by Wesley C. Clark; 133 pages. Syracuse U. Press, $4.

This slim volume ought not to be dismissed as another one of those pedantic products turned out to benefit nobody but a university press (and the contributing professors who make such books "must" buying at the corner campus bookstore). For Syracuse has long had one of the better-equipped and staffed journalism schools in the country.

The book covers all aspects of journalism in the future—from Roland E. Wolseley's whimsical (but possibly true) belief that the "reader" of 2000 A.D. will merely have to flick on the slide machine and settle back to scan *Cosmopost* or *Lookalife* to Dr. Philip Ward Burton's prediction that commercials of the future will become more believable or not be shown at all. Eugene S. Foster, chairman of the radio-tv department, feels that tv will have to do something about absentee management.

Of the many chapters in this anthology, the most stimulating is that of Dr. Burton, ex-agency copy chief turned head of the journalism school's advertising department. He predicts that the problem of policing bait advertising will finally lead Congress to back the Federal Trade Commission with sufficient funds to carry out its duties to the satisfaction of most advertisers, who are basically honest and suffer the stigma of association with a "few dishonest" ones.

Dr. Burton also thinks that the public has become so ad-conscious over the past decade that it now can spot the "glibness, slickness . . . and overtone of dishonesty" in the commercial and that it will react accordingly.

Journalism Tomorrow comes with a foreword by Chancellor William P. Tolley who believes it only fitting that a book such as this should be published on the eve of the 25th anniversary of Syracuse's Journalism School. This corner agrees with him as well as with editor Wesley C. Clark, dean of the school, who says the need for a book on the future of journalism "has long been manifest."

OPEN MIKE

In Vernon's Cheering Section

EDITOR:

Your story on Bill Vernon of Blair-Tv [STATIONS, Nov. 3] was fine—real fine, but it didn't go far enough. Bill can be lots of fun but he's also an A-1 salesman. Bill proves that you can have fun while getting your job done—and we sure can use him in this tension-ridden business of ours.

Alice Ross, Radio-Tv Timebuyer
Heineman, Kleinfeld, Shaw & Joseph,
New York City

Ill Wind That Blew Some Good

EDITOR:

During the time when our station participated in teaching school for two weeks [in the midst of the Little Rock integration incident] the *Miss Emily* program became so popular among adults that libraries were flooded and the text book supply was exhausted. Thousands of letters poured in asking us to continue *Miss Emily* with her class at 7-7:30 a.m. Of course, we complied.

Today, because of the Little Rock integration incident and because of tv literally thousands and thousands of people are learning and re-learning American history. *Miss Emily* teaches her course on American History well and in the process inculcates in her invisible students the basic precepts and principles which made this country great.

Henry B. Clay
Executive Vice-President
KTHV (TV) Little Rock, Ark.

Radio's Warm Voice

EDITOR:

We are overwhelmed by the response to the Wanamaker's article concerning our copyrighted radio formula for department stores [ADVERTISERS & AGENCIES, Oct. 20]. Inquiries from everywhere are still coming in.

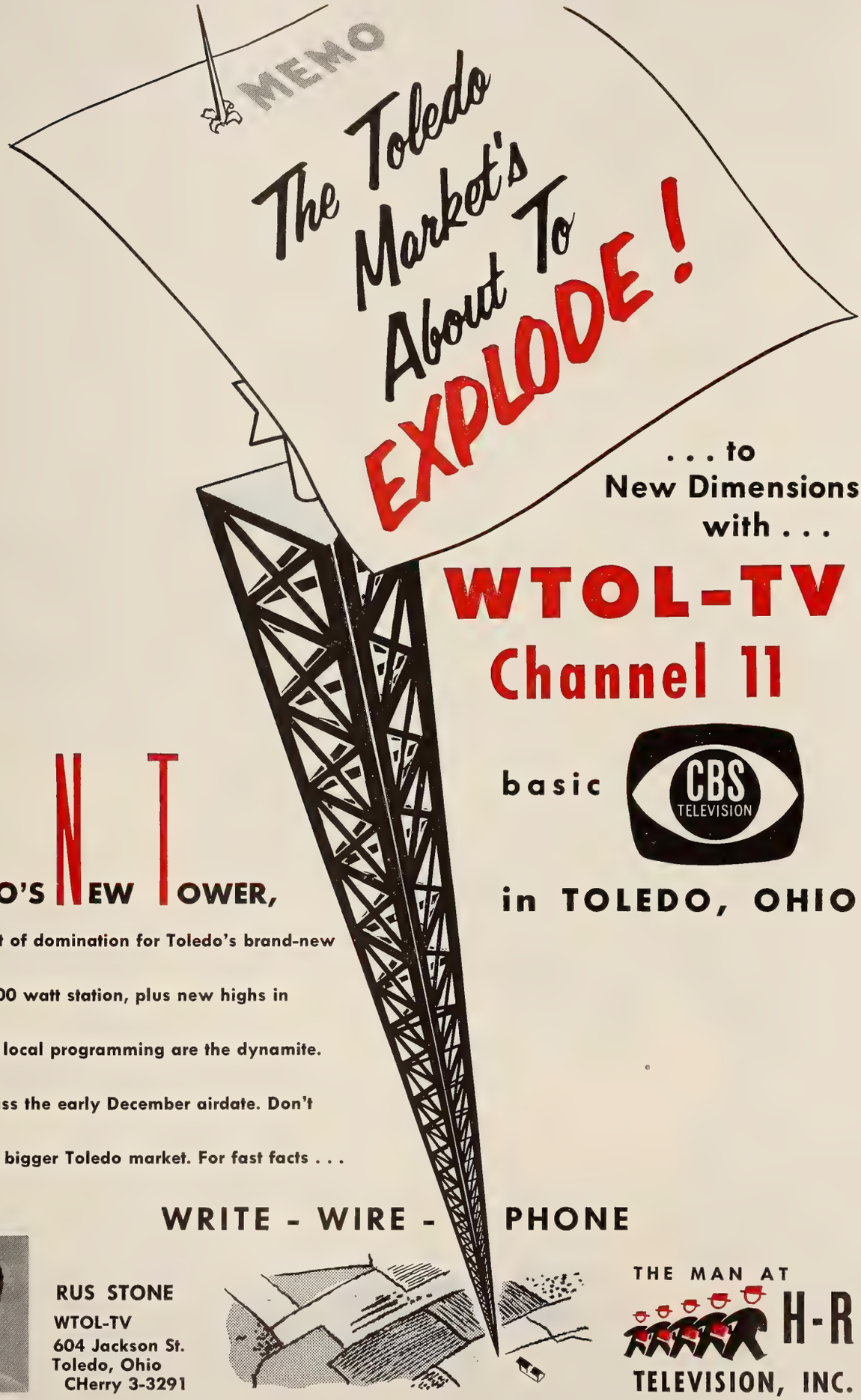
. . . We still think that a warm radio voice gets better results than cold printed words—except, perhaps, if those words are printed in BROADCASTING!

Bernard J. Kramer
Gresh & Kramer Adv. Agency
Philadelphia

Commends Reynolds' Service Role

EDITOR:

Your story on Reynolds Metals [ADVERTISERS & AGENCIES, Oct. 13] is excellent. I am particularly interested in the outstanding use of radio by this aluminum giant in community and public relations. Companies like Reynolds have learned that radio can talk to the community more effectively



. . . to
New Dimensions
with . . .

WTOL-TV
Channel 11

basic CBS TELEVISION

in TOLEDO, OHIO

TOLEDO'S **N**EW **T**OWER,

1,045 feet of domination for Toledo's brand-new 316,000 watt station, plus new highs in network and local programming are the dynamite.

Don't miss the early December airdate. Don't miss WTOL's bigger Toledo market. For fast facts . . .

WRITE - WIRE - PHONE



RUS STONE
WTOL-TV
604 Jackson St.
Toledo, Ohio
CHerry 3-3291

THE MAN AT H-R TELEVISION, INC.



PETERS, GRIFFIN,

S P O T R A

NEW YORK	CHICAGO	DETROIT	HOLLYWOOD
250 Park Avenue	Prudential Plaza	Penobscot Bldg.	1750 N. Vine St.
Yukon 6-7900	Franklin 2-6373	Woodward 1-4255	Hollywood 9-1688
ATLANTA	**DALLAS**	**FT. WORTH**	**SAN FRANCISCO**
Glenn Bldg.	335 Merchandise Mart	406 W. Seventh St.	Russ Building
Murray 8-5667	Riverside 7-2398	Edison 6-3349	Yukon 2-9188

Pioneer Station Representatives Since 1932

BUYERS *are* LISTENERS

But not necessarily VICE VERSA

Audience composition is an important factor in spot radio that every **PGW** Colonel keeps in mind. That's one way he can help in advertising campaign planning. And contrary to a popular saying – "Mostest may not always be Bestest."

Good advertising seeks prospects who can buy the products offered. The radio stations and markets represented by **PGW** are important factors – not only in the communities they serve – but also to every well planned national campaign.

Call **PGW** *today for detailed market information.*



THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KHOW—Denver	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wisc.	1,000
WMBD—Peoria	5,000

East

WBZ + WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WLOS—Asheville	5,000
WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

WOODWARD, INC.

D I O



MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

at such a small investment and lead the way in public and community relations.

Simon Goldman, President
WJTN Jamestown, N. Y.

Broadcasters' Doghouse

EDITOR:

Noticing the king-size trends KNUZ Houston and WEHH Elmira Heights, N. Y., have spotlighted in their areas [PROGRAMS & PROMOTIONS, Oct. 20], I feel WDOG is entitled to join the swing.

Here is our "W-DOG House" which has created quite a sensation in our Eastern Michigan coverage area. We believe it to be the world's largest doghouse. Completely



equipped for remote broadcasting, it was the gift of a local industry, Fisher-Insley Corp. (aluminum products) of Marine City, Mich.

John S. Bell, General Manager
WDOG Marine City, Mich.

Not in KSTT Ownership

EDITOR:

. . . You have been referring to one Mel Foster as 25% owner of KSTT [GOVERNMENT, Oct. 27]. Mr. Foster does not now own 25% of KSTT nor did he at any time own 25% of this station.

Frederick Epstein
KSTT Davenport, Iowa

Announcers' Champion

EDITOR:

Sincere thanks to Robert P. Geary for his Oct. 20 MONDAY MEMO from all of us who regard announcing as a profession.

Henry Mabry
WBRC-TV Birmingham, Ala.

Getting The Right 'Textbook'

EDITOR:

This is to confirm our telephone conversation concerning use of BROADCASTING as a text in my introductory radio-television course this fall. Please send 61 three-month subscriptions.

Eugene S. Foster, Chairman
Radio and Television Dept.
Syracuse U.
Syracuse, N. Y.

. . . Send 100 subscriptions in bulk to expire June 1, 1959.

Dr. David R. Mackey
Division of Communication Arts
Boston U.
Boston, Mass.

Enclosed is list of names for 44 one year student subscriptions.

Harvey J. Pope
Director of Broadcasting
American U.
Washington, D. C.

Twelve members in my class would like to enter a bulk subscription.

Donald S. Dixon
Dept. of Radio and Television
U. of Alabama
University, Ala.

Here's our order for 15 three-month subscriptions.

Virgil C. Hicks
Dept. of Journalism and Radio-Television
Texas Western College
El Paso, Tex.

Orders for 19 subscriptions are enclosed.

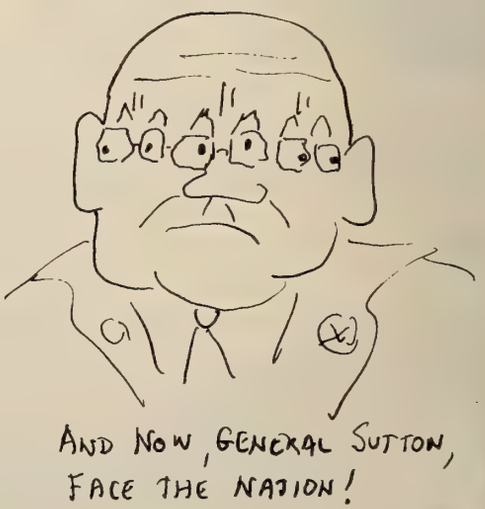
Temple U.
Philadelphia, Pa.

The Eyes Have It

EDITOR:

At a recent embassy dinner, I had the pleasure of passing an hour with Peter Ustinov, tv and stage actor, producer, director, writer and currently top man on "Romanoff & Juliet's" totem pole. He has an amazing knowledge of American politics and — to my pleasant surprise — of CBS News' weekly contribution to the political scene, *Face the Nation.*

He proceeded to tote up all my recent guests, gave a critique of each one's remarks and then whipped out an old envelope and sketched this version of a typical six-eyed *Face the Nation* guest.



Theodore A. Ayers
Producer, Face The Nation
CBS Washington

MEMO

Check Orlando, Fla.!

This boom-town next to world's largest missile center is fastest growing market in U. S. . . . . Radio WHOO is fastest-growing station. Hooper survey (Aug.-Sept.) shows it #1!

And, WHOO has twice as much power as any other station in power-packed market!

Check WHOO in Orlando!



for information call

JOHN T. RUTLEDGE
General Manager

Sparkling NEW Radio in Orlando

WHOO

PHONE GArden 5-3591 ORLANDO, FLORIDA

Represented by
VENARD, RINTOUL & McCONNELL, Inc.
and in Atlanta by
DORA-CLAYTON

H K Award Winning Radio Stations

WHOO	WVLK	WFKY
ORLANDO, FLORIDA	LEXINGTON, KENTUCKY	FRANKFORT, KENTUCKY



On the football field, nothing gains so much ground so fast as a smooth-working aerial offensive.

On the far bigger field of today's retailing – whether local, regional or national – the direct route to selling that scores is also via the air. Well-aimed Radio campaigns are carrying more and more advertisers' messages over the competition's line, into profitable backfields where sales are made.

The renaissance of Radio in the face of dour prophecies from the sidelines is a matter of record. Last year, Radio scored a gain of approximately 10% in dollar volume – proportionately more than any other major medium – and also upped its share of total advertising appropriations by over 5%. In short, the once-mourned ghost has never been so solid and substantial as it is today.

If you haven't lately examined the bulging dimensions of the Radio medium at the kick-off of its 1958-59 season, the following facts belong in your program:

- there are now 3,823 broadcasting stations (3,271 AM; 552 FM) on the air.
- 48,900,000 U.S. homes have one or more Radio sets – representing almost 97% national coverage.
- last year, 15,427,738 more sets were sold to an estimated 30.6% of all U.S. families.
- 37,200,000 automobiles now have Radio receivers.
- excluding out-of-home listening, the average home spends nearly two hours a day tuned in to Radio.
- 1957 was Radio's biggest year yet, with $622,500,000 of advertisers' money invested in this medium.
- during the first half of 1958, 85.4% of the top 100 advertisers (excluding liquor) used Radio – and more than 1,300 national and regional brands were being sold by Radio.

Just as on the gridiron, statistics don't necessarily tell the whole story about a team or the kind of game it plays. For in its three-and-a-half decades of existence, the character of Radio as a medium has changed drastically – and, most of all, in the past few years. So omnipresent and all-pervasive is its force that millions (including advertisers) often take it for granted.

Yet Radio is the only true "24-hour medium". It has moved out of the parlor into every part of the home. The multiple-set household has become the rule rather than the exception. Radio awakens people in the morning, joins them at breakfast, rides with them to work or shopping, helps lighten housekeeping tasks, fills the final moments before bedtime. Radio travels to beaches and lakes and picnics; its voice is heard in shops and factories and business places.



TAKE TO THE AIR...

Compacted into tiny transistorized "personal radios", it becomes standard equipment in purses and pockets. It beguiles teen-agers and octogenarians alike. It supplies the nation's major source of hour-by-hour news,* the latest scores, the newest tunes. Radio has something for everyone – and virtually everyone is a Radio listener!

Despite its quiet power and universally-proven influence, the medium of Radio won only six cents out of every advertising dollar spent during 1957. This year, the share promises to be greater. But it is still less than the selling potential of America's most all-embracing instrument of communication truly deserves.

Have *you* looked at Radio's advertising merits lately? Have you evaluated its renewed vigor . . . its remarkable economy . . . its realistic ability to sell and *keep* sold more people at less cost than any other medium in the whole roster of advertising methods?

Maybe you're missing something. Maybe, in fact, you're missing out on one of the biggest sales-builders at the command of today's businessmen. Why not find out for sure before somebody else does? Because Radio, you see, is a daily friend of more customers than any other advertising medium in all of America!

* *Example? A recent survey shows that 55.8% of the public would seek to verify a war rumor by tuning in Radio. Only 23.3% said they'd rely on newspapers; 20.9%, television.*

WE *BELIEVE* IN RADIO

That's why we are publishing this advertisement in its behalf. Since 1931, BROADCASTING Magazine has been *THE* authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field . . . the most extensive background of knowledge about every phase of broadcasting . . . and the prestige of having literally "grown up" with this multi-million dollar business — it is only logical for BROADCASTING to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Radio (and Television).

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER



WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

OUR RESPECTS

to Gerald Wilson Tasker



Gerald Tasker, Cunningham & Walsh's angular and astute vice president and director of research, is the daddy of Videotown, an annual study of viewer habits (see story, ADVERTISERS & AGENCIES).

In late 1947 and early 1948, when tv showed signs of becoming commercially feasible, C&W (then Newell-Emmett, which had experimented with tv programming) formed a committee to look into the situation. But the group never got off the ground; the reason: no data available.

Mr. Tasker was assigned to come up with facts about tv. He did what came naturally to a skilled researcher: he set up his own laboratory, picking a "typical" American city (New Brunswick, N. J.) which is near New York and its tv channels but not a suburb of the city and has a balanced population.

His interviewers stalked New Brunswick, asked depth questions of set owners and dealers, and a pattern soon was established. Now in its 11th year, Videotown is highly-respected, has become one of the tv business' guideposts and is used as a textbook at many schools.

Though Videotown is a highly publicized coup, several other high-water marks etch Mr. Tasker's career over the 33 years since he founded the agency's research department. Among them a coast-to-coast coincidental radio check for Liggett & Meyers in 1932 before a Hooper report existed; a recall technique in 1939 for measuring radio spots; use of consumer panels in 1943 to pretest radio shows, and in 1953 the selection of a laboratory city in the Midwest to study consumer durables. Added to these were several market research techniques developed and pioneered to test products, designs and packaging.

Gerald Wilson Tasker, fresh out of Harvard Business School with a master's degree and already strong on marketing research, became *the* Newell-Emmett research department in 1925. Already in back of him was a Bachelor of Arts degree with a major in economics at Washburn College, Topeka, Kan., from which he was graduated in 1922. When he joined the agency, it was only a few years old and had but one floor in a building across from Gimbel's department store at 32nd St. in New York. In these years, Mr. Tasker met and married Rebecca Scott, a copywriter at B. Altman & Co. department store in New York.

Appointed director of research in 1940 and elected a vice president in 1951, Mr. Tasker through the years has kept pace with the "change" in advertising research techniques. For example, when Mr. Tasker started with Newell-Emmett he did all the interviewing and wrote the reports; today a staff of 40 plus freelancers are engaged, Mr. Tasker planning and supervising the projects. Research in the early days was "nose counting" but today the field bears the imprint of psychologists, sociologists and statisticians. But, he recalls, certain techniques used years ago in copy testing even then incorporated motivational methods.

'The whole field of marketing has expanded," says Mr. Tasker. At one time, researchers in advertising relied on individual judgment. Today subject matter is more complex and more competitive with marketing business men needing more facts than ever before. As additional media broke on the scene (radio and then tv, for example), the researcher kept with it, adapting new techniques to the new media. In the first years of Videotown, the agency staff itself interviewed, later other people were trained and now the staff supervises resident interviewers.

Gerald W. Tasker, a Topeka native, tried out for football at Washburn, landed a berth as cheer leader, was manager of the dramatic club and played amateur theatre roles, was in summer stock on a Chautauqua circuit, couldn't borrow enough money for Yale Dramatic school but did raise enough to enter post-graduate study at Harvard. Also one summer, he worked his way to Europe and back, starting with $25 in his pocket.

Mr. Tasker is a ruralized New Yorker. He's left the Bucks County (Pa.) farm (and apple orchard) he once owned and has acquired another farm in Hunterdon County (N.J.) where he currently is engaged in redoing the house, landscaping and planting some 200 evergreens. At breakfast and before departing by train for Madison Avenue, 65 miles away, he has watched a doe and fawn peacefully wandering just outside his window.

The Taskers' son, John Scott Tasker, is with the Hazeltine Corp. Aside from the chores which go with country living, Gerald Tasker busies himself with trade groups: he's a member of the American Marketing Assn., the Market Research Council of New York City, and a founding member of the Copy Research Council.

you get *more action* on

DETROIT'S SPORTS STATION

WKMH



DETROIT TIGERS BASEBALL...

DETROIT LIONS FOOTBALL... and now...

DETROIT PISTONS BASKETBALL

Van Patrick, WKMH Sports Director and nationally known sportscaster, says—"Everywhere I travel across this great nation of ours, I hear—'DETROIT'S THE *GREATEST* SPORTS TOWN!'" Sports station for the Detroit Tigers, Lions and Pistons, WKMH is the "*action route*" to BIG SALES RESULTS in the rich Detroit market. *LET WKMH WORK FOR YOU!*

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES. • REPRESENTED BY HEADLEY-REED

WK MH
RADIO HUB OF THE MOTOR CITY

SAVE

Up to 15%

By using 2 or more of these powerful stations

WKMH	Dearborn-Detroit
WKMF	Flint, Mich.
WKHM	Jackson, Mich.
WELL	Battle Creek, Mich.
WSAM	Saginaw, Mich.

USE 4 OR 5 STATIONS...SAVE 15%
USE ANY 3 STATIONS....SAVE 10%
USE ANY 2 STATIONS....SAVE 5%

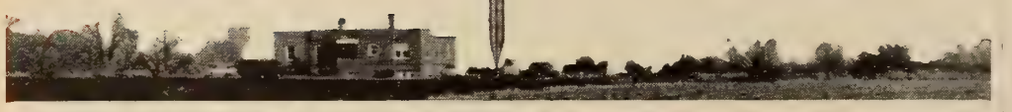
LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,727,100
Families	531,200
Retail Sales	$2,076,120,000
Effective buying Income	$2,852,363,000
Source	1958 Survey of Buying Power (Sales Management)
Number TV Homes	398,800
Source	Neilsen Coverage Service No. 2



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

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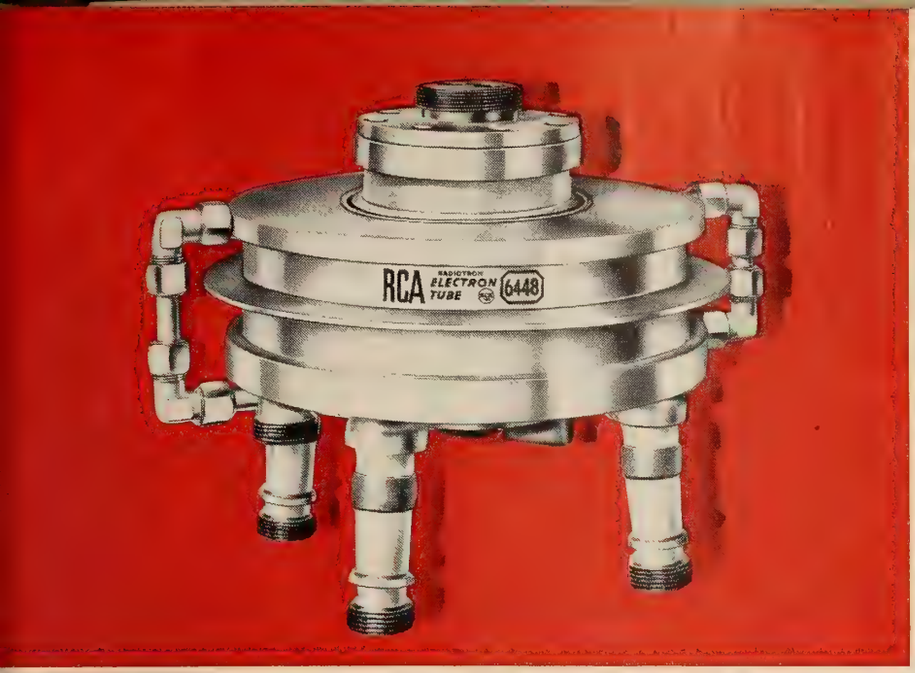
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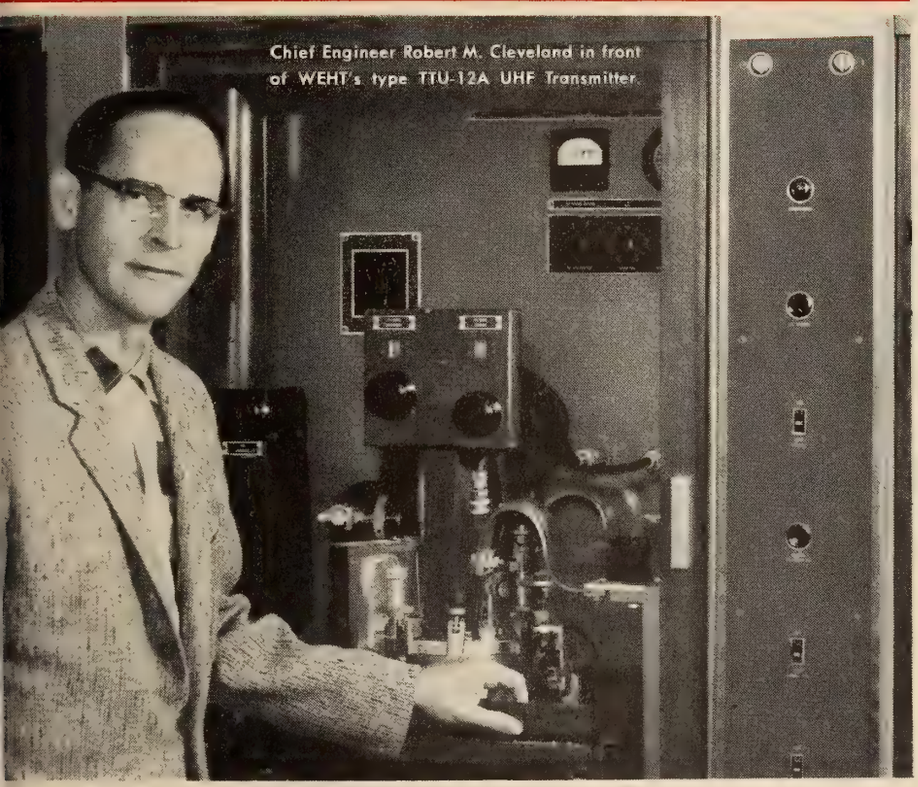
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Chief Engineer Robert M. Cleveland in front of WEHT's type TTU-12A UHF Transmitter.

11,000 hours on Channel 50

...and going strong

Here is what Chief Engineer Robert M. Cleveland at WEHT-Television, Evansville, Indiana, says about the RCA-6448 beam power tube:

"We are pleased to report that one of our RCA-6448's has now clocked 11,000 hours of service in our visual power amplifier. And the tube is still delivering top performance. Long tube life like this reduces transmitter operating expense—and we like it."

A recent survey shows that many UHF-TV stations using RCA-6448's are now averaging more than 4000 hours of useful life on this tube. And many 6448's deliver top performance well beyond the warranted life span of this type. Thus, average life expectancy continues upward. WEHT's happy experience is a case in point.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 20 NOVEMBER 17, 1958

WHY JOHN CUNNINGHAM ATE HIS WORDS

- **Full report of Videotown 1958 shows big upswing in tv viewing**
- **It contradicts C&W predictions of tv stabilization year ago**
- **Another finding: new boom in housewives' a.m. radio listening**

There's bigger news out of Videotown than John P. Cunningham let on.

Three weeks ago the president of the agency which has surveyed Videotown annually for the past 11 years said he had been wrong in 1957 when he announced that television viewing had stabilized [ADVERTISERS & AGENCIES, Nov. 3; also see box, page 32].

How wrong he was came to full light last week with the release of the 1958 Videotown report. The "typical American city" used by Cunningham & Walsh to measure the impact of television has supplied two important 1958 media trends:

• Television viewing is at an all-time high, reversing a slightly downward trend in 1956 and 1957.

• Housewives have returned to morning radio listening in a big way.

The boom in morning radio listening by housewives led Gerald W. Tasker, C&W research vice president, to term the radio trend "the biggest news in Videotown this year." [See profile of Mr. Tasker, page 26.]

Mr. Tasker summed it up this way:

• About one out of every two women tuned in some time before noon, with 8-to-10 a.m. the favored hours.

And he emphasized it:

• On the five weekday mornings, the average housewife listened to radio a total of 5 hours 48 minutes, a 109% increase over 1957.

Television, too, made dramatic media news:

• Viewing time per person for the week totals 22 hours 7 minutes. This is 20% of one's entire waking life, said Mr. Tasker.

A year ago the 1957 C&W Videotown study [LEAD STORY, Dec. 9, 1957] warned that viewers were getting choosy about their tv programs and that only an improvement in the creative quality of programs could boost audience size.

And a year ago C&W said some of the excitement had gone from tv and in the future only small up-and-down changes could be expected in the amount of tv viewing from year to year.

Instead, the 1958 report shows an important upward swing.

There's a slight drop in total radio listening for all persons during the week but otherwise both radio and tv did very well in the 1958 Videotown report.

On the other hand there's some bad news for "other activities":

• Newspaper reading among adults is down slightly, mainly among housewives; magazine reading has dipped a bit; so has movie attendance.

Mr. Tasker added significantly:

• Total tv viewing survives changes in basic living patterns, with people still finding time for tv whether engaged in work or enjoying a variety of leisure-time activities.

Here are the summarized findings of the 1958 Videotown survey:

Television Viewing • The 1956-57 dip in tv viewing has been wiped out by the 1958 showing in Videotown (see tables). The average viewing time per person, 22 hours 7 minutes for the week, is broken into 15 hours 48 minutes during the five weekdays and 6 hours 19 minutes during the weekends. Weekday viewing is up 2¼ hours since 1957.

Children are the only family members who have cut down on their tv time since 1957. They (youngsters and teenagers) look about an hour less a week in 1958 but this is far outweighed by the important gains in adult viewing. Children under 10 are the most ardent morning viewers—weekdays 33%, Saturdays 43%, Sundays 16%.

An important finding is the percentage of people who watch tv on an average weekday—84% compared to 81% in 1957. Lowest point is Sunday morning, followed by Saturday morning.

Here are Videotown preferences:

Men—Westerns 76%; variety 41%; sports 30%.

Women—Variety 46%; general drama 39%; situation comedy 36%; westerns 27%.

What do they dislike?

Men—Quiz programs most of all; only 10% dislike westerns.

Women—Quiz programs most of all; 33% dislike westerns.

Tv didn't get much of a boost as an edu-

EIGHT-YEAR AUDIENCE PROFILE

Here is the record of television viewing and radio listening in television homes on the average weekday in Videotown for each year since 1951.

Watch Tv

	in '51	'52	'53	'54	'55	'56	'57	'58
WIVES								
Morning	2%	10%	12%	22%	17%	11%	11%	11%
Afternoon	10%	18%	19%	25%	27%	20%	20%	25%
Evening	71%	73%	78%	79%	89%	81%	86%	87%
All Day	72%	76%	80%	83%	92%	85%	89%	89%
ALL PEOPLE—AVERAGE								
Morning	1%	5%	8%	14%	11%	10%	10%	12%
Afternoon	7%	15%	14%	16%	20%	17%	16%	23%
Evening	68%	70%	73%	74%	85%	75%	78%	79%
All Day	70%	72%	76%	77%	87%	79%	81%	84%

Listen to Radio

	in '51	'52	'53	'54	'55	'56	'57	'58
WIVES								
Morning	25%	33%	42%	45%	43%	39%	30%	44%
Afternoon	15%	19%	16%	17%	13%	14%	16%	18%
Evening	7%	13%	12%	15%	14%	14%	17%	14%
All Day	34%	42%	50%	52%	52%	47%	43%	51%
ALL PEOPLE—AVERAGE								
Morning	10%	15%	22%	23%	25%	23%	19%	21%
Afternoon	6%	9%	8%	8%	8%	9%	9%	8%
Evening	5%	8%	9%	10%	10%	12%	16%	9%
All Day	16%	22%	28%	30%	33%	32%	32%	28%

IN VIDEOTOWN 1958...

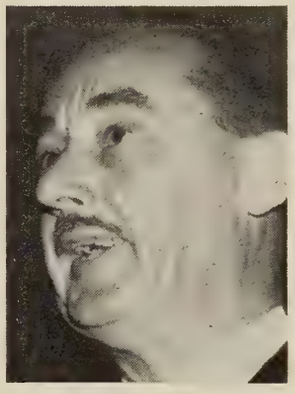
TV VIEWING: WEEKDAY AND WEEKEND

	Average Person			Wives		
	Avg. Wkday	Saturday	Sunday	Avg. Wkday	Saturday	Sunday
% Viewing						
Morning	12%	11%	5%	11%	3%	2%
Afternoon	23	18	25	25	14	20
Evening	79	75	75	87	78	82
All Day	84	79	78	89	80	84
Avg. Hrs./Day—When Viewing						
Morning	2.06 hrs.	2.43 hrs.	2.17 hrs.	1.94 hrs.	2.00 hrs.	1.50 hrs.
Afternoon	1.73	3.28	1.63	2.30	2.81	2.66
Evening	3.18	3.20	3.42	3.68	3.75	3.80
All Day	3.61	3.86	3.92	4.17	3.92	4.00
Avg. Hrs./Day—All People (Viewing or Not)						
Morning	.24 hrs.	.27 hrs.	.12 hrs.	.21 hrs.	.07 hrs.	.04 hrs.
Afternoon	.41	.58	.40	.58	.40	.52
Evening	2.51	2.39	2.56	3.21	2.91	3.13
All Day	3.16	3.24	3.08	4.00	3.38	3.69
Avg. Hrs./Week (7 Days)						
Morning		1.59 hrs.			1.16 hrs.	
Afternoon		3.03			3.82	
Evening		17.50			22.09	
All Day		22.12			27.07	

RADIO LISTENING—WEEKDAY AND WEEKEND

	Average Person			Wives		
	Avg. Wkday	Saturday	Sunday	Avg. Wkday	Saturday	Sunday
% Listening						
Morning	21%	21%	17%	44%	34%	27%
Afternoon	8	8	8	18	11	12
Evening	9	9	4	14	13	5
All Day	28	30	23	51	44	35
Avg. Hrs./Day—When Listening						
Morning	1.43 hrs.	1.33 hrs.	1.33 hrs.	2.65 hrs.	1.55 hrs.	1.49 hrs.
Afternoon	1.31	1.27	1.33	1.46	1.50	1.46
Evening	1.12	1.30	1.13	1.16	1.33	1.06
All Day	1.67	1.44	1.45	2.90	1.77	1.75
Avg. Hrs./Day—All People (Listening or Not)						
Morning	.29 hrs.	.28 hrs.	.23 hrs.	1.16 hrs.	.53 hrs.	.40 hrs.
Afternoon	.10	.10	.10	.26	.17	.17
Evening	.10	.11	.05	.18	.17	.05
All Day	.49	.49	.38	1.58	.87	.62
Avg. Hrs./Week (7 Days)						
Morning		1.96 hrs.			6.73 hrs.	
Afternoon		.70			1.64	
Evening		.66			1.02	
All Day		3.32			9.39	

THE CLARITY OF HINDSIGHT



John P. Cunningham (r), president of Cunningham & Walsh, was surprised to learn that television viewing reached an alltime high in the agency's test city in 1958.

A year ago, quoting 1957 Videotown findings, Mr. Cunningham told the Assn. of National Advertisers that tv viewers were getting choosy and the excitement was gone from tv. In an address to the San Francisco Advertising Club three weeks ago he said, after scanning the 1958 Videotown figures:

"Today I would like to publicly eat that statement [ADVERTISERS & AGENCIES, Nov. 3]."

cational medium for children, judging by the Videotown results. Given a chance to let off steam, mothers resented, to some degree, the advertising pressures and types of products advertised. They agreed the children love the commercials and are influenced by them. Most deplored the effect of killing and gunfire; some objected to bad grammar in cartoons; some felt tv kept the children indoors too much; they were most concerned about the power tv exercises over childrens' credulity and playing habits.

On the other hand, they are delighted with tv's role as a baby-sitter and its availability for disciplinary measures. They said it keeps the kiddies from fighting and keeps them occupied. C&W said they blame sponsors, perhaps unfairly, for not providing more educational programs for children. And, C&W suggested, perhaps they should blame themselves "for not leading their children to the more educational programs—of which there are many."

Radio Listening • Radio still makes its best showing in the morning, particularly with housewives (see tables). The increase in housewife listening is substantial. Their weekday (Mon.-Fri.) radio time totals 7 hours 54 minutes, a big jump since 1957 when the total was 4 hours 55 minutes. And their total morning listening has doubled (109%)—5 hours 48 minutes (weekdays) in 1958; 2 hours 47 minutes in 1957. There's a slight gain in afternoons, too, but night listening of housewives is down slightly.

Saturday listening runs similar to weekdays, but Sunday is the poorest radio day for all individuals. The housewife audience increased in 1958 to 51% listening on an average weekday. It was 43% last year.

Radio listening by the average person totals 2 hours 27 minutes from Monday through Friday, down from 2 hours 43 minutes in 1957. The average for the whole week is 3 hours 19 minutes; similar figure not available for past years. Morning radio listening exceeds tv viewing for all people.

Non-Television, Non-Radio Activities • While total time spent on broadcast viewing and listening has increased, other activities generally have shown some decreases since last year. "There is less reading, smaller attendance at movies or other sports events," C&W reports, with the recession suggested as one of the reasons.

Housewives have cut their newspaper reading, bringing down the reading time for all adults. Men are spending the same amount of time on their newspapers. The level of newspaper reading is still a high one, it is stated, with the amount of time remaining constant over the years.

Newspapers make their best showing Sunday morning, which is well above Saturday or weekday mornings. For the day as a whole there isn't much difference in the number of readers between weekday or weekend.

Magazine reading has declined slightly from last year, says C&W, tracing this to a drop in the percent of women reading.

And movie attendance is down slightly for the year. Saturday is the best movie day with Sunday ranking second.

Also showing drops are weekday attendance at sports events by men, along with entertaining and visiting among adults. Weekends naturally were found much more popular than weekdays for entertaining and visiting.

C&W's entry into Videotown weekend activities covers churchgoing, driving and picnics as well as broadcast attention. In about half of Videotown's families someone went to church on Sunday, with women leading. The church going ratio: husbands 36%, wives 45%, children (under 10) 37%, children (10-18) 47%, adult males 22%, adult females 53%.

Every Sunday, during the springtime measurement period, about 17% of the people enjoyed outdoor recreation—11% on an auto ride, 3% at the shore, 2% on a picnic, 2% in sports activity such as golf, fishing or horseback riding.

Only 3% of people took part in these outdoor activities on Saturdays.

The Test City • The guinea-pig city used to study the impact of tv on the family is New Brunswick, N. J. For 11 years Cunningham & Walsh has conducted a major research project, affixing the label Videotown to its "typical American city." Professional researchers do depth studies in homes to provide information on listening and viewing habits.

IS THE TIMEBUYER'S WELCOME MAT OUT?

Panel evaluates the good and bad in visits by station executives

Where does the visiting station executive stand in the eyes of the agency timebuyer? Is he welcome? Does he do any good for himself or his host?

These and other questions were put to NBC Spot Sales' third Timebuyer Opinion Panel, and their answers are being announced today (Nov. 17) by Thomas B. McFadden, vice president in charge. On the whole, they paint an optimistic picture.

The responding panel represents opinions of 254 timebuyers at 173 agencies across the country. They were divided into two classifications: by billing (above or below $5 million in the broadcast media) and by location (within or outside of New York, Chicago-Milwaukee and Los Angeles-San Francisco). This is what they said about station callers:

HOW OFTEN DO THEY COME? The average timebuyer receives 14 visits a month (16 in the larger agencies, 12 in the smaller). Radio executives account for seven of these in agencies of all sizes, while tv visitors make up nine of the calls to larger agencies, five of those to smaller agencies. The survey notes, however, that 54% of the respondents say they receive fewer than 11 visitors each month, while 10% report 30 or more visits.

WHY DO THEY CALL? In most (4 out of 5) cases the visitor is after new business, while in half he's there to update station and market information. The respondents grade three other reasons as each accounting for about a third of the calls: servicing existing schedules, seeking renewals and reporting on merchandising and/or promotion support.

ARE THEY HELPFUL? Most timebuyers find they are, 61% replying the visits always or frequently are beneficial (among larger agencies this feeling was held by 65% of the respondents, among smaller agencies by 57%). Another 37% answered the visits were helpful only sometimes, while 1% said they were never helpful.

DO CALLS PAY OFF? A resounding "yes" came back to this question, 95% of the panel saying the visits at least sometimes influence buying decisions (26% said frequently, 69% said sometimes). In terms of agency size, 17% of the larger agencies attribute frequent influence to the visits, compared to 34% of the smaller agencies. The ratios are reversed on the "sometimes" influencing power of station callers: 73% of the larger agencies, 64% of the smaller ones. Only 5% say they are never influenced (9% larger, 2% smaller).

WHAT DO THEY PITCH? A lot of them make formal station or market presentations, nearly all (96%) of the respondents saying they've gotten that variety, but only one in four (27%) saying they're at all frequent. The larger agencies in the major timebuying centers get most of them. The man with a specific proposal for the agency client is a frequent visitor to 53% of the panel's respondents.

Visitors don't spend much time selling the overall spot medium vs. competing media, but they do spend a lot of time knocking competing stations. While stating this type of "negative selling" is much deplored, the survey reports 24% of timebuyers as saying visitors always or frequently do it, 64% say they sometimes do, and only 11% say visitors never do. The incidence of knocking the competition was found less severe in smaller shops as well as outside the major centers.

The visits provide new and valuable information to 58% of the panelists, and sometimes do to 40%. The agencies in major centers apparently gain more in this regard than their colleagues outside.

HOW DO AGENCIES BENEFIT? Three specific gains drew the most mentions: (1) increased knowledge of the market—45%, (2) increased knowledge of the station—28%, and (3) establishment of personal relationships—25%.

WHEN SHOULD THEY COME? It's a toss-up, according to most of the NBC Spot Sales panelists, three out of five saying it makes no difference to them. (There was a definite distinction in agency sizes in this regard; 70% of respondents from smaller agencies say it doesn't matter against 57% in larger agencies.) Among those who do care, the preference is for May, June and July, while the least-favored times are Sep-

HOW TO WIN TIMEBUYER FRIENDS AND INFLUENCE THEIR BUYING

A code of etiquette for the station executive calling on an agency timebuyer came out of the NBC Spot Sales Timebuyer Opinion Panel. Digested into a list, it reads:

DO

- Discuss my accounts with rep salesmen before you see me.
- Find out my particular likes and dislikes before you come in.
- Tell me something new—something I didn't get from your rep.
- Try to see several of us at once if you have a general presentation.
- Ask your rep whether my accounts are active or inactive.
- Give me prepared presentations—with or without physical aids.
- Make a specific client proposal whenever possible.
- Be creative in suggestions for my accounts.
- Know what my clients' competitors are doing in your market.
- Give me news about my clients' local representatives or distributors.
- Have field information on product movement in your market.
- Know programming formats of all the stations in your market.
- Be able to tell me about competitors' rates, policies, facilities.
- Have detailed market information on your fingertips.
- Be prepared to document claims.
- Have a tape or film representing station's programming.
- Bring latest ratings and have facts on audience composition.
- Give me the "feel" of your market, station, management.
- Be armed with sales success stories —national and local.
- Have copies of your proposal available for account men and clients.
- Have something to leave with me.

DON'T

- Don't just drop in to say "hello"—have a specific purpose.
- Don't come in without an appointment—make it through your rep.
- Don't take too much time—make it short and sweet.
- Don't embarrass me—make sure I know your name and call letters.
- Don't be disorganized—arrange materials for an orderly, intelligent discussion.
- Don't come in unless there's at least a remote possibility of doing business.
- Don't be late.
- Don't talk too much—listen to the rep salesman's approach.
- Don't come in with a flippant attitude.
- Don't spend a lot of my time on irrelevancies—cut the frills.
- Don't visit when I'm buried with work—ask your rep.
- Don't cry or complain about business you lost in the past.
- Don't be dishonest—even if it's only a little white exaggeration.
- Don't insist on explanations.
- Don't knife your competition—unless you can back it with facts.
- Don't base your pitch on a single isolated rating survey.
- Don't offer me a special "deal" that your rep doesn't know about.
- Don't try to force me to divulge confidential information.
- Don't come in too often.
- Don't call on account men or clients without letting me know.

WHO VISITS . . . AND HOW OFTEN?

About how many out-of-town radio-tv executives visit you in average month?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Radio 1- 5	140	55	60	52	80	57	79	54	61	57
Visits 6-10	67	26	32	28	35	25	39	26	28	26
11-15	23	9	11	10	12	8	14	10	9	8
16-20	9	4	4	4	5	4	7	5	2	2
21 plus	15	6	7	6	8	6	7	5	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%
Average visits	7		7		7		7		8	
	#	%	#	%	#	%	#	%	#	%
Tv 1- 5	151	60	58	51	93	66	82	56	69	64
Visits 6-10	57	22	25	22	32	22	32	22	25	23
11-15	18	7	13	11	5	4	15	10	3	3
16-20	15	6	10	9	5	4	12	8	3	3
21 plus	13	5	8	7	5	4	5	4	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%
Average visits	7		9		5		7		6	

SHOULD REP SALESMEN COME ALONG?

Do you prefer that representative salesmen accompany station executives who visit you?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	154	61	78	68	76	54	112	77	42	39
No	6	2	1	1	5	4	1	1	5	5
No strong opinion	92	36	35	31	57	41	33	22	59	54
No answer	2	1	0	0	2	1	0	0	2	2
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

DO YOU GLEAN NEW KNOWLEDGE?

To what extent do visits from station men provide you with valuable information (market, station, competition, talent) that you did not have before?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	12	5	3	3	9	6	7	5	5	5
Frequently	136	53	61	53	75	54	90	61	46	42
Sometimes	101	40	46	40	55	39	47	32	54	50
Never	2	1	2	2	0	0	1	1	1	1
No answer	3	1	2	2	1	1	1	1	2	2
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

DO VISITS INFLUENCE YOUR BUYING?

How often do visits by station executives have an effect, directly or indirectly, on your purchase of time?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	0	0	0	0	0	0	0	0	0	0
Frequently	67	26	20	17	47	34	32	22	35	32
Sometimes	173	69	83	73	90	64	106	73	67	62
Never	13	5	10	9	3	2	8	5	5	5
No answer	1	0	1	1	0	0	0	0	1	1
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

WHAT ABOUT STATION CALLS ON YOUR CLIENTS?

After the station executive has talked with you, how often do you suggest or approve his suggestion that he call on your clients?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	15	6	6	5	9	7	7	5	8	7
Frequently	56	22	22	19	34	24	27	19	29	27
Sometimes	134	53	65	57	69	49	82	56	52	48
Never	41	16	17	15	24	17	25	17	16	15
No answer	8	3	4	4	4	3	5	3	3	3
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

. . . . AND IF YOU'RE NOT TOLD ABOUT THESE TALKS?

Do you approve of station executives calling on your clients without your prior knowledge?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	16	6	6	5	10	7	11	7	5	5
No	190	75	87	76	103	74	111	76	79	73
No strong opinion	47	19	20	18	27	19	23	16	24	22
No answer	1	0	1	1	0	0	1	1	0	0
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

What timebuyers think about station callers; See boxes this spread for full panel report

tember, October and December. As to which months are most effective in influencing buying decisions, July, August and September take the edge, with March, April, May and December considered the least favorable.

SHOULD THEY SEE THE CLIENT? Such action is indicated in some cases, but is not to be advised without the timebuyer's knowledge. The panel's consensus: 28% always or frequently recommend or approve the station executive's calling on the client, but 75% do not approve of such a visit without their approbation. Regardless of how the timebuyers feel, do the station men go on to the client without telling them? They frequently do, say 8%, and they do sometimes, say 74%. And when they do, say 84%, the timebuyer hears about it.

Regarding station visits to the agency's account executive, the feeling is not so strong. Only 52% object to these calls without their knowledge.

WHERE'S THE REP? He's along, at least most of the time. Always, according to 48% of the timebuyers, and frequently, according to another 37%. Only 2%, and those in smaller agencies outside the major centers, never see the representative with the station executive. This finding matches agency desires: 61% say they prefer to have the rep present, especially in the major centers (77%).

These buyers like calls

Here are some individual comments volunteered by timebuyers who participated in the NBC Spot Sales survey:

MORT YANOW, *radio-tv director, Feigenbaum & Wermen, Philadelphia.*

There isn't a rep in the country that can tell me as much about a station as can someone of that station's management team. Additionally, I find invaluable the establishment of a personal contact between agency and station. Unfortunately, these trips are made only once or twice a year and too many calls are crammed into too few days. As a result, meetings are arranged at the last minute and are almost invariably rushed. To complicate matters further, the rep usually uses up valuable time impressing his station man as to the excellent selling job he has been doing with this agency.

THOMAS J. MacWILLIAMS, *tv director, Smith, Taylor & Jenkins Inc., Pittsburgh.*

Basically, station executives should backstop their salesmen or reps with "glad hand" trips. Most timebuyers get run-of-mill availabilities, ratings, rate changes, etc., from regular sales calls. Often, a fresh viewpoint, or overall appraisal of station, from a different source—even if it's just a review of facts already known by timebuyer—is beneficial to the timebuyer and could result in additional schedules on the station then or later.

Sometimes it's the personal pledge of a top station executive to see that the client gets the audience he pays for—that the station will go all out in publicity and promotion and will work with local outlets for increased distribution—that gives the assurance needed to swing the billing from a competitive station or medium. This he can do only with an occasional face-to-face meeting with the customer, or prospective customer.

BEN LEIGHTON, *timebuyer, Campbell-Mithun, Minneapolis.*

Executive visits are extremely important —even more so when sales managers come well prepared with information. This makes the time spent with them worth while, both for us and them. The timebuyer needs information in large, specific amounts, well organized, well planned. Only in this way can the station man help the timebuyer do a high-level job for the client.

MAHLON J. SAXON, *timebuyer, Leo Burnett Co., Chicago.*

To some extent, every market presents a unique buying situation. There are differences of geography, business and economic conditions and racial and social characteristics from market to market which will sometimes figure in a mature media buy. Station executives can render a real service by explaining these "other considerations" to buyers who might not otherwise become aware of them.

DONALD E. LEONARD, *media director, W. B. Doner & Co., Baltimore.*

My visitors are generally divided into two types (1) those who obviously are trying to help my accounts with creative selling and aggressive promotion efforts if they already have a schedule, and (2) those who are looking for an order, regardless of benefits they may be able to offer the account, or for that matter, the benefits they cannot offer the account. Under this second classification are those station men who evidently feel they owe a media man lunch because a schedule was purchased, is about to be purchased or is under consideration. This is a vice in our industry, and sorry to say, generally accepted by station and media men alike. Generally, the visits I receive from station men and/or their reps are helpful; they do help in solving marketing problems, distribution problems, etc. You would go a long way to find a group of men in any field who would be more cooperative, honestly interested in the success of what they sell, and who are as important to the success of any effort as the executives of radio and tv stations.

LYNN DIAMOND, *timebuyer, Emil Mogul Co., New York.*

I think they are extremely helpful and would like to see people who have my business as much as those pitching. Local market information is constantly needed and this is the best way to update.

MAX TENDRICH, *executive vp & media director, Weiss & Geller Inc., New York.*

We consider these visits most important. Timebuyers and account men should be on

WHAT ABOUT STATION TALKS WITH ACCOUNT EXECS?

After the station executive has talked with you, how often do you suggest that he call on an account executive in your agency?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	6	2	1	1	5	4	1	1	5	5
Frequently	50	20	15	13	35	25	19	13	31	29
Sometimes	137	54	67	58	70	50	87	60	50	46
Never	51	20	28	25	23	16	37	25	14	13
No answer	10	4	3	3	7	5	2	1	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

. . . . AND IF YOU'RE NOT TOLD ABOUT THESE TALKS?

Do you approve of station men calling on agency account executives without your prior knowledge?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	41	16	13	11	28	20	15	10	26	24
No	131	52	68	60	63	45	92	63	39	36
No strong opinion	76	30	30	26	46	33	36	25	40	37
No answer	6	2	3	3	3	2	3	2	3	3
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

HOW DOES THE STATION MAN'S VISIT HELP YOU?

What is the one most pronounced complaint you have about visits paid you by station executives?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Market information	114	45	59	52	55	39	67	46	47	43
Personal contact	64	25	30	26	34	24	38	26	26	24
Programming info.	22	9	10	9	12	9	10	7	12	11
Future programming plans	7	3	3	3	4	3	3	2	4	4
Station information	70	28	28	25	42	30	33	23	37	34
Merchandising-promotion info.	10	4	5	4	5	4	4	3	6	6
Understanding of clients' problems	27	11	12	11	15	11	18	12	9	8
Competitive media information	6	2	4	4	2	2	4	3	2	2
Local retailer-distributor info.	2	1	1	1	1	1	2	1	0	0
Improvement of schedules	11	4	4	4	7	5	8	5	3	3
Information not otherwise available	18	7	4	4	14	10	12	8	6	6
A free lunch	4	2	2	2	2	2	1	1	3	3
Competitive product information	4	2	0	0	4	3	2	1	2	2
No answer	12	5	7	6	5	4	10	7	2	2
Total respondents	254	*100%	114	*100%	140	*100%	146	*100%	108	*100%

* Percents add to more than 100 due to multiple mentions. Similarly, multiple answers above exceed "Total Respondents."

WHAT IRKS YOU ABOUT THESE CALLS?

What is the one most pronounced complaint you have about visits paid you by station executives?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Unaware of clients' problems	28	11	12	11	16	11	18	12	10	9
Too much time	56	22	32	28	24	17	39	27	17	16
No specific purpose	36	14	16	14	20	14	18	12	18	17
Wrong time for visit	11	4	7	6	4	3	8	5	3	3
Insufficient info.	26	10	8	7	18	13	9	8	17	16
Disparage competition	6	2	3	3	3	2	4	3	2	2
Insufficient notice	6	2	2	2	4	3	5	3	1	1
Exaggerate facts	5	2	3	3	2	2	2	1	3	3
No appointment	30	12	14	12	16	11	14	10	16	15
Duplicate rep's work	13	5	9	8	4	3	9	8	4	4
Request confidential information	1	0	1	1	0	0	1	1	0	0
Lack of preparation	8	3	4	4	4	3	5	3	3	3
Insufficient competitive station info.	2	1	1	1	1	1	1	1	1	1
Offer "special deals"	1	0	0	0	1	1	0	0	1	1
Expect immediate decision	2	1	0	0	2	2	2	1	0	0
Lack of follow-through	1	0	0	0	1	1	1	1	0	0
No complaint	49	19	19	17	30	21	29	20	20	19
Total respondents	254	*100%	114	*100%	140	*100%	146	*100%	108	*100%

* Percents add to more than 100 due to multiple mentions. Similarly, multiple answers above exceed "Total Respondents."

a first-name basis with station managers. Better availabilities and certainly more merchandising help, pinpointed to the local situation, can result. Often reports on activities of district managers may be important.

ARNOLD E. JOHNSON, *director of broadcast facts, Needham, Louis & Brorby, Chicago.*

It's mutually beneficial to get to know station top management people face to face —the people directly responsible for making our advertising dollars pay off. Then when special problems arise we know personally with whom to deal.

ART TOPOL, *timebuyer, Donahue & Coe, New York.*

Station executive visits are helpful to the buyer, since the visit in many cases may give the buyer a better insight on the station—its programming, competitive products and market information—instead of relying upon various research sources. From these visits may develop special promotions, a better understanding of the clients' objectives, and usually a better relationship for future campaigns in the market.

JACK SEVERSON, *radio-tv director, Mathisson & Associates, Milwaukee.*

On the whole, we welcome visits from station executives. Their intimate (although biased) knowledge gives us a sharper insight into their markets and competition. This is especially true when we receive visits from competitive executives within a few weeks of each other.

CHARLES N. CAMPBELL, *head timebuyer, MacManus, John & Adams, Bloomfield Hills, Mich.*

Station visits are always valuable. It is important to know the broadcasters in person. Agencies can learn an amazing amount from the local station personnel. It also behooves agency personnel to go all out for station people and to show them around and acquaint them with agency operations and procedures.

DOUGLAS S. PARKER, *timebuyer, N. W. Ayer, Philadelphia.*

In this day of "formula" radio, it is more and more important for buyers to dig deep to learn all they can about each station's "personality"—programming, talent, etc. By the same token it becomes most important for stations to get out and sell themselves. Personal contact is one of the best ways. If station men realized how important this is, we would see more of them, more often!

MARK SCHREIBER, *president, Mark Schreiber, Adv. Inc., Denver.*

Often really sizable sales which require front office, top level promotional and merchandising extras are best concluded most quickly by station executives and agency management.

FRANK THOMPSON, *buyer, Ted Bates & Co., New York.*

Many station executives have been (or are) salesmen. They are voluble, frequently charming, usually pleasant, occasionally belaboring and rarely rude. Some of them are sensitive enough to know the difference between a polite buyer who is rushed and another who is actually "caught up" and encouraging conversation. Most visits by station execs provide a refreshing interruption, if they are in tune with office conditions.

ROBERT GLATZER, *timebuyer, Ben Sackheim, Inc., New York.*

Station executive visits are as important to me as any single method of station evaluation. Station executives should not feel it necessary to make a pitch when they visit. This is the responsibility of the rep. The station executive's function should be to create an overall picture of his market, and the role the station plays in serving it.

HELENE SELLERY, *media supervisor, Stromberger, LaVene, McKenzie, Los Angeles.*

A visit from a station executive is the next best thing to a buyer's visiting the market. He is an invaluable source of station and market information not otherwise available, or overlooked in the multitude of promotional pieces that comes across a buyer's desk. He creates an image of his station, his competitors and the market which when added to existing data, supplies the buyers with a broader base for evaluation.

EDITH CURTISS, *media manager, Botsford, Constantine & Gardner, San Francisco.*

We most appreciate constructive information on markets which comes from their personal knowledge and is not available in routine presentations made by representatives. Sometimes valuable information on competitive situations (station and accounts) may be obtained. Station executives can also be a little more generous with offers of merchandising cooperation than can the representative.

Buyers who dislike calls

ROBERT C. HALL JR., *media director, Cargill, Wilson & Acree, Richmond.*

Unless the piece of business is quite large, I prefer to deal exclusively with the representative. Although it is nice to have met the people with whom you deal, I do not feel they greatly influence buying decisions.

R. S. WILLIAMSON, *account executive, timebuyer, Bennett Advertising Inc., Charlotte.*

Station executives' calls are useless. In practically all cases the national reps have presented data necessary for agency's action. Perhaps this is a sore spot with me—but the "professional affability" of the station executives quite frequently works against their own interests. Frequently they handicap their national reps who have to accompany the station executives, in the majority of cases—a "gotta take 'em around and God how I hate it!" type of chore for reps.

MURRAY DONNELLY, *assistant media director, BBDO Inc., Los Angeles.*

Generally it's not necessary to see station people. If the local representative is on the ball, he keeps you up-to-date on necessary media and market data. We mainly see these people as a courtesy to the local representative.

MISS PAT WAGNER, *media buyer, Doe-Anderson Adv. Agency Inc., Louisville.*

If a station has a proper and good representative, the station executive call is just so much excess baggage for us. Most station men rely more on "friendliness" than on brass tacks selling. It's difficult to pull out of them the real selling points for their stations.

FRANK D. SWEENEY, *timebuyer, Lambert & Feasley, New York.*

Station men who visit account execs or

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Oct. 31-Nov. 6. This is how they spent their time:

72.0%	(90,667,000) spent	2,075.4 million hours†	WATCHING TELEVISION
59.8%	(75,304,000) spent	1,049.0 million hours	LISTENING TO RADIO
80.8%	(101,748,000) spent	415.4 million hours	READING NEWSPAPERS
32.3%	(40,674,000) spent	210.7 million hours	READING MAGAZINES
23.9%	(30,101,000) spent	364.5 million hours	WATCHING MOVIES ON TV
21.5%	(27,075,000) spent	111.0 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .



If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

91%* OF WHEC LISTENERS ARE ADULTS

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

NAME THE *NEW* KANSAS NETWORK

KAKE-TV

WICHITA

with Associates

KTVC and KAYS-TV

WIN AN INTEREST IN A PRODUCING OIL WELL!

GRAND PRIZE

"YOUR OWN OIL WELL" **$1,000 CASH** or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of $10,000 or more.

THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value $400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value $100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. Total present market value $100.00.

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, 18 years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation.

Read the facts about the three-station market which now blankets 70% of the TV homes in Kansas . . . then name the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 50-word statement. Mail to NAME THE NETWORK, BOX 8500-A, CHICAGO 77, ILLINOIS, and include your name, address and the company for which you work.

Entries will be judged on originality, uniqueness, and aptness of thought. All entries will be judged by The Reuben H. Donnelley Corporation whose decision will be final. If the winning name is duplicated, final judgment will be on the basis of the originality, sincerity and aptness of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, December 12, 1958, and received no later than midnight, December 19, 1958. Your entrance in this contest constitutes full permission without further compensation for the use of your entry in any way KAKE-TV and its associates see fit.

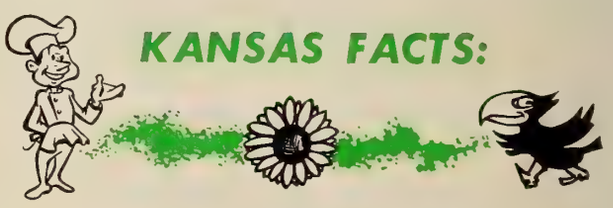
Winners will be announced on January 19, 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in choosing life-of-the-well income or $1,000.00 in cash. Duplicate prizes will be awarded in case of ties.

NETWORK FACTS:

KAKE-TV, Channel 10, Wichita, went on the air October 19, 1954, an ABC affiliate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature films available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1957 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state.

September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas. Now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can reach 70% of the TV homes in Kansas. This single buy covers an area served by 32 radio stations . . . 36 daily papers . . . and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTVC and KAYS-TV areas, has been known as KAKE-land with the KAKEman, a happy little Baker, as a symbol.

KANSAS FACTS:

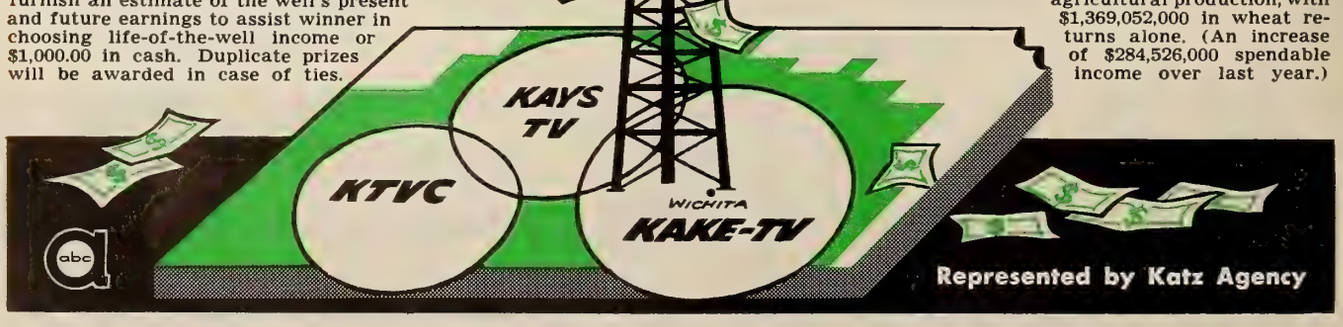


Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately $3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with $1,369,052,000 in wheat returns alone. (An increase of $284,526,000 spendable income over last year.)



Represented by Katz Agency

clients are always referred back to media and usually waste their own time unless a particular problem comes up that after briefing by media will benefit station and account exec or client.

Suggestions & Criticisms

FRED R. WUELLNER, *media manager, Krupnick & Associates Inc., St. Louis.*

The stations, the agency and the client would all be aided greatly if station executives would just do two things: first, mentally list all the factors which contribute to determining which station a buyer selects. Secondly, separate those factors into two groups —one group consists of information which is readily accessible to a buyer and the other group consists of information which only a station executive or very conscientious rep can provide. When this mental tabulation is completed, the station man should concentrate on the second group of factors: station facilities if and when improved recently, new personnel and their qualifications, awards (both local and national) of stature, ways in which local programming can be integrated more closely with specific products (and vice versa, of course), merchandising—how much and to what extent, etc. Only a small percentage of timebuyers have the opportunity to visit many markets individually. They must rely on station executives and reps to provide them with this important background. As long as there are timebuyers who refuse to buy strictly by "the numbers," this will continue to be an area of extreme importance which too many stations have overlooked in the past.

JANET MURPHY, *timebuyer, L. C. Gumbinner, New York.*

I wish each would have prepared and left for future use a capsule digest of his market area with attention to minor points not generally covered by *Sales Management* and the like. Specifically, the time each family member gets up, goes to work, how long en route, leaves for home, drives, gets home, etc.

ROBERT BOULWARE, *vp, media, Bryan Houston, New York.*

Occasional (perhaps quarterly) visits help maintain desirable liaison and closeness to markets and clarify competitive situations which are sometimes elusive. Field information on product movement, while not often enough developed, is most welcome. I wish station men would inform themselves better on this subject.

R. N. HUGHES, *radio-tv director, Simons-Michelson Co., Detroit.*

The most important thing is that the interview should be planned. One operator I know came in with a 10-minute tape profiling his station, added 10 minutes of conversation about the people on the tape and left a real good feeling about the station. If all station executives would "program" their agency meetings, as they do their stations, perhaps the time would be well spent for a busy agency guy. The "lean-back-in-the-chair-and-how-are-things" interview is a time waster.

RUDOLPH O. MARTI, *timebuyer, Campbell-Mithun, Minneapolis.*

A station man should not try to "hard-sell" during a visit to a timebuyer's office but rather, present his services quickly and efficiently, make inquiries about specific products, merchandise, new building, personalities, etc. and then give the buyer an opportunity to talk or ask questions. If he doesn't, a polite exit is in order.

DOLORES STARR, *timebuyer, MacFarland, Aveyard, Chicago.*

If money has not been allocated to a market, either by the agency or client (or both), I don't think it is necessary to explain to station men beyond that fact as to why it is being withheld. Quite often the reasons are not for publication and certainly information held by the agency regarding a product in a market is beyond any argument a station man might muster for its use.

LEONARD KAY, *timebuyer, McCann-Erickson, Chicago.*

The station man's visits are a vital part of the business of selling the medium. Too often, though, he comes in cold or with a limited amount of material, and depends on the buyer's questions to carry the meeting. The man who comes in with a complete and comprehensive presentation is bound to leave a more lasting impression.

JOYCE PETERS, *timebuyer, Emil Mogul Co., New York.*

Station representatives should know the buyer's accounts and the busy times and avoid bringing up station men at those times. A presentation given a few months prior to a hectic buying month will be remembered longer than one given in the middle of a buying rush when time is so valuable.

F. C. McCORMACK JR., *timebuyer, Ketchum MacLeod & Grove Inc., Pittsburgh.*

I would like to see more "actual proof of results"—material from stations, i.e., letters from sponsors stating that campaigns produced certain results. The "numbers" stories from the rating books, especially on the smaller stations, are outdated before they are printed. Too many salesmen rely on ratings as their only sales aid.

BEVERLY MILLER, *timebuyer, Wherry, Baker & Tilden Inc., Chicago.*

[The station executive] should call for appointment and, at that time, allow buyer to either set up meeting with appropriate people present or, if market is not of current or potential interest to the agency, save everyone's time by explaining with reasons why a meeting would not be advisable.

ADVERTISER, AGENCY GROUPS NO LONGER AT ODDS OVER 15% FEE

- **Individual contracts now more businesslike, ANA hears**
- **AAAA head cites dwindling agency profits, manpower needs**

Officials of the Assn. of National Advertisers appeared confident last week that the fight between advertisers and agencies over the commission system of compensating agencies was all over.

They made clear that they were talking of the disagreement between advertisers as a group and agencies as a group. They expected individual negotiations to be the order of the day from now on.

Both Paul West, ANA president, and Donald S. Frost of Bristol-Myers, newly elected ANA vice chairman, said it seemed clear that advertisers and their agencies were getting to understand each other better and consequently were putting their contractual relationships on a more businesslike basis.

This included, they said, a spelling-out of the responsibilities that the agency would handle and those that would be taken care of by the advertiser; what the agency would be paid for basic services and how it would be paid for additional jobs, etc.

Mr. West said the traditional 15% commission for agencies is in a process of evolution and predicted that in the long run systems of compensation will vary from case to case, with no fixed standard for all.

Henry Schachte of Lever Bros., new ANA chairman, took the similar position that "re-evaluation" of the agency-client relationship will be a "continuing thing," never really finished.

Mr. Frost said that Bristol-Myers had not yet made any changes in its plan of compensating its agencies, although many discussions had been held and were still in process, but that he felt the agencies were giving better service because they and the client understand each other better and therefore are better able to work together productively.

Mr. West said ANA members with whom he had discussed the situation reported that their agencies as well as they themselves were pleased with results of their reappraisals of the agency-client relationships. He also indicated that most such re-negotiations dealt with collateral services rather than the commission system of agency compensation.

The views of the ANA officials were voiced in a news conference following a closed session on advertiser-agency relations during the ANA's 49th annual fall meeting (also see pages 44, 48).

A highlight of that meeting was a speech by J. Davis Danforth, executive vice president of BBDO and chairman of the Ameri-

can Assn. of Advertising Agencies, who said that agencies' two chief concerns, admintratively, are people and profits—and that both are getting harder to come by.

While advertising volume has quintupled in the last 18 years, he said, agency net profits have dwindled from a little over 6% of gross income in 1940 to a little over 4% in 1957. "Actually," he said, "agency profits after taxes in 1957 averaged just over 0.6% of 1% of billing."

Mr. Danforth estimated that two-thirds of agency income is from media commissions, the rest from fees.

Stressing the need for more agency manpower, Mr. Danforth said:

"Total earnings of agency principals are actually down almost 14% from the 9-year war and post-war period and even down about 6% from the depressed 1930s. So agency principals have not been taking their earnings in a different way.

"As you know, there has been a trend in recent years to spread agency ownership more widely within the agency. In my own agency, for example, no individual owns more than 5% of the stock and there are 275 stockholders in BBDO. Wider distribution of ownership is taking place in more and more agencies all the time. This mutualization of ownership has proved to be one way of holding key people. If agencies' net profits continue to decline, then before long I am afraid even stock ownership is not going to be much of an incentive to them to stay on in this business.

"Nor will a profit-sharing plan mean anything, nor will any other employe incentive benefit plan if the earnings are not there to support the plan. We are actually in competition with large industrial concerns, many of whose major marketing executives enjoy generous stock option or other long-term benefit plans."

The decline in agencies' percentage of net profits, Mr. Danforth made clear, resulted not from "client pressure" but rather from "the indirect pressure on agencies to compete for people and service."

In other ANA speeches to the Hot Springs session, Louis N. Brockway, chairman of the executive committee of Young & Rubicam, called for client cooperation in "How to Get Better Ads From Your Agency"; J. O. Peckham, executive vice president of A. C. Nielsen Co., stressed "The Consumer Value of Advertised Brands"; and James A. R. Stauff, ad manager of Parker Pen Co., told how Parker's campaign, predominantly in tv, lifted the Parker T-Ball Jotter to the top of the ball-point market.

The fall banquet, held Tuesday night (Nov. 11), featured a program produced by NBC. Army Secretary Wilber M. Brucker was principal speaker at the wind-up luncheon on Wednesday.

ELECTED BY ANA AT HOT SPRINGS:



Mr. Schachte



Mr. Frost



Mr. West



Mr. Hattwick



Mr. Veckly



Mr. Koenig



Mr. Banzhaf



Mr. Morris

Henry Schachte, advertising vice president of Lever Bros., was elected board chairman of the Assn. of National Advertisers in the annual elections last Tuesday (Nov. 11).

Mr. Schachte, who had been vice chairman, succeeds Ralph Winslow of the Koppers Co. in ANA's top post.

Donald S. Frost, Bristol-Myers vice president, was elevated from treasurer to vice chairman. His successor as treasurer will be named later.

Paul B. West, head of ANA since 1935, was re-elected president for another term.

Melvin S. Hattwick, advertising director of Continental Oil Co., was re-elected to the board of directors and four new board members were named. They were: John Veckly, director of the advertising division of U. S. Steel Corp.; Stanley W. Koenig, advertising director, Olin Mathieson Chemical Corp.; Max Banzhaf, director of advertising, promotion and public relations for Armstrong Cork Co., and John T. Morris, vice president and marketing director of F. M. Schaefer Brewing Co.

Top Clients Will Keep Schedules Even If AFTRA Goes On Strike

The nation's leading advertisers will continue to maintain their network television schedules if contract negotiations between the networks and the American Federation of Television & Radio Artists wind up in a strike.

This conclusion, although not stated in such broad terms, was apparent from the attitudes expressed by participants in last week's fall meeting of the Assn. of National Advertisers (also see adjacent pages).

Howard Eaton, Lever Bros. radio-tv director, who reported on "Union Relations in the Broadcast Field" in an off-the-record talk at the radio-tv workshop Monday afternoon (Nov. 10), told newsmen afterward that "a number of advertisers have made their positions very clear to me. They feel that rates have gone up enough."

He said these advertisers told him they had notified the tv networks that if resistance to further union increases forced a strike, they would continue to maintain schedules during the strike.

Mr. Eaton cautioned that "you can't say this is true of all advertisers," but that "it's a sampling." Others, however, said they knew of no advertiser who had expressed a view on the strike possibility without indicating he would support the network.

If a strike occurred and lower-priced programming were substituted for the advertiser's usual programs, it was presumed the networks and individual sponsors would work out some adjustment in the talent and production costs.

Mr. Eaton made the sponsor's interests clear. He pointed out that (1) the cost of commercials as well as programs is involved in the negotiations and (2) sponsors' contracts with the networks provide that union increases be passed along to advertisers.

Ampex, Production Men Show Videotape to ANA

Some 250 of the country's major advertisers got a good, close look at videotape last week—and were obviously impressed.

"Fantastic" and "almost unbelievable" were typical reactions after the instantaneous recording and playback technique was demonstrated for the Assn. of National Advertisers by Howard S. Meighan, president of Videotape Productions of New York Inc., and representatives of the Ampex Corp., which developed the system.

The demonstration included a sequence in which a portion of a talk by Ampex's



The pressure in Washington can mount pretty high. What with national dilemmas and international crises, it's hard to tell which side is up. But here's one down-to-earth fact to keep in mind: Washington's most-listened-to station is: **WTOP RADIO**

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales
Operated by The Washington Post Broadcast Division

"Washington in a Word"

Number 5 by Tomi Ungerer



WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

the liveliest station in town • 50,000 watts **wmgm** RADIO NEW YORK CITY

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.


"All I
hear
is
wmgm"



"H" looking Heavenward
Studies the stars.
Does the sound he hears
Come from Venus or Mars?

It doesn't really matter from which planet the celestial sound is emanating. The important thing is that it isn't coming from KHJ Radio, Los Angeles.

There's nothing ethereal about KHJ's FOREGROUND SOUND. It's strictly "down to earth." For more than 36 years KHJ's realistic programming has been beamed to the mature, buying adult, looking for provocative radio entertainment.

In news, commentary, sports, music, drama or variety, KHJ attracts adults who pay close attention to the program and consequently to the commercials within and around it.

It isn't blue sky when we say that KHJ Radio is programmed to satisfy the variety of tastes that make up America's second market.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



Bob Day was taped and then, with Mr. Day synchronizing lip movement in a repetition of talk, the transmission was switched back and forth between live and tape with no real difference evident on the screen. To show the feasibility of editing, a sequence containing numerous splices was shown.

Mr. Meighan told the group that not only has videotape "already made profound changes in television network and local station operation and planning but the day is not now distant when moving picture film for television will be a dead duck."

He said those who compare videotape with film "are plain short-sighted" and that those who think of it "only as a recording of live television are almost equally so. Videotape has the most useful characteristics of both. But its real contribution to advertising will come about as its own unique ingredients of speed, lower cost and high quality are fully understood and fashioned into an important new implement for you."

Pointing up uses videotape could have for the advertisers, he said:

"Ever want to get a bright idea in motion fast? Videotape is the way to do it. Has your competitor socked your market with a stunning sales idea which you must counter quickly? Videotape is the answer. Have you ever wanted to implement three or four variations on a theme in order to see which one comes off best? You can do it on videotape while you wait. Does a special program situation or topical circumstance offer unusual opportunities for a custom-made commercial? With videotape you can do it just right—and very quickly. Ever want to service a sound track without remaking the whole job? Nothing compares with tape for speed and flexibility. Tape is tailor-made for television."

In answer to questions, Mr. Meighan and the Ampex officials said special duplicating equipment is being developed for Mr. Meighan's firm, that Ampex is now producing a stereo tape recorder, that 50 to 60 U.S. stations now are equipped with Ampex videotape equipment and orders now are being accepted for April delivery.

A crew from WTTG (TV) Washington assisted in the production, which was a feature of the opening day of ANA's annual fall meeting.

BIG BUYERS TO BUY EVEN BIGGER

- **Abrams forecast to ANA: more money for broadcast media in '59**
- **ANA executive also does some crystal-gazing into radio-tv's future**

Advertisers will spend $1.5 billion in all categories of television and $70 million in network radio in 1959, George J. Abrams, advertising vice president of Revlon and chairman of the radio-tv committee of the Assn. of National Advertisers, predicted last week.

"These are big and important dollars in any advertiser's book," he told the radio-tv workshop at ANA's 49th annual fall meeting (see page 39), "and I am glad to predict that the spending will help all of us to ring up a booming sales picture in the year ahead. If we can couple to big expenditure that atomic-like power of big ideas, then 1959 will be broadcast advertising's and *your* biggest year."

He broke down his tv prediction thus: "$400 million in spot, $800 million in network and $300 million in local billings. He did not estimate spot and local radio spending.

Mr. Abrams' forecast was made in a speech on "What's Ahead for Radio and Television." Other highlights:

• "Trans-oceanic tv, using satellites in space is the next big television development to widen our horizons."

• Some "new, fresh concept of an original show" will emerge and start a new trend in tv programming in 1959.

• "Television is going to become more daring."

• "There isn't one negative sign" to indicate that radio won't continue in popularity—but the outlook on program fare is "pretty glum."

• Advertisers in 1959 will learn more about broadcasting — at least partially through viewing studies of the type conducted by Miles Wallach (see page 48).

• "Smart network programmers" are going to cater "more and more to the tastes of the ice cream soda set rather than to the scotch-and-soda set." Early-evening programming will "continue to be . . . either heavy in western content or flavored with the so-called family appeal." This is because "television's juvenile selectors," unlike adults, "have no reservations about flicking the dial to a previously unwatched channel to catch a program they like."

• Quiz shows are basically gone, "but I'll also predict that a fresh new quiz concept would be just as likely to win public acclaim today as any of the dear departed programs did several years ago."

• "Crime and mystery shows are on the way back, and the cycle that commenced in '49 and '50 when you had *Danger, Suspense, The Web,* and *Man Against Crime* is due for revival."

• The long drama—hour or 90 minutes —"will continue to survive" and its content will be drawn increasingly from "two basic sources: documentary and classics."

• Musical and variety programs: staple fare, and "the difference between success and failure will lie in the personality around which the show is built."

• Daytime programming is "busting through with the same force which made daytime radio important to advertisers," with "the soap opera, the relaxed personality and children's programs" forming "the strong supports of a fast-growing daytime television operation."

• Improvement in programming: news coverage—"Think of the dramatic news



pulls "First All Day" rating!

Why? Because WFBM sounds *good* to Hoosiers . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Audiences for top personalities grow week after week . . . and remain attracted to WFBM's popular, more diversified program. The station's many different voices, plus a variety of music, give a daily lift to listeners.

City's biggest broadcast news staff of 12 men and 3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . . fast-moving world-wide coverage by exclusive WFBM-TIME Washington News Bureau.

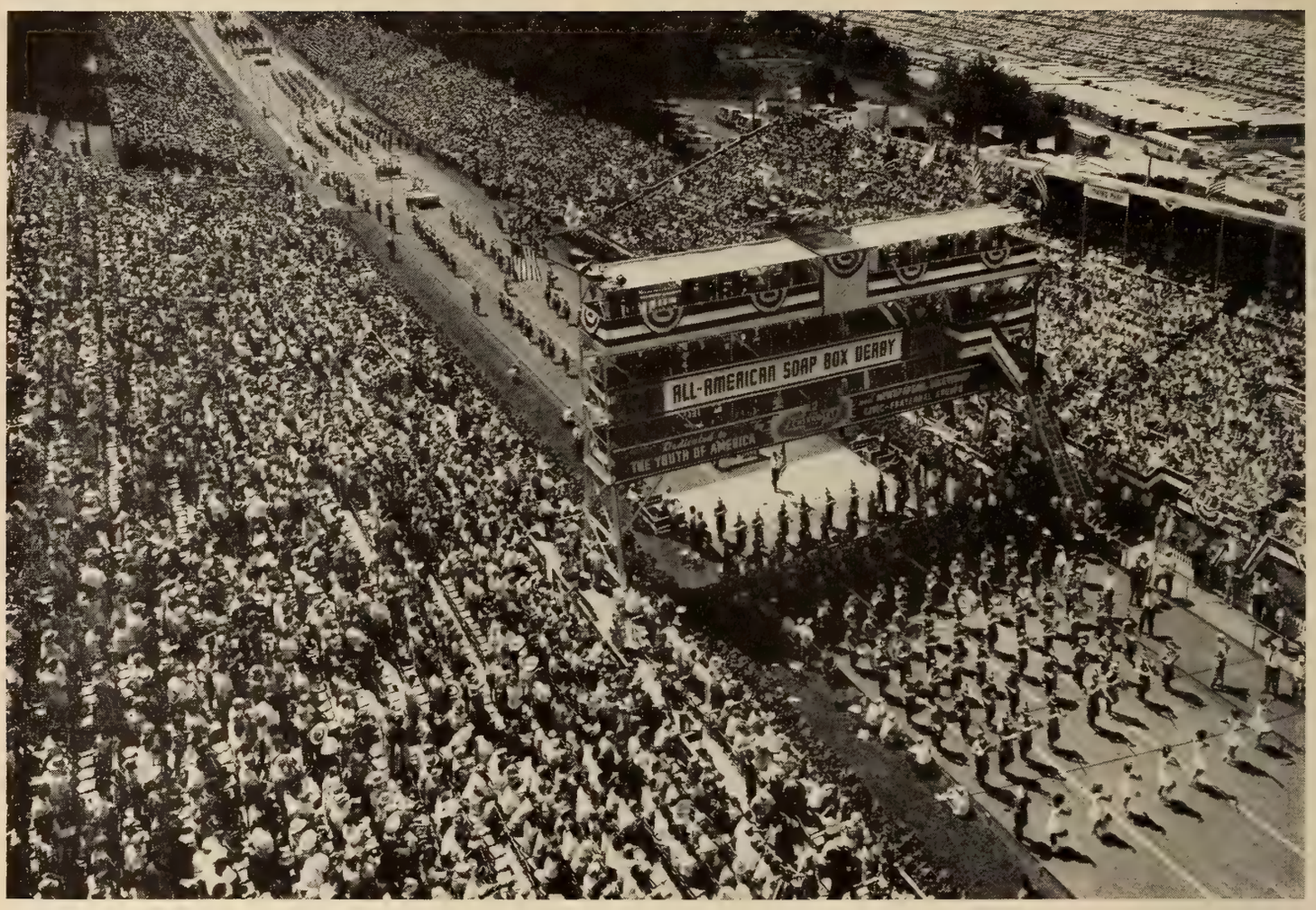
Your saturation spot campaigns belong right here . . . where you reach an even larger *cumulative* audience. Find out for yourself. (**Check WFBM first**)—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!





Over 75,000 people cheer the 2,500 marchers in the Parade of Champions—a thrilling Derby spectacle.

To all the men and women who sponsor the All-American Soap Box Derby — 50,000 PATS ON THE BACK!

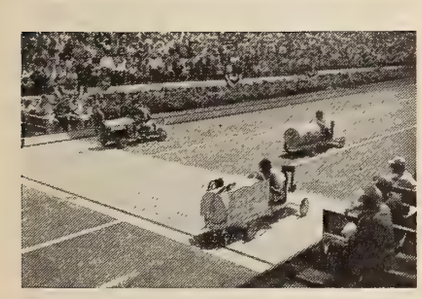
YOU GAVE nearly 50,000 boys a chance to roll down 160 local Derby courses for the thrill of their lives. More important, you helped them win something more than prizes: you've helped make *every* boy a champion.

We think that makes you champions, too. So, on behalf of 50,000 Derby racers, we'd like to thank you of the sponsoring newspapers, radio and television stations, civic and fraternal groups and Chevrolet dealers for handling a tough job so well. And we'd count it a privilege to work with you again next year when Soap Box Derby time rolls around. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

SOAP BOX DERBY

CHEVROLET

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albuquerque (N. M.) Tribune
Amarillo (Texas) Junior Chamber of Commerce
Ambridge (Pa.) B.P.O.E. 983 and The Daily Citizen
Amsterdam (N. Y.) Elks Club and Rotary Club
Anchorage (Alaska) Daily News
Anderson (Indiana) Herald
Anniston (Alabama) Star, Jaycees, Park Board & Radio Station WHMA
Asheville (N. C.) Junior Chamber of Commerce
Ashland (Ohio) Junior Chamber of Commerce
Ashtabula (Ohio) Junior Chamber of Commerce
Austin (Texas) American-Statesman
Babylon (N. Y.) Leader
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Big Spring (Texas) Herald
Birmingham (Alabama) News
Bluefield (W. Va.) Civitan Club & Junior Chamber of Commerce
Bowling Green (Ky.) Junior Chamber of Commerce
Bradford (Pa.) Journal
Butler (Pa.) Eagle & Optimist Club
Charleston (W. Va.) Optimist Club
Charlotte (N. C.) WSOC Broadcasting Co. & Jr. Chamber of Commerce
Cheyenne (Wyoming) Jr. Chamber of Commerce
Cicero (Illinois) Life Newspaper & Rotary Club
Clarksburg (W. Va.) Junior Chamber of Commerce
Cleveland (Ohio) News
Columbia (Mo.) Missourian & Optimist Clubs
Conshohocken (Pa.) American Legion
Cortland (N. Y.) WKRT Radio, Inc.
Coshocton (Ohio) Junior Chamber of Commerce
Covington (Georgia) Rotary Club
Crawfordsville (Ind.) Junior Chamber of Commerce
Dallas (Texas) Optimist Clubs of Dallas
Davenport (Iowa) Newspapers, Inc.
Daytona Beach (Fla.) Kiwanis Club of Halifax Area
Detroit (Mich.) News
Dodge City (Kansas) Kiwanis Club
Dover (N. H.) Lions Club, Inc.
Duluth (Minn.) Herald & News Tribune
Elgin (Illinois) Exchange Club
Elkhart (Indiana) Jaycees, Inc.
Ellwood City (Pa.) Ledger
Endicott (N. Y.) Daily Bulletin & WENE
Ephrata (Wash.) Cascade Broadcast. Co. KBAS-TV
Evansville (Indiana) Press
Fayetteville (N. C.) Observer & Jr. Chamber of Commerce
Flint (Michigan) Journal
Ft. Lauderdale (Fla.) Firemen's Benevolent Assn.
Ft. Worth (Texas) Press
Fredericksburg (Va.) Free Lance-Star
Fulton (N. Y.) B.P.O.E. Lodge No. 830
Gary (Indiana) Post-Tribune
Grand Junction (Colorado) The Daily Sentinel
Greensboro (N. C.) Junior Chamber of Commerce
Hamilton (Ohio) Junior Chamber of Commerce
Hancock (Mich.) B.P.O.E. Lodge No. 381
Hartford (Conn.) Times
Hudson (N. Y.) Register-Star
Huntington (W. Va.) Junior Chamber of Commerce
Indiana (Pa.) Evening Gazette & Junior Chamber of Commerce
Indianapolis (Indiana) Star
Jacksonville (Illinois) Journal Courier Co.
Johnstown (Pa.) Junior Chamber of Commerce
Kalamazoo (Mich.) WKZO-AM-TV
Kansas City (Mo.) Ararat Temple
Kinston (N. C.) Daily Free Press
Knoxville (Tenn.) Journal, Jr. Chamber of Commerce
Lancaster (Ohio) Eagle-Gazette Co.
Las Vegas (Nevada) Police Athletic League
Lawrenceburg (Indiana) B.P.O.E. Lodge No. 1836
Levittown (Pa.) Bristol Courier & Levittown Times
Lima (Ohio) News
Los Angeles (Cal.)—Orange County Newspaper Alliance (1) Foothill (2) Losor (3) Metro
Lubbock (Texas) Avalanche-Journal
Lynchburg (Va.) Daily Advance, Inc.
Magnolia (Ark.) Kiwanis Club
Mankato (Minn.) Junior Chamber of Commerce
Mansfield (Ohio) News-Journal
Marion (Indiana) Inter-Club Council & YMCA
McKeesport (Pa.) Daily News Publishing Co.
Michigan City (Ind.) Junior Chamber of Commerce
Middletown (Ohio) Optimist Club, Inc.
Minneapolis (Minn.) Junior Chamber of Commerce
Mission City (B. C.) Fraser Valley Record Ltd. & Vancouver Daily Province
Mt. Vernon (N. Y.) Junior Chamber of Commerce
Muncie (Indiana) Star
Natchez (Miss.) Times & Y's Men's Club
New Albany (Indiana) Tribune
New Brunswick (N. J.) Jr. Chamber of Commerce
New Orleans (La.) Item
Newport News (Va.) Hampton Roads Junior Chamber of Commerce
Norwalk (Ohio) Reflector Herald & Junior Chamber of Commerce
Oelwein (Iowa) Register, Jr. Chamber of Commerce
Ottumwa (Iowa) Daily Courier
Owensboro (Ky.) Messenger & Inquirer
Parkersburg (W. Va.) Junior Chamber of Commerce
Peoria (Illinois) West Central Broadcasting Co.
Petersburg (Va.) The Progress-Index
Phoenix (Arizona) KOOL Radio-TV, Inc.
Portland (Oregon) Oregon Television, Inc.
Poughkeepsie (N. Y.) Junior Chamber of Commerce
Provo (Utah) Daily Herald
Ravenna-Kent (Ohio) The Record-Courier
Richland (Wash.) American Legion Post 71
Richmond (Va.) Junior Chamber of Commerce
Roanoke (Va.) Times & World News
Rochester (N. Y.) Times-Union
Roswell (N. M.) Daily Record
St. Catharines (Ontario) Standard Ltd.
St. Paul (Minn.) Junior Chamber of Commerce
Sacramento (Cal.) The 20-30 Club, Sacramento No. 1 & KCRA Radio and TV
Salem (Ore.) Capital Journal
San Antonio (Texas) Express-News
San Bernardino (Cal.) The Sun Company
San Diego (Cal.) Union
Sandusky (Ohio) Newspapers, Inc.
San Francisco (Cal.) News
Savannah (Ga.) Junior Chamber of Commerce
Seattle (Wash.) KING Broadcasting Co.
Shamokin (Pa.) News-Dispatch & Optimist Club
Sidney (Ohio) Printing & Publishing Co. & Junior Chamber of Commerce
Sioux City (Iowa) Junior Chamber of Commerce
Sioux Falls (S. D.) Argus-Leader
South Bend (Ind.) Junior Association of Commerce
Spokane (Wash.) Junior Chamber of Commerce
Springfield (Illinois) Illinois State Register
Springfield (Mass.) Junior Chamber of Commerce
Staunton (Va.) The Leader Papers
Stockton (Cal.) Karl Ross Post No. 16, American Legion
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT Television
Terre Haute (Ind.) Tribune-Star Pub. Co., Inc.
Tidewater (Va.) Virginian-Pilot
Torrington (Conn.) WTOR-Radio
Torrington (Wyo.) Telegram
Trenton (Mo.) Republican Times & Junior Chamber of Commerce
Trenton (N. J.) Times
Tucson (Ariz.) Daily Citizen
Vancouver (Wash.) The Columbian
Waco (Texas) News Tribune & Times Herald
Warren (Ohio) Tribune Chronicle
Warren (Pa.) Times Publishing Co. & Junior Chamber of Commerce
Warsaw (Indiana) Kosciusko County Shrine Club
Washington (D. C.) Evening Star Newspaper Co.
Watertown (S. D.) Public Opinion
West Palm Beach (Fla.) Firemen's Benevolent Assn.
Wichita (Kansas) Beacon
Winston-Salem (N. C.) Jr. Chamber of Commerce
Woodstock (Illinois) McHenry County Gazette
Wooster (Ohio) Republican Printing Co. d/b/a Wooster Daily Record
Yakima (Wash.) Cascade Broadcast. Co. KIMA-TV
York (Pa.) Recreation Commission
Germany, Adam Opel A/G
Philippines, Northern Motors
Venezuela



◀ First event: the traditional Oil Can Trophy sprint. This time, Pat Boone crosses the finish line just ahead of Guy Madison and Eddie Bracken, each in his own specially designed racer.

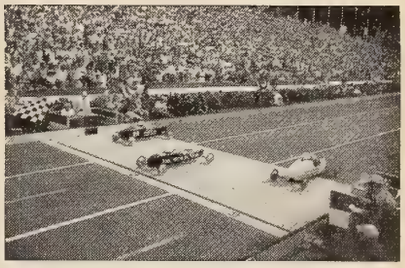
Backed by the lovely ▶ Mrs. Boone, Pat shows off his Oil Can Trophy. Guy Madison and Eddie Bracken look on, as does W. G. Power, Chevrolet's advertising manager.





◀ Intent on the track ahead, this boy takes his first trial run down Derby Hill on Test Run Day. During this period, each boy gets a chance to familiarize himself with the track.

A typically breathtaking ▶ Derby finish. This is the final heat, with James Miley winning, followed closely by Ronnie Ashley of Los Angeles and David Hilligoss of Anderson, Indiana.





◀ James Miley of Muncie, Ind., receives the 1958 All-American Soap Box Derby Championship trophy from E. N. Cole, vice president of General Motors and general manager of Chevrolet.

K. E. Staley, executive ▶ assistant general sales manager of Chevrolet, presents the $5,000 College Scholarship award to James at the Banquet of Champions attended by 1,700 people.



programs one could develop with the kind of funds generally allocated to a prime evening show. With such money, the use of more remote broadcasting, with on-the-scene coverage of important events, would be commonplace. Where too are the personalities of the past, like the staccato Floyd Gibbons, H. V. Kaltenborn and Gabriel Heatter, who made news come alive when we would listen instead of look a decade ago?"

• The hour-long spectacular with top name talent will continue, enabling one advertiser to "create special attention for a big event" or several smaller advertisers "to share in a big television event."

• "Color television *has* to grow. Like any product you make, if it's good, the public soon knows about it and the word passes along."

To buttress his prediction that transoceanic tv will be the next big technical step in television, Mr. Abrams quoted such experts as Dr. John Pierce of Bell Labs and Dr. Charles Sonnett of Ramo-Wooldridge Co. of Los Angeles. He said:

"What these electronic engineers foresee is that a series of space satellites would rotate about the earth. There would always be one in such a position that tv signals could be bounced across the ocean. These satellites—about 10 of them—would be 100-foot spheres out 2,200 miles in space and they would reflect signals from a transmitter here on earth. Dr. Pierce predicts that if they can get a 1,000-foot sphere out 22,000 miles in space, all you need is one—because it would rotate at the same rate as the earth and virtually hang up there in space."

Mr. Abrams left his audience to speculate on "what transoceanic television can mean to both the networks and advertisers."

He listed videotape along with color as important recent developments on television, and called attention to the tape demonstration held later in the ANA meeting (see page 40).

A new, fresh tv program concept is "the Shangri-La all advertisers seek," Mr. Abrams said, adding that there is good reason for predicting "some smart, striking idea" will break through in 1959. "During the last few months I have seen more and more efforts brought to my desk, efforts which could only be termed 'departures' from the norm."

Predicting tv will become "more daring," he said:

"While the broadcasters have held back on editorializing and have skirted the controversial for a long time, I predict that you will see a breaking away from this time-shaped pattern, as these broadcasters realize the desire of an independent public for some independent spirited thinking. The sort of programming that presents Dr. Joyce Brothers discussing intimate marital relations was taboo five years ago. The sort of hot topics paraded on some of our recent courtroom television dramas. the recent *Playhouse 90* dramatization of the death of Stalin all represent breakaways, and more will come."

Radio is on the move—in cars, 35.2 million of them Mr. Abrams noted, adding that these car sets also are being used.

"Unlike the home radio—which is also growing in number—the radio-on-the-move has no television competition," he pointed out. "In fact, you might say, except for billboards, it has no direct advertising competition, that automobile radio creates as close to a captive audience as you could devise. And for selling certain products, such as shaving cream or razor blades, who could ask for better captives than the guy driving to work who has just scraped his skin?

"Does it take a crystal ball to predict that radio will continue in popularity? There isn't one negative sign on the horizon—not even the 42 million tv sets we hear so much about."

But radio programming is another matter, he suggested. "What a wide-open area for imaginative creative program thinking in this vacuum-tube world. But don't expect much change in 1959."



ANA's Abrams: *purveyor of good news*

ANA CALM ABOUT WALLACH STUDY

Researcher Miles Wallach put his controversial viewing-vs.-ratings study [LEAD STORY, Nov. 10; ADVERTISERS & AGENCIES, Nov. 3] before the Assn. of National Advertisers last week—and, according to participants in the closed session, stirred scarcely a ripple.

The study turned out to have three heads. On the basis of personal, in-home interviews conducted while viewing was in progress, Mr. Wallach claimed that:

• An advertiser may be getting up to 30% less actual viewing than existing rating services indicate.

• An advertiser may be getting audiences that don't constitute his best sales prospects and

• An advertiser's program may be falling down on its selling job.

Mr. Wallach assured the assembled advertisers at the ANA radio-tv workshop that his new service, Television Personal Interviewing Ratings Inc. (TPI), would help solve all these problems and more.

George Abrams of Revlon Inc., chairman of the ANA radio-tv committee, discussion leader in the session at which Mr. Wallach spoke, and also an original investor in the TPI service, said he was "impressed," and was especially "disturbed" by TPI findings that *$64,000 Question,* now abandoned by Revlon, appealed primarily to an older audience.

He said that when Revlon goes to buy a program in the future it will get an "audience profile" in advance—and, having signed for *Person to Person* to replace *$64,000 Question,* will seek one on that too. CBS-TV network president Lou Cowan is interested in such pre-testing and has offered the cooperation of some CBS-TV stations, provided advertisers pay the cost, he added.

Mr. Abrams ventured that all three networks will gradually begin to offer, more frequently, audience analysis to show why a specific show is just right for a specific advertiser.

Mr. Wallach said that officials of Chrysler —which along with Revlon, Ford and *Reader's Digest* underwrote the studies forming the basis of the report to ANA—regarded the results "favorably."

He also said, without naming them, that "over a score of other firms" want similar studies made.

But among other ANA members excitement was hard to discern. Other participants in the workshop said the report generated little or no comment among veteran television advertisers and not much among the rest. It evoked no questioning from the floor, Mr. Wallach indicated. Explaining the studies, he said more than 6,000 personal coincidental in-home interviews were completed in a week in Philadelphia, Chicago and Los Angeles. The technique stemmed originally, he said, from advertiser "dissatisfaction" with existing rating data and "the one fact that decisions involving millions of dollars in advertising expenditures were being made on shaky and questionable information."

Mr. Wallach told the group:

"One of the most startling findings . . . is one which questions the advisability of using mechanical devices [EDITOR'S NOTE: Defined as including "telephones, audimeters or electronic impulses"] to measure audiences. . . . It requires in-home interviewing to discover whether a set in use is actually being viewed, partially viewed or not watched at all.

". . . Five percent of homes on an average



Amarillo, Texas has been electrified by the vital new Television Force of K-7 . . . KVII-TV! It began with new ownership and management, progressed to full-time ABC interconnection and a programming day that now starts at 8 a.m., backed by the most complete and exciting promotional campaign in the city's history! And now, the final touch for national and regional advertisers . . . 316,000 watts — maximum power — from the highest tower in the area. Get full details on the NEW Amarillo TV story from the Bolling Company.

C. R. "DICK" WATTS, V. PRES. & GEN'L MGR. • REPRESENTED NATIONALLY BY THE BOLLING COMPANY.

abc
KVII-TV
AMARILLO, TEXAS

SERVING A RICH AND GROWING FOUR-STATE MARKETING AREA

evening had a television set on, but no one in the household was watching the program. Moreover, on an average weekday evening the television viewer in about one out of every four homes is busy doing other things while the television set is in operation—such as reading newspapers, magazines, books, etc. It is interesting to note that on Sunday, where the viewer is generally home all day, this figure drops during evening hours from approximately 24% to 12%."

Mr. Wallach challenged the notion that Saturday night viewing equals or exceeds that on other nights. Where existing services show sets-in-use ranging from about 28% at 6-7 p.m. Saturdays to as high as 58% at 10 p.m., he said his studies showed a reverse trend: 40.7% at 6-7 p.m. in Los Angeles, 38.4% at 8-9 p.m. in Chicago and 34.6 at 9-10 p.m. in Philadelphia.

"Probably the most important area to the television advertiser," Mr. Wallach said, "is what the in-home studies showed regarding the effect a program has on the viewer and whether the audience is the right one for the use of his product."

He said that viewers of Revlon's *$64,000 Question* were heaviest users of Revlon lipsticks and that viewers of *Question* give Revlon a 38.4% brand-usage share, compared to 33 to 37% among viewers of Ed Sullivan, Lawrence Welk and other non-Revlon programs.

The study gave the Welk shows, sponsored by Dodge and Plymouth, a good score on pre-selling: about 4% of Sullivan and *Question* viewers said they intend to buy a Plymouth in 1959, but among viewers of the Welk shows it was 6.2% on the Wednesday program and 10.6% on the Saturday night edition. Where 1% of Sullivan and *Question* viewers said they plan to buy a Dodge, 6.4% of Welk Saturday night and 2.1% of Welk Wednesday night watchers indicated Dodge buying plans.

Mr. Wallach said he found a different situation with Mercury and its Sullivan show —2.3% of Sullivan viewers planned to buy a Mercury, whereas the number of Mercury prospects was almost as high among the audiences of Welk (2.1%) and *Question* (2.2%).

Mr. Wallach said he did not profess to know whether "this raises the possibility that the *Ed Sullivan Show* may have reached the point of diminishing returns for Mercury." He noted that many other factors influence auto sales.

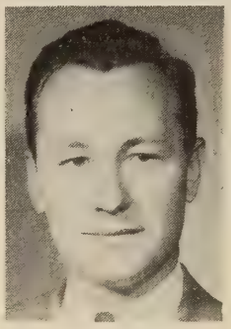
The study found "sponsor identification" so hazy "that unless specifically requested by the advertiser, we are not even sure whether it could be included in future studies."

Examining audience composition, the report said that Welk and *Wagon Train*, competing on Wednesday nights, have "amazingly similar" audience patterns in the 20-50 age group, but that below 20 *Wagon Train* is considerably stronger while Welk has 35% of the audience in the over-50 bracket.

"Bear in mind that both programs are sponsored by automotive manufacturers," Mr. Wallach said. "Can both audiences be right?"

Dodge Resignation Surprise at Richards

Sherwood Dodge, one of the principals of Foote, Cone & Belding Inc., New York, until he resigned a year ago last June to join Fletcher D. Richards Inc. as executive vice president, last Monday (Nov. 10) announced his resignation from the Richards agency.



MR. DODGE

The announcement came as a surprise to the staff of the Richards firm as it did to other agencies, but apparently the move had been in the making for some time. Mr. Dodge said it was "no overnight decision." He added that he has no immediate plans other than to vacation in Mexico.

In a staff memorandum issued last week, Mr. Dodge said his reasons were "deeply personal." He would not enlarge upon this, but his memo suggested an internal conflict. Said the memo: "While Mr. [Fletcher D.] Richards and I part on friendly terms, we both understand that what he feels is best for the company's future is not necessarily the course which makes the best use of my capacities, or which best fulfills my own views on agency organization and service."

Mr. Dodge has been closely identified with Eugene I. Harrington, who resigned as president earlier this year to return to the West Coast to become head of Honig-Cooper, Harrington & Miner Inc., San Francisco. Mr. Harrington, it is reported, prevailed upon Mr. Dodge to sever his ties with FC&B in 1957 and join the Richards agency as chief internal administration officer.

However, Mr. Dodge noted last week he seeks no reunion with Mr. Harrington out West, that he intends to relocate in an agency post "in New York."

Executives at the Richards agency, when asked for possible reasons behind Mr. Dodge's resignation, insisted that only one man could clarify "the issues." But that man wouldn't.

Mr. Richards said Tuesday (Nov. 11) that during the time of Mr. Dodge's association "the other members of management and I worked closely with him. While we have the highest regard for his particular views and capacities it became clear to all of us, as well as to Mr. Dodge, that they were not best expressed within the framework of the agency's long-range plans."

Reiteration is Key to Tv Ads, EWR&R Staffer's Report Shows

"Really effective tv commercials are those which set up a problem and solve it via product use."

This judgment is one of the features of the study undertaken by Robert Aledort, research director of EWR&R, and released by the agency last week. Mr. Aledort's analysis drew upon earlier studies of tv commercials made by the Schwerin Research Corp., Institute for Motivational Research, Gallup & Robinson Inc., Young & Rubicam, Kenyon & Eckhardt and McCann-Erickson.

Mr. Aledort asserts that it is mandatory to use tv to "its best advantage" because of the medium's unique factor of combining sight and sound. He suggests that in product demonstration, the commercial should point up how the product will satisfy a need or desire to the viewer.

"The total effect of the commercial is what is left in the viewer's mind," the study states. "Reiterate, recapitulate, help the viewer remember by orienting him and giving him a framework. A giant in the soap field has the point of view: "Tell them what you're going to tell them, tell them, and then tell them what you have told them."

Mr. Aledort warns against "crowding too much in a commercial." This includes ideas, sales points, words, video scenes, dissolves and superimpositions. He acknowledges that "supers help recall scores, but claims there is a limit: about six in a one-minute commercial are enough."

Reach, McClinton-Pershall Pact Creates New $20 Million Agency

Reach, McClinton & Co., New York, now claims to be billing at an annual rate of $20 million as a result of adding 13-year-old J. R. Pershall Co., Chicago, in a merger.

Under the new Chicago set-up, Reach, McClinton & Pershall, is being formed as an Illinois corporation with Mr. Pershall becoming president and Charles Dallas Reach, who is board chairman of Reach, McClinton, slated to serve in that capacity in the new company.

With the merger, Reach, McClinton adds billing from Pershall clients including Hi-C Div. of Minute Maid, Northern Illinois Gas Co., Home Builders Assn. of Chicagoland and Zenith Radio Distirbuting Corp. Reach's Chicago office services Prudential Insurance in that area and a few other smaller accounts. Prudential is Reach's top billing national account.

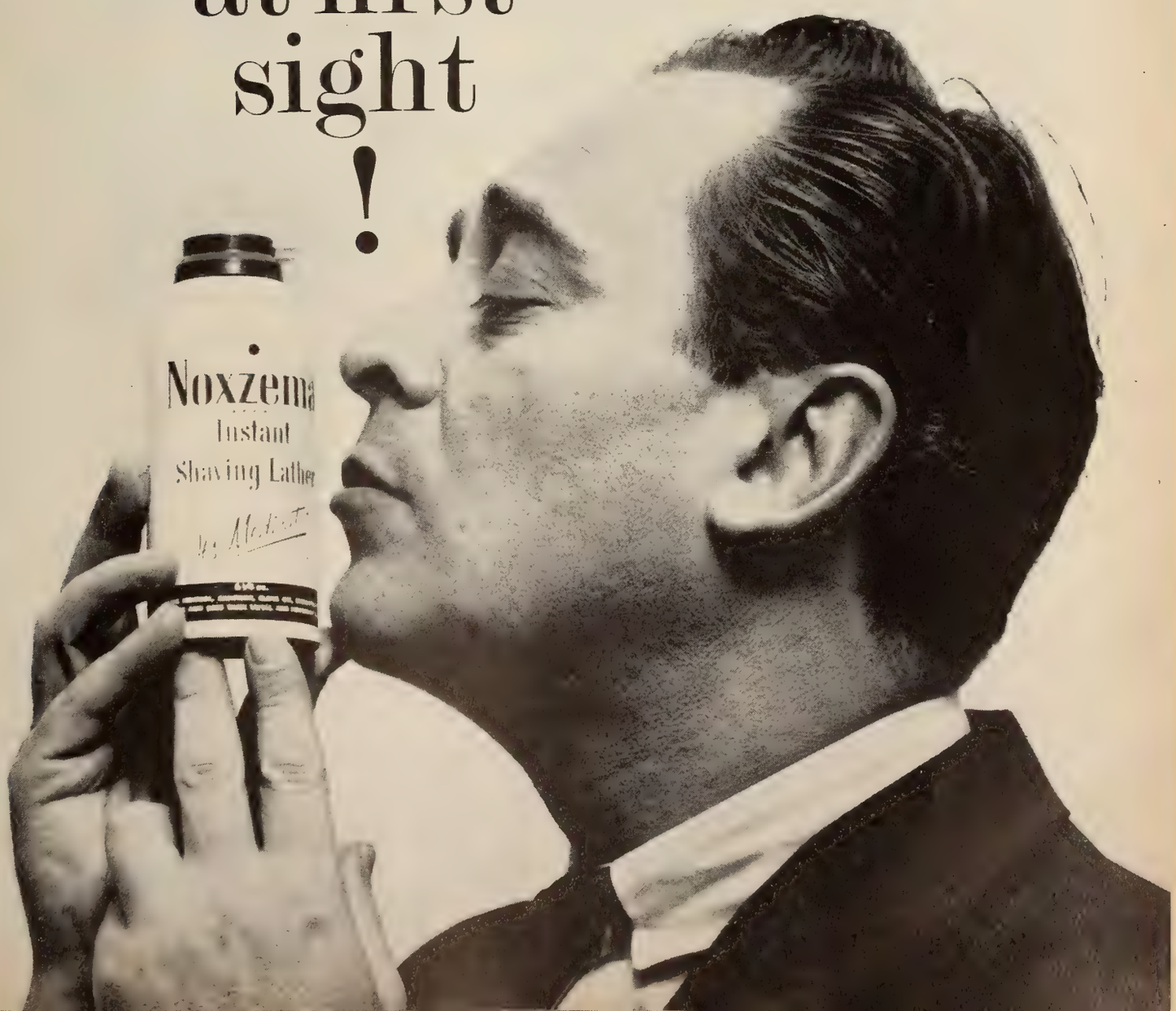


MERGER *principals H. L. McClinton (l), president of Reach, McClinton, and J. R. Pershall, president of the agency bearing his name, review terms of the consolidation pact.*

A few weeks ago on network television, VIDEOTAPE and NTA'S TELESTUDIOS did it again. Top talent Louis Nye came on as only Louis Nye can... came on great for Noxzema Instant Shaving Lather. And that's the way the creative doers at D. C. S. & S. planned it. They called for and got all the impact of a live commercial to integrate with a live network program. Just as important, they knew they had it days before the commercial ever went on the air. That's because they got it with VIDEOTAPE at TELESTUDIOS. Time saving, dollar saving, live quality — nothing less would do for Doherty, Clifford, Steers and Shenfield, Inc. Nothing less can do for you. That's why TELESTUDIOS' top management personally supervises every VIDEOTAPE "take". That's why so many key producers, such as Robert Nathe of D. C. S. & S. look fondly toward tape at TELESTUDIOS for commercials, pilots and programs. It's a clear case of live at first sight with VIDEOTAPE at NTA'S **TELESTUDIOS, INC.**

1481 Broadway, New York, N. Y., LOngacre 3-6333

Live at first sight!



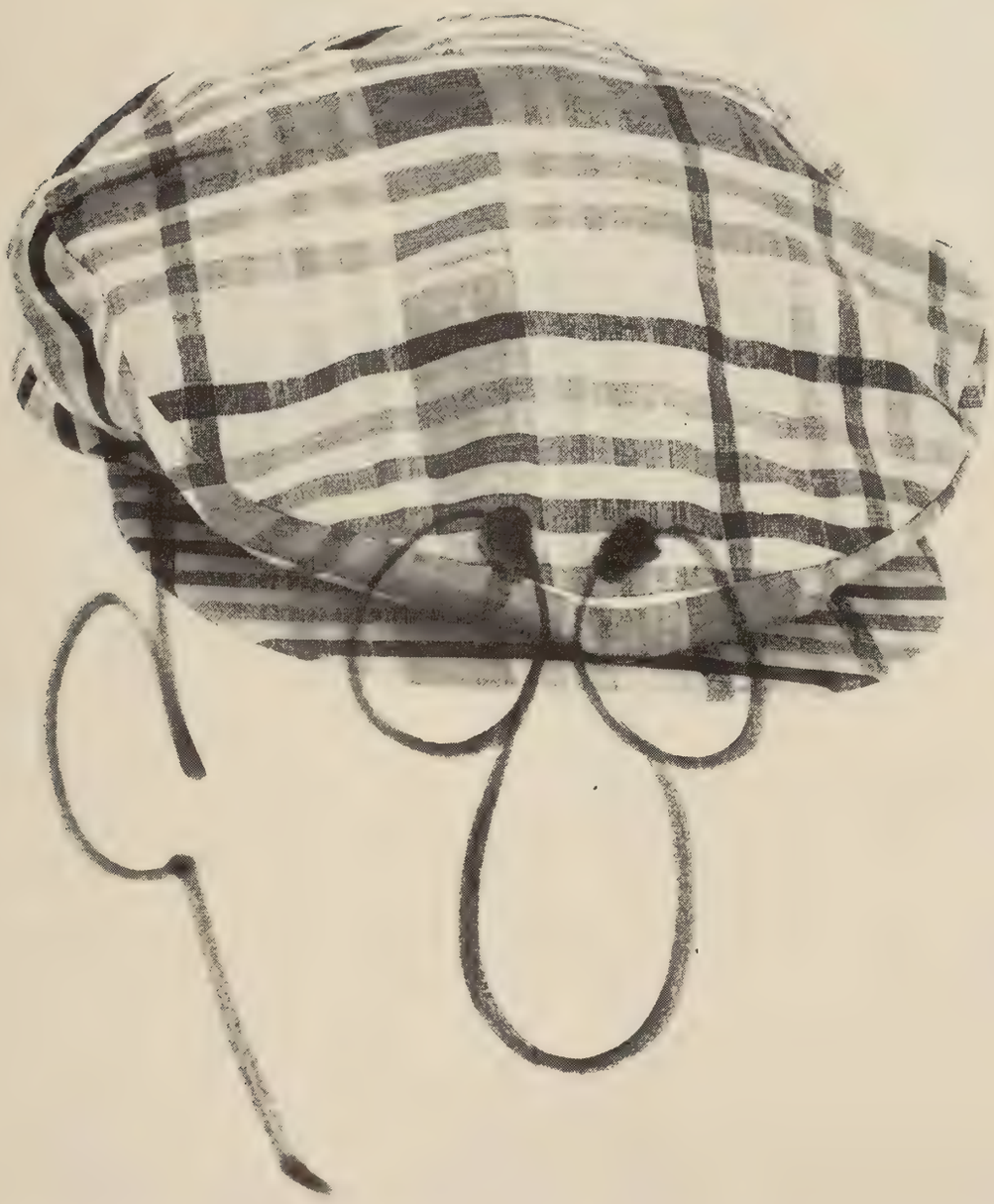


When all of the automobiles in Los Angeles are placed end to end–it's the usual afternoon hustle from work to suburbia. The fact that it moves smoothly, even swiftly, demonstrates that it pays to drive with both ears firmly on KMPC...where Johnny Grant's Freeway Club (2 to 6 pm), backstopped by three mobile units, helps the homing motorist bypass any traffic impasse. / Freeway Club is another of the common sense services, combined with uncommon taste in music, that gives KMPC a full 39% more audience than the next most favored station in Los Angeles. / So in free wheeling L. A., choose the station that captivates the captive audience

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES

Source: Pulse of Los Angeles, July-August, 1958.



San Francisco is getting too big for its bridges. Unwary motorists easily become corks in Bayshore bottlenecks. But smarter drivers avoid the crush by keeping tuned to Bob Colvig's Commute Club—afternoons, 4 to 7, on KSFO. It's a bright, brisk blend of music and traffic bulletins that keeps autoists from losing their wits and ways. / Commute Club is still another reason why KSFO has half again as much audience as any other radio station in the San Francisco-Oakland market, including, of course, far, far more listeners out of home. / You can get your share of this bumper-to-bumper crop of attentive commuters. Just turn right to

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO

Source: Pulse of San Francisco, July-August 1958.

Six Months of Tv Spending in Network-Spot

A tally of advertiser expenditures for tv time (network and spot) for the first six months of this year shows food-grocery product advertisers leading all other classifications. The foods advertisers came in with $118.8 million ($53.2 million in network tv and $65.6 million in spot tv).

Estimated in gross rates, the figures are contained in a special report released by Television Bureau of Advertising. The tabulation by product classification is based on compilations by N.C. Rorabaugh Co. on spot tv and Leading National Advertisers and Broadcast Advertisers Report on network tv.

	Network	Spot	Total
AGRICULTURE	$ 13,000	$ 677,000	$ 690,000
Feeds, Meals	13,000	357,000	370,000
Miscellaneous	——	320,000	320,000
ALE, BEER & WINE	3,174,000	21,002,000	24,176,000
Beer	2,758,000	19,236,000	21,994,000
Wine	416,000	1,766,000	2,182,000
AMUSEMENTS & ENTERT'M'T.	213,000	252,000	465,000
AUTOMOTIVE	28,852,000	4,004,000	32,856,000
Anti-Freeze	——	3,000	3,000
Batteries	556,000	15,000	571,000
Cars	24,303,000	2,453,000	26,756,000
Tires & Tubes	1,320,000	766,000	2,086,000
Trucks & Trailers	1,079,000	54,000	1,133,000
Misc. Accessories & Supplies	619,000	713,000	1,332,000
Automotive Institutional	975,000	——	975,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	7,247,000	1,644,000	8,891,000
Fixtures, Plumbing, Supplies	——	308,000	308,000
Materials	1,053,000	340,000	1,393,000
Paints	687,000	823,000	1,510,000
Power Tools	60,000	16,000	76,000
Miscellaneous	55,000	157,000	212,000
Industrial Materials Institutional	5,392,000	——	5,392,000
CHEMICALS INSTITUTIONAL	68,000	——	68,000
CLOTHING, FURNISHINGS	1,756,000	5,863,000	7,619,000
Clothing	823,000	4,866,000	5,689,000
Footwear	869,000	838,000	1,707,000
Hosiery	59,000	144,000	203,000
Miscellaneous	5,000	15,000	20,000
CONFECTIONS & SOFT DRINKS	5,308,000	13,926,000	19,234,000
Confections	4,425,000	5,394,000	9,819,000
Soft Drinks	883,000	8,532,000	9,412,000
CONSUMER SERVICES	6,525,000	7,252,000	13,777,000
Dry Cleaning & Laundries	——	51,000	51,000
Financial	——	921,000	921,000
Insurance	3,627,000	1,355,000	4,982,000
Medical & Dental	——	80,000	80,000
Moving, Hauling, Storage	——	179,000	179,000
Public Utilities	1,755,000	3,731,000	5,486,000
Religious, Political, Unions	621,000	527,000	1,148,000
Schools & Colleges	——	64,000	64,000
Miscellaneous Services	522,000	344,000	866,000
COSMETICS & TOILETRIES	40,465,000	24,109,000	64,574,000
Cosmetics	4,196,000	3,642,000	7,838,000
Deodorants	3,545,000	1,193,000	5,476,000
Depilatories	11,000	115,000	126,000
Hair Tonics & Shampoos	8,374,000	4,967,000	13,341,000
Hand & Face Creams & Lotions	2,266,000	1,653,000	3,919,000
Home Permanents & Coloring	7,541,000	3,114,000	10,655,000
Perfumes, Toilet Waters, etc.	325,000	443,000	768,000
Razors, Blades	3,291,000	274,000	3,565,000
Shaving Creams, Lotions, etc.	2,838,000	867,000	3,705,000
Toilet Soaps	7,262,000	6,479,000	13,741,000
Miscellaneous	816,000	624,000	1,440,000
DENTAL PRODUCTS	8,940,000	8,186,000	17,126,000
Dentifrices	7,835,000	7,347,000	15,182,000
Mouthwashes	819,000	375,000	1,194,000
Miscellaneous	286,000	464,000	750,000
DRUG PRODUCTS	25,814,000	20,401,000	46,215,000
Cold Remedies	3,119,000	3,644,000	6,763,000
Headache Remedies	9,175,000	3,883,000	13,598,000
Indigestion Remedies	3,119,000	4,603,000	7,722,000
Laxatives	2,552,000	1,730,000	4,282,000
Vitamins	2,950,000	1,722,000	4,672,000
Weight Aids	165,000	1,007,000	1,172,000
Miscellaneous	4,194,000	3,446,000	7,640,000
Drug Stores	——	366,000	366,000
FOOD & GROCERY PRODUCTS	53,218,000	65,588,000	118,806,000
Baked Goods	1,801,000	14,265,000	16,066,000
Cereals	13,979,000	4,586,000	18,565,000
Coffee, Tea & Food Drinks	8,303,000	15,671,000	23,974,000
Condiments, Sauces, Appetizers	2,039,000	3,036,000	5,075,000
Dairy Products	5,655,000	3,875,000	9,530,000
Desserts	2,252,000	1,353,000	3,605,000
Dry Foods	5,796,000	3,562,000	9,358,000
Miscellaneous Frozen Foods	277,000	622,000	899,000
Fruits & Vegetables, Juices	4,479,000	3,441,000	7,920,000
Macaroni, Noodles, Chili, etc.	566,000	842,000	1,408,000
Margarine, Shortenings	3,078,000	3,720,000	6,798,000
Meat, Poultry & Fish	1,893,000	3,157,000	5,050,000
Soups	1,674,000	185,000	1,859,000
Miscellaneous	1,426,000	2,887,000	4,313,000
Food Stores	——	4,386,000	4,386,000
GARDEN SUPPLIES	213,000	547,000	760,000
GASOLINE & LUBRICANTS	1,501,000	12,103,000	13,604,000
Gas & Oil	1,501,000	11,532,000	13,033,000
Oil Additives	——	479,000	479,000
Miscellaneous	——	92,000	92,000
HOTELS, RESORTS, RESTAURANTS	88,000	200,000	288,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES	8,482,000	6,553,000	15,035,000
Cleaners, Cleansers	3,862,000	4,202,000	8,064,000
Floor & Furniture Polishes & Waxes	2,292,000	1,757,000	4,049,000
Glass Cleaners	863,000	182,000	1,045,000
Home Dry Cleaners	442,000	174,000	616,000
Shoe Polish	705,000	32,000	737,000
Miscellaneous	318,000	206,000	524,000
HOUSEHOLD EQUIPMENT	6,999,000	2,481,000	9,480,000
HOUSEHOLD FURNISHINGS	1,356,000	1,274,000	2,630,000
Beds, Mattresses, Springs	137,000	884,000	1,021,000
Furniture & Other Furnishings	1,219,000	390,000	1,609,000
HOUSEHOLD LAUNDRY PRODUCTS	24,811,000	18,652,000	43,463,000
Bleaches, Starches	1,337,000	2,513,000	3,850,000
Packaged Soaps, Detergents	23,326,000	15,315,000	38,641,000
Miscellaneous	148,000	824,000	972,000
HOUSEHOLD PAPER PRODUCTS	4,701,000	2,685,000	7,386,000
Cleansing Tissues	379,000	697,000	1,076,000
Food Wraps	1,462,000	602,000	2,064,000
Napkins	745,000	198,000	943,000
Toilet Tissues	1,422,000	446,000	1,868,000
Miscellaneous	693,000	742,000	1,435,000
HOUSEHOLD, GENERAL	3,640,000	2,281,000	5,921,000
Brooms, Brushes, Mops, etc.	——	252,000	252,000
China, Glassware, Crockery, Containers	1,074,000	36,000	1,110,000
Disinfectants, Deodorizers	1,236,000	582,000	1,818,000
Fuels (Heating, etc.)	——	353,000	353,000
Insecticides, Rodenticides	509,000	376,000	885,000
Kitchen Utensils	107,000	84,000	191,000
Miscellaneous	714,000	598,000	1,312,000
NOTIONS	7,000	221,000	228,000
PET PRODUCTS	3,517,000	2,393,000	5,910,000
PUBLICATIONS	781,000	519,000	1,300,000
SPORTING GOODS, TOYS	845,000	575,000	1,420,000
Bicycles & Supplies	——	3,000	3,000
General Sporting Goods	——	10,000	10,000
Toys & Games	136,000	500,000	636,000
Miscellaneous	709,000	62,000	771,000
STATIONERY, OFFICE EQUIPMENT	1,727,000	57,000	1,784,000
TELEVISION, RADIO, ETC.	5,013,000	675,000	5,688,000
Antennas	——	84,000	84,000
Radio & Tv Sets	3,186,000	152,000	3,338,000
Records	466,000	302,000	768,000
Miscellaneous	1,361,000	137,000	1,498,000
TOBACCO PRODUCTS & SUPPLIES	29,201,000	16,990,000	46,191,000
Cigarettes	28,997,000	15,577,000	44,574,000
Cigars, Pipe Tobacco	80,000	1,226,000	1,306,000
Miscellaneous	124,000	127,000	251,000
TRANSPORTATION & TRAVEL	1,547,000	1,601,000	3,148,000
Air	666,000	648,000	1,314,000
Bus	638,000	446,000	1,084,000
Rail	——	440,000	440,000
Miscellaneous	243,000	67,000	310,000
WATCHES, JEWELRY, CAMERAS	6,775,000	3,127,000	9,902,000
Cameras, Accessories, Supplies	4,141,000	171,000	4,312,000
Clocks & Watches	934,000	1,870,000	2,804,000
Jewelry	160,000	60,000	220,000
Pens & Pencils	1,031,000	1,003,000	2,034,000
Miscellaneous	509,000	23,000	532,000
MISCELLANEOUS	274,000	3,577,000	3,851,000
Trading Stamps	——	452,000	452,000
Miscellaneous Products	274,000	1,442,000	1,716,000
Miscellaneous Stores	——	1,683,000	1,683,000
TOTAL	$283,071,000	$249,415,000	$532,486,000

buy St. Louis à la card*



TOP RATED AVAILABILITIES

PROMOTION FOLLOW-THROUGH

LOWEST COST PER M

MORE VIEWERS PER SET

*KTVI rate card... your lowest cost per thousand TV buy in St. Louis

Represented nationally by BLAIR-TV

KTVI CHANNEL 2 ST. LOUIS abc

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

READY TO ROLL • Lehn & Fink Products Corp., for new Rolit 2 in 1 deodorant, starting ad campaign with co-op money available for radio spot. Agency: McCann-Erickson, N. Y.

SWEET SMELL OF SPOT • Chesebrough-Ponds (Matchabelli perfumes), N. Y., has set new tv spot campaign beginning Dec. 1, mostly using minute in nighttime three times weekly. Drive is for four weeks; markets not specified. Morse International, N. Y., is agency (account switches Jan. 1 to J. Walter Thompson) as result of sale of Matchabelli line from Vicks Chemical to Chesebrough-Ponds).

SHOT OF JAVA • Introductory campaign for Tasti-Cup Coffee Corp. (Tasti-Cup liquid instant coffee in push-button can), N. Y., may make use of tv, market-by-market, according to its agency, Roy S. Durstine Inc. No set media plans have yet been made.

MILLION MORE • NBC Radio last week reported $1 million in new buys, headed by Bristol-Myers' (Trushay) 52-week renewal of daytime and *Monitor* schedule through BBDO. Other buyers and their agencies: Scott Paper, J. Walter Thompson; Lever Bros. (Pepsodent), Foote, Cone & Belding; Aluminum Co. of America, Fuller & Smith & Ross; Elgin National Watch, J. Walter Thompson; American Safety Razor, Kenyon & Eckhardt; A. Stein & Co. (Perma-Life Products), Cruttenden Adv.; Christian Reformed Church, Stoetzel & Assoc.; B. Manischewitz & Co., Al Paul Lefton Co.; Lutheran Laymen's League, Gotham-Vladimir Adv.

FUTURE FULFILLMENT • Christmas Club via Brooke, Smith, French & Dorrance, N. Y., returns to network radio today (Nov. 17) for a four-week saturation campaign on MBS—five-minute Monday-Friday newscasts. Promotion is geared to promote 1959 Christmas clubs at banks, savings and loan institutions which this year will distribute $1.4 billion in accumulated Christmas club funds to some 13 million members.

BREW RENEWS • Hills Bros. Coffee, N. Y., has renewed its co-sponsorship of *Frank Goss News* (Mon. through Sat., 5:45-5:55 p.m., PST) on KNX Los Angeles and CBS Radio Pacific Network for 52 weeks. Renewal is effective Dec. 1 on 20 CRPN stations. N. W. Ayer & Son, N. Y., is agency.

NORTHERN DRIVE • Thomas Leeming & Co. (Ben-Gay, Pacquins, Silk 'n Satin) N. Y., has launched its New England saturation radio spot drive on 31 Yankee Network stations. Agency is William Esty Co., N. Y.

PIGSKIN PATRONAGE • Philip Morris Inc. has ordered one-half sponsorship, and Clinton Engines Corp. and Hygrade Food Products have each ordered one-quarter sponsorship of NBC-TV's coverage of the National Football League championship game Sunday afternoon, Dec. 28. Agencies are Leo Burnett Co. for PM, and W. B. Doner & Co., for Clinton Engines and Hygrade.

WATCH THE WEST • Elgin National Watch Co., Elgin, Ill., in pre-Christmas campaign, has signed for co-sponsorship of ABC-TV's *Sugarfoot* on Nov. 25 and its alternate program, *Cheyenne*, on Dec. 2 (both Tues., 7:30-8:30 p.m.). J. Walter Thompson, Chicago, is Elgin agency.

Petersen, Stanton Named VPs At EWR&R, Los Angels Office

Top-level appointments at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, were announced Tuesday by Emmett C. McGaughey, executive vice president.

Louis Petersen, senior account executive, was promoted to vice president, along with Richard Stanton, formerly account executive at Morey, Humm & Warwick, New York, who joins the Los Angeles staff of EWR&R. Messrs. Petersen and Stanton, together with Melvin E. Smith, vice president and account supervisor, will head account management, according to Mr. McGaughey.

Division of accounts also was announced. Mr. Stanton will be responsible for Albers dog and cat foods, Albers feeds, Carnation evaporated milk and General Milk Co., and Mr. Petersen for Albers cereals, California Bank, Carnation fresh milk and ice cream, Rootes Motors, Title Insurance Co. and White King Soap Co.

Mr. Stanton was an advertising consultant and headed his own agency before joining Morey, Humm & Warwick in 1956. Mr. Petersen was with the Milnot Co. and Procter & Gamble before joining EWR&R in June 1956.

Beer, Magazine, Sugar Accounts Added by Doyle Dane Bernbach

New billing in excess of $1.5 million was racked up last week by Doyle Dane Bernbach Inc., New York—now considerably ahead of itself in recouping the $5 million-plus billing plum it lost by resigning Max Factor & Co. last spring.

From Cohen & Aleshire Inc., New York, it picked up the $1 million West End Brewing Co. account, which places most of its allocations in the broadcast media; from Paris & Peart Inc., New York, it picked up the commissionable advertising for *Woman's Day* magazine, sold recently by the Greater Atlantic & Pacific Tea Co. (A&P Stores), and on the West Coast, it was designated agency for the Holly Sugar Corp., Denver, Colo., which bills $200,000-250,000.

Although it won't begin collecting agency commissions on West End until after the first of the year, C&A's loss adds another annual $750,000 radio-tv billing to DDB's expanding broadcast ledger. The *Woman's Day* account was a logical one to go to DDB, according to industry officials, who point out that the agency had done most of the creative work on the account via prior arrangement with A&P and its agency, Paris & Peart.

Tv Spot Sales Shoo-in To Best '57 Record

Spot television has $86,135,001 to go to beat last year's record; it should win in a walk.

Third quarter figures on the medium were released last week by Television Bureau of Advertising, showing the record third in history at $113,184,000—up 21.6% over last year's $93,094,000. So far this year spot tv has brought in $362,599,000; last year's 12-month total was $448,734,000. (Last year's fourth quarter was $119,835,000.)

The TvB-N.C. Rorabaugh estimates are projected from replies of 317 stations across the country. A further analysis of 277 stations that also reported in 1957's third quarter showed their 1958 increase at 19.5%.

Daytime sales in the third quarter accounted for 33.6% ($38,071,000) of the total; last year they made up 28.3%. Other time classifications and their 1958 value: night $61,622,000 (54.5%), late night $13,491,000 (11.9%). By types of spot, the breakdown was $84,363,000 (74.5%) for announcements (including participations), $10,660,000 (9.4%) for ID's and $18,161,000 (16.1%) for programs.

Norman E. (Pete) Cash, TvB president, commented that, "In spite of the recent activities of other media research on tv, it is obvious that advertisers are basing their distribution of advertising money on the evidence of sales. Advertisers do not use a medium at increased levels, as this report reveals they are doing with television, unless they know it is productive. The true efficiency of any medium is marked by how well it moves goods."

Although he didn't say so, Mr. Cash's remarks were obviously in reference to the questions about tv effectiveness raised by Miles Wallach of M. A. Wallach Research Inc. [LEAD STORY, Nov. 10; ADVERTISERS & AGENCIES, Nov. 3] and expressed before the Assn. of National Advertisers convention last week (see page 48).

AGENCY APPOINTMENTS

General Dynamics Corp. (Electro Dynamic and Electric Boat Divs.), N. Y., has appointed D'Arcy Adv., St. Louis and N. Y., as its advertising agency, replacing Gotham-Vladimir Adv., N. Y., effective Jan. 1, 1959.

Wilson Products Inc. (Wil-Hold hair setting and permanent wave accessories) appoints H. B. Humphrey, Alley & Richards, N. Y., for several new products.

Pomona Paper Products Inc., Pomona Calif., names Atherton Mogge Privett Inc., L. A., for its Kitchen Charm waxed paper and Marcal paper napkins.

Chun-Wong Inc., packager of Wong line of Chinese frozen foods, has named Compton Adv. Inc., L. A.



it takes **TALENT** brother..... and



THE BIG DIFFERENCE IN PHILADELPHIA RADIO IS TALENT

WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more local and more national advertisers buy WPEN than any other Philadelphia radio station.*

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
*BAR 1956—1957—1958


THEY'RE THE REAL McCOYS
CITIZENS FOR DISNEY (BOTH HALF HOURS)
'RAY FOR RIFLEMAN
NAKED CITY
LOVE THAT LAWMAN
WALT'S WONDERFUL!
WIN WITH WYATT
RINTY IS MY PET
MAVERICK IS ACES WITH ME
Z



Last week's returns were positively hare-raising

The thunderous report of the November Trendex, this past Monday morning, was enough to make a network pop its buttons. Now has the smoke of battle cleared . . . now does a studious calm prevail . . . and now does this network's application of the *first* Trendex of the season stand vindicated in a clear analysis of the *second*.

Trendex ratings for all 29 common commercial nighttime periods in the first week of November: ABC, 15.8. Another network, 18.3. The third network, 15.3.*

Hare-raising, did we say? That's barely the half of it! ABC programs ranked first in ten of those time periods. Another network had fourteen first places. The third network had only five.**

We suspect there may be anguished cries of "Recount! Recount!" . . . mutterings about "scattered precincts." We expect to be cautioned that "it's still too early to tell."

But as the blustering winds of November (and the blistering truths of Trendex) descend with increasing authority, demurrers are swept aside. The people, bless their hearts, have spoken. Again.

ABC TELEVISION

*Source: Trendex Report, November 1958; Sunday through Saturday, 7:30-10:30 P.M., NYT.

**Look Left. Each first-place show is right on the button.

EIGHT TESTIFY OF BRIBE RUMORS, BUT NONE KNOWS WHO BEGAN THEM

- **Eckels, Sutton testimony conflicts on pre-grant maneuvers**
- **McConnaughey today answers charges he solicited $250,000**

Eight witnesses before the House Legislative Oversight Subcommittee last week agreed they heard "rumors" former FCC Chairman George C. McConnaughey solicited "bribes" totaling $250,000 for his vote in the ch. 4 Pittsburgh case.

Under gruelling questioning by the congressmen, the witnesses, all involved in FCC proceeding, pleaded ignorance as to who started the rumor or made a solicitation on behalf of Mr. McConnaughey.

On other points in last week's testimony, there were sharp conflicts in testimony, particularly between that given by Lee W. Eckels, official of winning applicant (following a merger) Tv City Inc., and George Sutton, Tv City counsel while the case was pending before the FCC.

Mr. McConnaughey, now practicing law in Columbus, Ohio, is scheduled to testify before the subcommittee today (Nov. 17). He already has been quoted in subcommittee records as denying an attempt to "sell" his vote and, in turn, has charged he was offered a "bribe" in the form of legal clients [LEAD STORY, Sept. 28].

Points of contention at the hearing:

- An alleged McConnaughey solicitation of $20,000 for each of 10 years (total $200,000) from ch. 4 applicant Hearst-WCAE Pittsburgh (which merged with Tv City) for his vote.
- An alleged McConnaughey solicitation of $50,000 from Tv City for his vote.
- When principals in the case first learned of these bribe attempts and who made them.
- Whether Tv City discharged Mr. Sutton as its counsel.
- The role played by then FCC General Counsel Warren Baker in the ch. 4 contest.
- Correspondence concerning attempts to effect a merger of Hearst and Tv City and alleged improper contacts with the FCC.
- The law firm of McConnaughey, Sutton & L'Heureux, formed July 1, 1957, immediately after Mr. McConnaughey and his administrative assistant, Robert L'Heureux, left the Commission. The firm was dissolved last summer.

The subcommittee's inquiry into the Pittsburgh case was first made public in September when investigator Oliver Eastland appeared as a witness [LEAD STORY, Sept. 28]. Mr. Eastland testified about the bribe offers, told to him by Mr. Eckels and Tv City President Earl W. Reed. Last week's hearings began Wednesday (Nov. 12) and ran through Friday. Mr. Baker and Mr. L'Heureux were scheduled to testify Friday [see AT DEADLINE, page 9].

The FCC granted ch. 4 (now WTAE [TV]) to merged applicants Tv City and Hearst, under the Tv City name, in July 1957, shortly after Mr. McConnaughey left the Commission. Under terms of the merger, Tv City principals were required to sell KQV Pittsburgh and the three other applicants, Wespen Tv Inc., Irwin Community Tv Co. and Matta Enterprises, were paid $50,000 expenses.

A federal grand jury also has investigated the alleged ch. 4 bribe attempts but did not take any action.

Subcommittee members present for all or part of last week's hearings included Chairman Oren Harris (D-Ark.), John Bell Williams (D-Miss.), Peter F. Mack Jr. (D-Ill.), Morgan Moulder (D-Mo.), John J. Flynt (D-Ga.) Charles Wolverton (R-N. J.) and Joseph P. O'Hara (R-Minn.). The sixth Democratic member, Rep. John Moss (D-Calif.), was chairman of another committee conducting hearings on a separate matter.

Chairman Harris returned to Arkansas Thursday afternoon and is not scheduled to be present today when Mr. McConnaughey testifies. Tuesday (Nov. 18) and Wednesday the subcommittee has scheduled several panels of lawyers and educators on the administrative process and ethical standards of government officials [GOVERNMENT, Nov. 3].

Witness: Earl F. Reed, president of Tv City Inc.

Mr. Reed testified that he first heard of the alleged bribe solicitations and the 3-3 tie vote the night of the June 3, 1957, oral argument after returning to Pittsburgh. He repeatedly stated, in answer to repeated questions by subcommittee members, that he could not remember the source of either rumor.

He said that approximately 1:30 a.m. on June 4, he called Mr. Eckels, told him what he had learned and to return to Washington the next morning and take care of the situation. The witness was emphatic in denying that news of a possible bribe or Commission vote reached him in Washington the day of the oral argument or that these subjects were discussed on the return flight to Pittsburgh on a National Steel Co. airplane, on which the FCC General Counsel Warren Baker also was a passenger. Mr. Reed is a National Steel principal and invited Mr. Baker to take the Pittsburgh flight.

Multiple station owner George B. Storer arranged his April 1957 luncheon meeting with Mr. McConnaughey, Mr. Reed said. He stated that he only asked the then FCC chairman to expedite consideration of the Pittsburgh case and at no time attempted to discuss its merits. Mr. McConnaughey talked at length about plans to enter private practice upon leaving the FCC and about prospects for clients, Mr. Reed said, but at no time did he actually solicit business or mention the planned association with Mr. Sutton.

He said he did not attach much significance to the talk until he learned of the Sutton - McConnaughey combination and then began to believe Mr. McConnaughey had been angling for business. He denied ever channeling, or offering to channel, any business into the McConnaughey Columbus firm. [Mr. McConnaughey has been quoted by Mr. Eastland as saying Mr. Reed offered to provide some clients.]

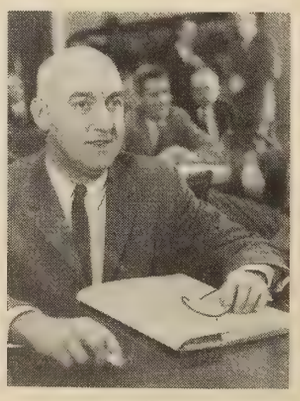
Asked of his first reaction to the reported bribe solicitation, Mr. Reed replied: "Mr. McConnaughey had a reputation for drinking and I just thought he had been talking in his liquor."

Mr. Reed said he was especially disturbed that Mr. Sutton was not present for the oral argument. "I thought it was a very bad way to use us," he said. He said Mr. Eckles was sent back to Washington because he (Reed) was concerned Comr. McConnaughey might shift his vote to favor Tv City, and he felt this would not be a good thing for his firm.

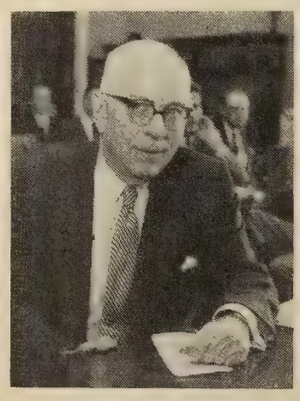
Subcommittee testimony contains a sec-



Hearst's McCabe



Tv City's Eckels



Tv City's Reed



Tv City's Desvernine



Tv City's Sutton



It's a Matter of Reach

when you want to score in the St. Louis market. KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 81.3% of the radio homes in the area in just one week.* When you're looking for scoring power in St. Louis, send in the first team . . . KMOX.

*Most Recent Pulse Cumulative Unduplicated Audience Study

CBS Radio
Represented by CBS Radio Spot Sales

KMOX RADIO
THE VOICE OF ST. LOUIS

ond discrepancy in what was said at the Reed-McConnaughey luncheon. Mr. McConnaughey has been quoted as saying the Tv City president attempted to discuss the case and that he (McConnaughey) put a stop to this line of conversation. Mr. Reed said this was not so, that he never attempted to discuss the case and that Mr. McConnaughey made no such attempt to curtail the conversation.

Under questioning, Mr. Reed admitted drafting the letter that Pittsburgh Mayor David Lawrence sent to Comr. Robert Bartley [LEAD STORY, Sept. 29] speaking favorably of the Tv City application. Mr. Lawrence is the Democratic governor-elect of Pennsylvania. Mr. Reed placed much emphasis on the fact the letter was written following an initial decision favoring Tv City (a second decision favored Hearst-WCAE) and was perfectly proper, he maintained, because the mayor was interested only in obtaining additional tv service for Pittsburgh.

Witness: Lee W. Eckels, secretary-director of Tv City Inc.

Mr. Eckels contradicted, in the opinion of subcommittee members, his own testimony in several instances and was in direct conflict with later statements of Mr. Sutton. He said his first information of a possible bribe came when Mr. Reed called him early in the morning the day after the oral argument. He told of being sent back to Washington to "put out the fire," as he (Eckels) described it.

Upon returning to Washington June 4, 1957, Mr. Eckels said he first went to see W. Theodore Pierson, Tv City's chief counsel, and told him of the alleged bribe and the reported 3-3 tie vote. He said it was his understanding Comr. McConnaughey, through an unnamed agent, solicited $50,000, from Tv City to be paid over a period of five years, for his vote. The solicitation was made via a telephone call to Mr. Reed, he said, but he did not know who made the offer nor did he ask Mr. Reed.

Also, he said, he "believed" he told Mr. Pierson Tv City had 24 hours to accept the alleged bribe, and if not, it would lose the channel. He told the subcommittee he was under the impression the $50,000 was to be paid to Mr. McConnaughey in the form of legal fees to the proposed Sutton-McConnaughey law firm.

Following the meeting with Mr. Pierson, Mr. Eckels said he had lunch with Mr. Sutton and informed him: (1) that Tv City did not want Comr. McConnaughey's vote; (2) that Tv City was not interested in buying anybody's vote, and (3) that he (Sutton) would no longer represent Tv City.

He said the subject of the alleged bribe was not mentioned directly although he was sure Mr. Sutton knew what he (Eckels) was referring to. The fact Messrs. McConnaughey and Sutton planned to practice law together was enough for Tv City, Mr. Eckels said. Emphasizing his point with a slashing motion of his hands, he stated: "We were through [with Sutton] at that point."

Mr. Eckels also said he had heard of the purported $250,000 Hearst payment to Mr. McConnaughey but did not remember the source or sources.

Witness: Attorney George O. Sutton.

Mr. Sutton's version of what transpired at the June 4 luncheon was directly opposite of that given by Mr. Eckels, the second party present. He said categorically that Mr. Eckels did not fire him as counsel; did not mention a 3-3 tie vote or that Tv City was not interested in Comr. McConnaughey's support; did not mention in any way the alleged bribe, and, in fact, said he did not want him (Sutton) to withdraw from the case.

He said Mr. Eckels asked, at great length, about the proposed McConnaughey tie-up. Mr. Sutton stated he explained — and showed Mr. Eckels a draft of the proposed agreement—that the new firm would be in name only and that no fees would be shared. He also talked to Mr. Reed by telephone, Mr. Sutton said, and both the Tv City principals agreed that there was nothing in the proposed association that would hurt the tv application.

Mr. Eckels did make it clear, Mr. Sutton testified, that Mr. McConnaughey was not to share any of the fees paid Mr. Sutton and asked the Tv City counsel to submit a complete bill prior to formation of the firm "to be safe." "I have no written or oral communication to this day" that he no longer represents Tv City, Mr. Sutton said.

He maintained he continued to act in normal capacity for Tv City and KQV for sometime after June 4. He cited several telephone calls and letters to Tv City principals after that date purporting to show that he, in fact, still was acting as its counsel.

Chief Counsel Robert Lishman asked the witness if Mr. Eckels' mentioned the alleged $50,000 McConnaughey solicitation. "No sir, he did not but I wish he had," Mr. Sutton replied. "We wouldn't be here today trying to find out what did happen." He said he would have taken the matter immediately to all lawyers in the case, to the FCC, and to Mr. McConnaughey if necessary.

Mr. Sutton had not completed his testimony when the hearing adjourned at 5:30 p.m. Thursday afternoon and was scheduled to return Friday morning [see AT DEADLINE, page 9]

Witness: Attorney Raoul Desvernine.

Mr. Desvernine is Washington counsel and representative for National Steel and closely associated with Mr. Reed, also a National Steel principal. He told of a personal friendship with Warren Baker and a natural interest in the Tv City application, although he played no official role before the FCC.

Mr. Lishman asked him about 10 letters he had written concerning the ch. 4 contest, with most of them mentioning contacts and activities by Mr. Baker. One letter referred to Mr. Baker as "our man." He maintained the contacts between himself and Tv City principals with Mr. Baker were on procedural matters and never involved the merits of the case. He said he had been a friend of the then FCC general counsel for several years, that there was nothing improper in the relationship which was strictly on a social basis.

He was asked about an August 1952 letter to Edward Cooper of the Motion Picture Assn. in which he stated "my client [Tv City]" had not filed a tv application as yet. "I will say they are working through Mayor David Lawrence and you can draw your own assumption," the letter continued. Mr. Desvernine said he was referring only to Mayor Lawrence's efforts to secure additional tv service for Pittsburgh.

Mr. Desvernine said an April 1958 letter he wrote to the Justice Dept. stating he must have asked Mr. Baker about the legal implications of a 3-3 tie vote during the plane trip to Pittsburgh immediately following oral argument was in error. He said he had his dates confused and actually did not learn of the alleged tie until told this that same night by Mr. Reed. He also

Former SEC Head Offers Poser: Who's Overseeing Oversighters?

An ivy-leagued, young, assistant secretary of the Navy—J. Sinclair Armstrong, onetime chairman of the Securities & Exchange Commission—told Congress that it was shirking its responsibilities in not properly overseeing the independent regulatory agencies and at the same time ringingly declared that the agencies were not truly "arms of Congress" but executive branch functions.

Mr. Armstrong spoke at a luncheon meeting of the Administrative Law Section of the District of Columbia Bar Assn. on "Who's Overseeing the Oversighters?"

The answer, Mr. Armstrong said, was the American people. But before he gave the answer, Mr. Armstrong termed the record of congressional committees responsible for the securities laws as a "sorry" one. The bulk of Mr. Armstrong's talk was about the SEC and its postwar history of needed legislation. He also struck out at what he termed was the "grave disservice" of the House Legislative Oversight Committee in creating in the public's minds that the regulatory agencies are automatically susceptible to pressure from the White House. During the four years he was a member of SEC, Mr. Armstrong said, the number of congressional inquiries to the agency exceeded "by many hundred-fold" the number of White House inquiries.

Terming the independent agencies arms of Congress is a "convenient colloquial description," Mr. Armstrong said. The emphasis throughout his speech was on his unsuccessful efforts to get the responsible regular committees of Congress to do something about the problems confronting SEC.

A STATION IS MORE THAN A NETWORK AFFILIATE

Network service certainly contributes greatly to the strength of a television station—particularly if that network is CBS-TV.

But how does a station fare compared with others having the *same* network affiliation and located in markets with the *same* number of competitors? The answer is the true measure of *local acceptance and management excellence.*

One trade magazine recently made just such a comparison, averaging *all* ARB Reports from September, 1957, through May, 1958, and found that . . .

WISH-TV Indianapolis had the largest share of audience of all CBS-TV affiliates operating in four-or-more-station markets!

Certainly this is clear proof that *in markets where television competition is keenest,* WISH-TV is the strongest station of the strongest network—CBS-TV.

WISH-TV Indianapolis, Indiana • A Corinthian Station • Represented by Bolling

learned of the alleged bribe from Mr. Reed the next day, Mr. Desvernine testified.

Witness: Attorney W. Theodore Pierson.

Mr. Pierson stated he first learned of the alleged bribe solicitation and 3-3 vote from Mr. Eckels the morning of June 4, the day after oral argument of the ch. 4 case. He said he advised his client to immediately reject the offer and that if Comr. McConnaughey changed his vote to favor Tv City or abstained from voting, his firm—Pierson, Ball & Dowd—would withdraw from the case.

Mr. Eckels told him, Mr. Pierson said, that Mr. Reed had received the solicitation through an intermediary via telephone, and that Comr. McConnaughey was going to vote for Hearst if Tv City did not act within 24 hours. He said he asked Mr. Eckels who made the offer and Mr. Eckels replied he did not know.

The Tv City counsel said he considered bringing the matter to the attention of the Commission but decided against this action. Through a personal investigation, he could not prove or disprove the report. However, he said, he considered the alleged solicitation more than a rumor.

Mr. Pierson said at the outset he did not know of Mr. Reed's consultations with Messrs. Desvernine and Baker, but later learned of them and participated in one. "I'll admit, it wasn't very complimentary for me," he said.

At the outset of his testimony, Mr. Pierson hit the "implication" by Mr. Eastland that there was something ulterior in his friendship with then Comr. Richard A. Mack [LEAD STORY, Sept. 28]. He maintained there has never been anything improper in his relations with Mr. Mack or any other commissioner.

Harrison T. Slaughter and Nad A. Peterson, associates in the Pierson law firm, were called to testify briefly and generally corroborated Mr. Pierson's testimony.

Witness: Hearst's Charles B. McCabe.

Mr. McCabe, chairman of Hearst's radio-tv division and publisher of the *New York Mirror,* said that neither her, nor any member of the Hearst organization to his knowledge, had ever been approached regarding the alleged $200,000 retainer for Mr. McConnaughey. He said the only knowledge he had of this matter came from Mr. Eckels' affidavit to the FBI [LEAD STORY, Sept. 28].

He denied any personal knowledge to this day of how the individual commissioners stood in the Pittsburgh contest. However, on another occasion, he stated he understood Comr. McConnaughey twice had voted for Hearst but did not say where he obtained the information.

The subcommittee, with Mr. McCabe on the stand, spent a good deal of time on correspondence concerning merger talks between the two leading Pittsburgh applicants. particularly on an unfinished memorandum addressed to "Dear George." The document also had Mr. McConnaughey's name and home address penciled in. The witness said it was the beginning of a formal document intended to inform the FCC that negotiations had been broken off, but was never sent because the talks started again.

Rep. Wolverton said that memorandum had "every earmark of a personal report to George McConnaughey." He charged the major consideration in the merger was one of "personal interest, not public interest," and that an additional tv station for Pittsburgh was not a factor. Mr. McCabe countered that the congressman did not have the facts correct and that he "disagreed entirely."

Mr. McCabe said the three other applicants, although they had been "disqualified," were paid $50,000 each in expenses to get rid of their "nuisance value." He maintained Hearst had not been reimbursed $55,000 in expenses by Tv City, as testified in September by Mr. Eastland.

Mr. Lishman took sharp issue with this statement and introduced a letter and receipt which purported to show Hearst had been paid $55,000.

The witness said he did not take seriously an alleged Tv City statement that it would secure an "advantage" after Comr. McConnaughey left the FCC, thus giving Tv City a 3-2 vote. He denied this was a factor in the merger agreement.

Brower Suggests Cabinet Post For National Public Relations

"A new cabinet member to head a new department whose job it would be to speak for America" was suggested last week by Charles H. Brower, president of BBDO.



MR. BROWER

Addressing the annual conference of the Treasury Dept.'s U. S. Savings Bond Div. last Monday (Nov. 10) in Washington, Mr. Brower said the reason America is "so poor at selling democracy" is that "we have no advertising manager, no sales manager, no director of public relations."

The new department would be completely under the President's authority and its activities would be limited by him, Mr. Brower said. "Its purposes would not be thought control of any kind—it would simply try to see that America put its best foot forward on every occasion. It would not impinge upon the authority of other departments but would simply help and advise them."

Such a department would have pointed out to the Defense Dept. the world-wide moral victory awaiting the first nation to put an artificial satellite in orbit. It would have carefully planned the U. S. exhibit at Brussels and would help see that U. S. foreign aid is given "with grace but with fanfare," Mr. Brower said.

Mich. Court Lifts Injunction Against WMSB (TV), WILX (TV)

A Michigan circuit court decision lifting a temporary injunction and dismissing a complaint by Jackson Broadcasting and Television Corp. paved the way last week for construction work and share-time operation of Michigan State U.'s WMSB (TV) and Television Corp. of Michigan's WILX (TV) next January.

Jackson Broadcasting and Television Corp. was an unsuccessful applicant for ch. 10, awarded earlier this year by the FCC to MSU and TCM. Last Monday, in Jackson (Mich.) circuit court, Judge John Simpson lifted an injunction against construction and dismissed the Jackson complaint.

KWKH's Clay Asks Reallocation To Assign Ch. 10 to Shreveport

Rulemaking to add ch. 10 to Shreveport, La., by shuffling vhf and uhf assignments in El Dorado, Little Rock and Hot Springs, all Arkansas, was requested of the FCC by Henry B. Clay, executive vice president and general manager—but not a stockholder—of KWKH-AM-FM Shreveport.

Mr. Clay asked that ch. 10 be moved to Shreveport from El Dorado, ch. 11 be moved from Little Rock to El Dorado, ch. 9 be moved from Hot Springs to Little Rock and ch. 64 be substituted for ch. 9 in Hot Springs. This would require KTVE (TV) El Dorado to change from ch. 10 to ch. 11 and KTHV (TV) Little Rock to change from ch. 11 to ch. 9, but equipment changes would be minor and the same transmitters and antennas could be used, Mr. Clay said.

This would make Hot Springs all-uhf with chs. 52 and 64. Video Independent Theatres Inc. surrendered its permit for ch. 9 there in July 1957. Southwestern Operating Co. has applied for ch. 9 there. Mr. Clay said he doesn't believe a tv station can survive in Hot Springs because of coverage of the city from Little Rock tv stations. He noted Shreveport is the 82d U. S. market, with 150,208 city population, while there is "no urbanized area" at Hot Springs. The shifts would meet all FCC requirements, he said.

Mr. Clay also is executive vice president (but not a stockholder) in KTHS-KTHV Little Rock, owned by the same interests as KWKH *(Shreveport Times).* Mr. Clay owns 15.5% of KTRE-AM-TV Lufkin, Tex.

KWKH was an unsuccessful applicant for ch. 3, which was awarded to KTBS-TV in 1955.

Mr. Clay would own controlling stock in a proposed corporation which would apply for ch. 10 in Shreveport. Other stockholders: John A. Dykes, Charlton H. Lyons Jr. and N. H. Wheless Jr., none of whom have interests in KWKH or the *Shreveport Times.*

Two New Tv's Authorized

The FCC last week granted Turner-Farrar Assn. of Harrisburg, Ill., a construction permit for ch. 3. This grant is subject to a show cause order to change the offset carrier requirement for ch. 3 in Harrisburg. At the same time, the Commission granted a new educational tv outlet on ch. 16 in Pittsburgh, Pa., to Metropolitan Pittsburgh Educational Television Station. This group is also the licensee of ch. 13 WQED (TV) Pittsburgh. Pittsburgh is the only city having two educational tv channels.



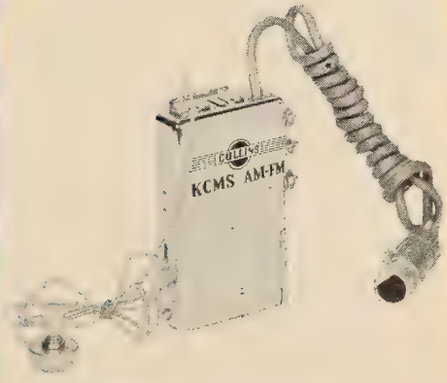
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IDEA OF SWEEPING EX PARTE BAN JOLTS FEDERAL OFFICES, LAWYERS

- **Justice Dept. makes proposal in Miami ch. 10 brief**
- **'Influence' case resumes today with arguments by all**

Sweeping recommendations that would threaten the voting qualifications of any public official who listens to off-the-record solicitations in an adjudicatory case have jolted official Washington and the lawyers who practice before federal agencies.

Government officials and many outside attorneys have expressed amazement at the all inclusive recommendations contained in the Justice Dept.'s brief filed in the Miami ch. 10 case last week.

The subject was certain to be much debated among lawyers in coming months.

Meanwhile the next step in the notorious Miami ch. 10 "influence" case takes place today (Nov. 17) when all parties appear before Judge Horace Stern to argue their positions.

The oral argument before the special FCC examiner bids fair to be one of the longest in FCC annals. Acting on request, Judge Stern granted each party one hour for its presentation. There are eight parties listed in the case, but two of them have not been active.

The parties are Public Service Television Inc., subsidiary of National Airlines, which holds the grant for ch. 10 in Miami (WPST-TV); WKAT Inc., North Dade Video Inc. and L. B. Wilson Inc., unsuccessful applicants for the Florida tv channel; special FCC counsel; Dept. of Justice (as *amicus curiae*); FCC's Broadcast Bureau and Eastern Airlines. The last two have not actively participated in the rehearing and did not file briefs last week.

The oral argument takes place in Room 7134 at the FCC, beginning at 11 a.m.

The Miami ch. 10 case was remanded to the FCC by the U.S. Court of Appeals last summer at the request of the Commission. This followed allegations of off-the-record contacts by several of the applicants with Comr. Richard A. Mack. The charges were made before the House Subcommittee on Legislative Oversight earlier in the year.

Comr. Mack resigned from the Commission last spring. He, and his benefactor-friend, Thurman A. Whiteside, were indicted by a grand jury last fall. Both have pleaded innocent.

Judge Stern's initial decision may be issued before mid-December, it is estimated. The retired Pennsylvania Supreme Court chief justice has stated that he intends to hand down his decision as quickly as possible.

Under normal procedures, the next moves would be filing of exceptions to the initial decision by the parties. The entire Commission then holds oral argument and issues its final decision thereafter.

Since the case is still under the jurisdiction of the appeals court, the Commission's final decision cannot become effective until the court approves.

Both the Justice Dept. and the FCC's special legal staff recommended the disqualification of Comr. Mack's vote. Justice recommended that Mr. McConnaughey's vote be disqualified, also because he was talked to about the case.

Public Service called for the FCC to re-vote the case. It held that Comr. Mack's vote cast a cloud on the victory it had already won before the final vote, in which Mr. Mack first participated, was taken.

WKAT urged that the grant be revoked and that its activities be found not to be improper. It strongly pleaded that all so-called *ex parte* representations not be blanketed as disqualifying.

North Dade held that all but itself and L. B. Wilson were tainted.

The Wilson document was a listing of all persons allegedly involved in backstairs contacts, a chronology of the events and a chapter giving legal citations on the subject of disqualifications and extra-record representations.

Justice parted company with the FCC on two significant points:

- That any off-the-record contact with a commissioner, whether by a party or not, disqualifies the commissioner and the party in whose behalf the contract was made.
- That the FCC should open Miami ch. 10 to new applications, since the disqualification of all parties but L. B. Wilson leaves the situation in an anomalous position. This viewpoint was taken, Justice stated, because the FCC in its final decision found Wilson "competitively weak" after the death of Mr. Wilson during the proceedings.

Justice's sweeping condemnation of all *ex parte* contacts with commissioners excited varying reactions from FCC officials and outside communications lawyers.

It was felt that it was impossible to insulate the commissioners completely and that in many cases the intercessions were insignificant and minor—and certainly were not the fault of the commissioner.

One observer pointed out that a vicious applicant could use the technique of sending friends to see commissioners to disqualify half of them, if this was followed.

One of the several observations elicited from outside lawyers was what would be the outcome of such a sweeping condemnation of off-the-record talks with commissioners. It was felt that acceptance of such a "pure" attitude would require the FCC to reopen virtually every tv grant made following a comparative hearing—certainly all those made after 1952 when the Commission resumed processing tv applications following the freeze.

The Justice Dept. recommendation that Miami ch. 10 be opened for new applications was considered gratuitous by many of the lawyers in the case. Edgar W. Holtz, associate FCC general counsel, pointed out that this was not an issue before Judge Stern. He declared that only the FCC could decide what to do after the current proceedings were completed.

Condensations of the various briefs filed last week are as follows:

JUSTICE DEPT. BRIEF

The Dept. of Justice recommended that WKAT, Public Service and North Dade be disqualified.

It made a distinction between the first two and North Dade; the last, it said, "attempted" to influence the outcome of the Miami ch. 10 case.

The government also maintained that both Comr. Mack and then Chairman McConnaughey disqualified themselves from voting in the final decision because of the conversations they had with friends of the various parties—which they did not report to the Commission.

"The parties cannot excuse their improper attempts to influence individual Commissioners," the Justice Dept. said, "on the ground that they sought merely to offset or 'neutralize' pressures which they believed were being exerted by the others. If the applicants believed that such improper activities were taking place, their duty was to inform the Commission and other interested law-enforcement agencies. . . . They clearly were not thereby authorized to resort to similar improper activities in their own behalf."

The Justice Dept. summed up its position by saying "that any party that initiated, authorized or later ratified any *ex parte* contact of any Commissioner concerning the merits of the pending case should be disqualified."

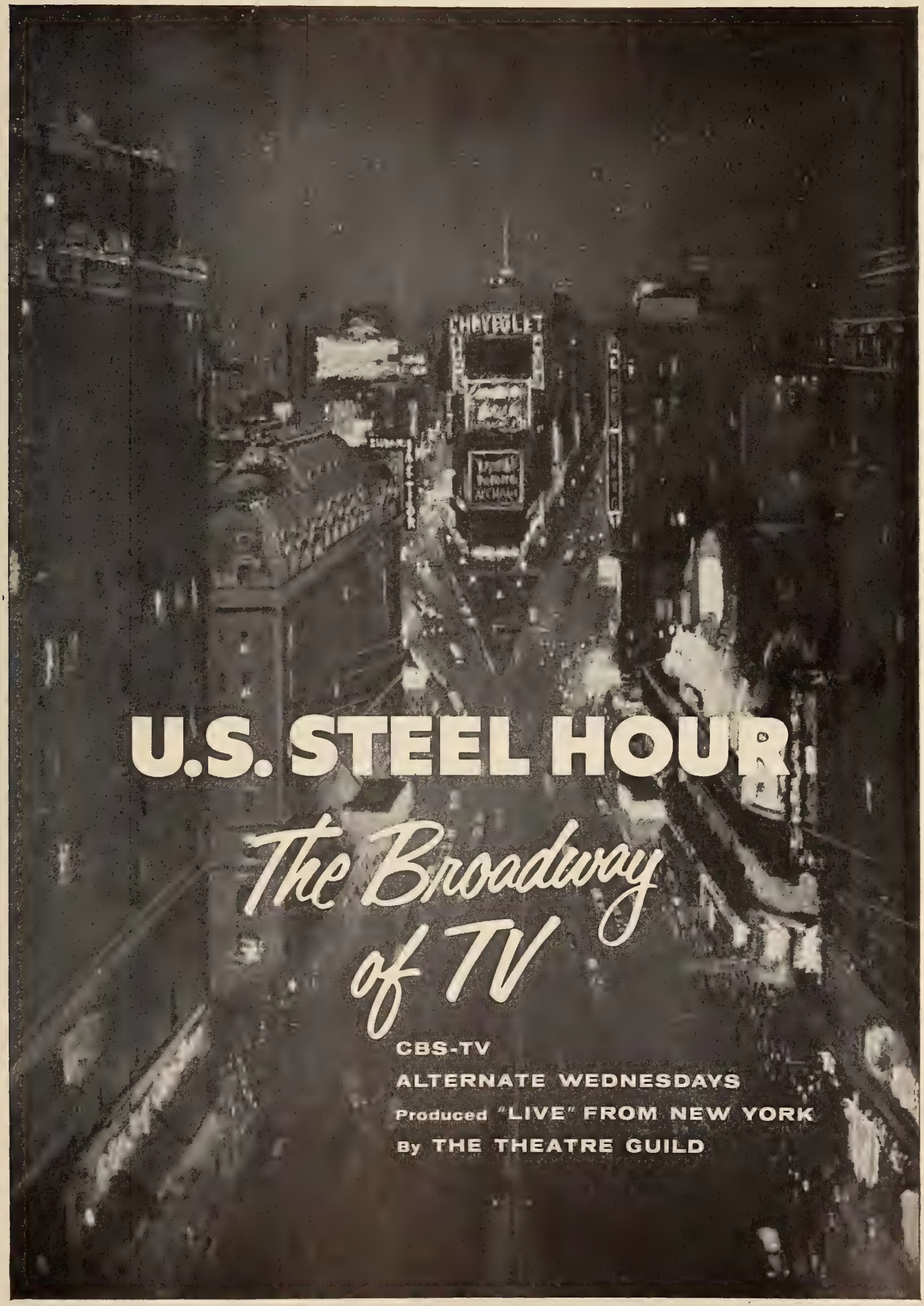
The government went a step further than any of the other parties when it also recommended that "appropriate steps be taken to enable new parties to apply." This point was discussed in a footnote to the Justice Dept.'s brief, which pointed out that since L. B. Wilson would be the only remaining applicant and since, due to Mr. Wilson's death, the FCC had found the Wilson ap-

TRIGGER HAPPY?

When Judge Horace Stern opens the oral argument today (Nov. 17) in the Miami ch. 10 case he will be faced by a complaint that the Justice Dept. pulled a fast one when it released its brief on Saturday, Nov. 8. Saturday is not normally a working day in the government.

The complaint was filed with Judge Stern by Norman E. Jorgensen, attorney for Public Service Television Inc., the National Airlines subsidiary. Mr. Jorgensen tagged the Justice Dept.'s action as indicating "unseemly haste . . . in order to secure favorable weekend press coverage."

Mr. Jorgensen asked that the special trial examiner publicly censure the Dept. of Justice for this activity.


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By THE THEATRE GUILD

plication "competitively weak," it might be appropriate to permit new parties to file applications for ch. 10 and for Wilson to amend its application to show present ownership.

In its recital of the evidence presented at the rehearings before Judge Stern, the Justice Dept. tagged A. Frank Katzentine, principal owner of WKAT, with having enlisted the aid of the following to intercede with Comr. Mack in WKAT's behalf: Perrine Palmer Jr., Jerry W. Carter and Ben H. Fuqua.

Also mentioned as WKAT advocates were Sens. Estes Kefauver (D-Tenn.) and George A. Smathers (D-Fla.). It was also alleged that Mr. Carter spoke to then FCC Chairman McConnaughey in behalf of WKAT's application.

Justice also stated that Public Service used Thurman A. Whiteside, friend of Comr. Mack, in its behalf.

It noted with apparent distaste the fact that G. T. Baker, president of National Airlines, expressed gratitude for the letternote in behalf of National Airlines left for Comr. Edward M. Webster by Paul Goldsborough, former Aeronautical Radio Inc. official. Mr. Webster retired from the FCC before the final Miami ch. 10 vote.

North Dade attempted to use pressure through former FCC Comr. and former Republican Congressman (Ohio) Robert F. Jones, the government charged. This did not involve any off-the-record representations to FCC commissioners, Justice Dept. pointed out, but did lead to activity on Capitol Hill. Mr. Jones also submitted to Comr. T. A. M. Craven a document supporting North Dade, Justice Dept. cited, but agreed that this was after the final decision was issued. Comr. Craven abstained in the final Miami ch. 10 vote.

In discussing Mr. Mack's position the Justice Dept. stated that he should have disqualified himself at the outset because he had signed a letter in behalf of WKAT and had voted to authorize Mr. Carter to appear in behalf of WKAT. This was while Mr. Mack was a member of the Florida Railroad & Public Utilities Commission.

Mr. McConnaughey should have disqualified himself also, Justice Dept. declared, because Sen. Spessard Holland (D-Fla.) talked to him in behalf of WKAT.

The government brief was signed by Attorney General William P. Rogers, Assistant Attorney General Victor R. Hansen, chief of the antitrust division; Robert A. Bicks, first assistant, antitrust division, and antitrust division lawyers William H. Crabtree, Henry Geller and Robert J. Levy.

FCC BRIEF

The FCC's special staff recommended that WKAT, Public Service and North Dade Video be disqualified. They also held that Comr. Mack was disqualified to vote in the FCC's final decision because of the many attempts made by WKAT and Public Service to influence his vote.

This being so, the Commission brief held, the grant should be voided.

The Commission's argument did not go as far the Justice Dept.'s on what should be done with the ch. 10. Justice suggested that a brand new hearing, with new applicants, be instituted. The FCC brief was silent on this point. Presumably, the grant would fall to the remaining original applicant, L. B. Wilson Inc.

The FCC brief held that A. Frank Katzentine induced Perrine Palmer, Jerry W. Carter and Ben H. Fuqua to see Mr. Mack and plead the WKAT case. The Commission's brief mentioned also that there is "substantial" evidence in the record that Mr. Carter also spoke to then FCC Chairman George C. McConnaughey and urged the WKAT application. It pointed out that Mr. Katzentine had "unsuccessfully" attempted to hire Thurman A. Whiteside, Mr. Mack's friend and benefactor, to see Mr. Mack on his behalf, and had solicited the help of Sens. Estes Kefauver (D-Tenn.), Warren G. Magnuson (D-Wash.) and Spessard Holland (D-Fla.).

National Airlines is tainted, the Commission's brief argued, because G. T. Baker, National president, and Paul R. Scott, counsel and stockholder of National Airlines, and Judge Robert H. Anderson, a member of the same law firm as Mr. Scott and also a National Airlines stockholder, attempted to hire Mr. Whiteside and when he refused to accept a retainer but offered to help, did nothing to stop him. The record shows, the Commission document stated, that Mr. Whiteside did see Mr. Mack several times in behalf of National Airlines.

The hiring of former FCC Comr. and Congressman (R-Ohio) Robert F. Jones was considered a black mark against North Dade Video, the FCC's brief stated. Mr. Jones saw several Congressmen and Capitol Hill staff members and attempted to "foment" action designed to prevent any airline from owning a tv station, the FCC document asserted. The former FCC member also left with Comr. T. A. M. Craven a document favoring North Dade, but this was after the final decision had been issued and Comr. Craven had abstained from voting, the FCC brief pointed out. However, it added, the case was still not completely closed, and in fact petitions for reconsideration and court appeals were to be filed later.

The Commission brief referred to the fact that Mr. Mack as chairman of the Florida Railroad & Public Utilities Commission, had written a letter to the FCC endorsing Mr. Katzentine's application. Mr. Mack also was a state utilities commissioner at the time when that body approved a resolution authorizing Mr. Carter to appear before the FCC in Mr. Katzentine's behalf.

In the event, the FCC staff said, that the examiner is not convinced that these applicants, or any of them, should be disbarred, the examiner should adopt a conclusion holding that such conduct must be considered adversely in any subsequent comparative hearing.

Although the Commission lawyers did not challenge then Chairman McConnaughey's vote, they stated in a footnote that there was no need to do so. If Comr. Mack is found to be disqualified, then a new decision is required, Mr. McConnaughey is no longer a member of the FCC and therefore would not vote in a second decision. If Mr. Mack is found not to be disqualified then Chairman McConnaughey's vote cannot be challenged either, the FCC brief asserted.

The Commission legal brief stated there was no excuse for Mr. Katzentine's activities on the belief he was acting in self-defense to neutralize extra-record pressures by other applicants.

"On the record," the FCC brief said, "no such contention could in any event be sustained; it is clear that Mr. Katzentine was seeking *ex parte* support from United States Senators almost immediately after the initial decision was handed down in April 1955—long before, according to his own testimony, he first heard rumors of *ex parte* activities by any other party."

Answering the claims that Mr. Whiteside's intervention in behalf of Public Service was his own idea, and not that of Public Service officials, the Commission lawyers observed: "This does not exculpate Public Service . . . it must be concluded that the responsible officials of Public Service were aware that, as a result of their initiative in repeatedly seeking Whiteside's assistance, he both intended to speak to Comr. Mack in their behalf and had in fact spoken to him . . . the officials of Public Service, who knew of these intentions and actions and at least indirectly stimulated them, clearly failed in their obligations to be principals of a license." The legal memorandum also referred to Mr. Baker, in effect, ratifying Mr. Whiteside's actions when he, Mr. Baker, "cynically stated that if Whiteside had in fact assisted Public Service through his contacts with Comr. Mack, he Baker was grateful to him."

The Commission lawyers said that Public Service "at least condoned the subornation of the administrative process of the Commission and more probably intentionally instigated such subornation . . ."

The FCC attorneys said it was not necessary to determine if there was any connection between Whiteside's activities in behalf of Public Service and the "highly coincidental" placing of certain of Public Service's

DOUBLE TAKE?

The Dept. of Justice's announcement on its position in the Miami ch. 10 case wasn't four days old before it was the center of a twitting from Rep. Oren Harris (D-Ark.).

Mr. Harris said he was amazed (but gratified) at Justice's position that off-the-record contacts with FCC commissioners disqualified the commissioner and the party. "That is what is already spelled out in the law," Mr. Harris said. "When we wrote it we intended to disqualify persons who made unofficial approaches to the Commission. But I am amazed the Justice Dept. now is interpreting it in this way, because as recently as last spring they were insisting on a different interpretation."



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AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

William H. Seward bought Alaska from Russia in 1867 for $7,200,000. Opponents of the purchase called it "Seward's Folly".

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

insurance with the Stembler-Shelden Insurance Agency in which both Whiteside and Mack had an interest, or the "equally coincidental" awarding of a consultant's contract to Mr. Shelden by National.

North Dade's hiring of Mr. Jones, with payment of $2,000, was, the Commission lawyers said, "for the purpose of at least indirectly influencing the Commission's final decision, outside the record." Mr. Jones was not hired solely to block a possible grant to National, the FCC brief stated, his mission was much broader—"to take whatever off the record action he might be in a position to take in behalf of North Dade and in opposition to all three of the competing applicants." The FCC document concluded: "North Dade by its actions here has disqualified itself just as definitively as would have been the case had [Walter] Compton and [Marshall] Luce specifically hired Mr. Jones to speak directly to the Commissioners."

The FCC brief was signed by Edgar W. Holtz, associate general counsel; Richard A. Solomon, assistant general counsel; and James T. Brennan, and Upton K. Guthery, both attorneys in the general counsel's office.

PUBLIC SERVICE TV BRIEF

Public Service Television Inc. held itself clean of any attempts to influence the FCC or anyone else outside the normal channels of adjudication. It said, however, that there was no doubt Comr. Mack was approached by various individuals and that therefore he was disqualified. It asked the hearing examiner to find that this vote did not result in the award of ch. 10 to Public Service; that Public Service is qualified to hold a broadcast license, and that any taint on its grant be removed by having the Commission reconsider the grant.

Public Service made the point that "Whiteside was not engaged, did not take any action at the request of Public Service or its parent National, was not its agent, did not report to any Public Service or National principals, and nothing Whiteside did was known to or ratified by any Public Service or National principals."

It also maintained that Comr. Mack did not participate in the Commission's 1955 instructions to its staff to prepare a decision in favor of Public Service (Comr. Mack was appointed to the FCC July 8, 1955 but did not participate in the July 18, 1955, oral argument or in the Dec. 21, 1955, instructions to the staff). Therefore, Public Service said, "the sole effect of Mack's subsequent vote in its favor in 1957, when the final Commission vote was taken, was to cast a cloud over a victory Public Service had already won on the merits."

The present holder of Miami's ch. 10 charged that WKAT, L. B. Wilson and North Dade had engaged in improper activities.

It listed the activities of various people it claimed spoke to Comr. Mack in behalf of WKAT. It also claimed that Sen. George A. Smathers (D-Fla.) spoke to Comr. Mack in behalf of the L. B. Wilson application. It alluded to the activities of former Comr. Robert F. Jones in behalf of North Dade Video Inc. and claimed also that North Dade officers and directors had spoken about the case to then Comr. George E. Sterling and present Comr. Rosel H. Hyde.

Public Service also declared that there is nothing in the Communications Act which provides for the disqualification of a Commissioner; the question of whether or not Comr. Mack should have disqualified himself rested with himself alone.

The ch. 10 grantee also cited the provisions of the Communications Act which refers only to the ban on parties to the proceeding talking *ex parte* to the commissioners. "All other persons apparently were free to speak *ex parte* to Commissioners," it pointed out.

The Public Service brief was signed by Norman E. Jorgensen and William I. Denning, both of Washington, and Alexander G. Hardy, Washington counsel for National Airlines.

WKAT BRIEF

WKAT maintained that the activities of Mr. Katzentine—"not only proper in the narrow sense of the word; it was honorable in the broadcast sense of the citizen who courageously risks his own reputation to prevent, and later to expose, wrongdoing in high places"—were to preserve "not destroy" the integrity of the FCC.

The WKAT brief stated that Mr. Katzentine was attempting to prevent the "commission of a crime . . ." and that his efforts were directed toward attempting to convince Mr. Mack that he should vote on the merits of the case and not be bound or committed to anyone.

WKAT asked that Judge Stern find that Comr. Mack should have disqualified himself; that Public Service Television Inc. secured the vote of Comr. Mack by "corrupt and unlawful means"; that WKAT and Mr. Katzentine did not attempt to, and in fact did not improperly influence any member of the Commission; the Commission's grant of ch. 10 to Public Service Television Inc. was void and that the grant to the National Airlines' subsidiary be withdrawn, and Public Service was disqualified from any further consideration as an applicant.

In discussing Mr. Katzentine's activities, the WKAT brief maintained that this conduct cannot be characterized as improper "unless a general rule is to be established under which all *ex parte* representations to Commissioners are held improper *per se* regardless of their purpose or effect."

The activities in which Mr. Katzentine engaged, the brief said, were not unusual. Federal commissions, WKAT stated, "have failed to develop the atmosphere and relationships universally maintained in judicial proceedings." The brief referred to the "looseness" and "informality" of the relationships between parties and commissioners.

If a rule is laid down, WKAT warned, that off-the-record representations of any kind are grounds for disqualification then the FCC would be faced with a "manifest" duty to review all comparative radio and tv proceedings for possible *ex parte* discussions with commissioners.

In discussing the reasons why it feels Public Service must be disqualified, WKAT observed that National Airlines "must be indeed regarded as fortunate" if it loses no more than the television station. This, undoubtedly, is a reference to National's certification as a scheduled airline.

The WKAT brief was signed by Paul A. Porter, G. Duane Vieth and James O. Juntilla.

NORTH DADE VIDEO BRIEF

North Dade Video Inc. held that both Public Service and WKAT be disqualified, that the grant be withdrawn from Public Service and that Comr. Mack was disqualified from voting on two counts—

- That he had been a party to off-the-record solicitations by representatives of both Public Service and of WKAT, and
- That through his interest in a Miami insurance agency he was in conflict with the Communications Act provision prohibiting a commissioner from engaging in any business serving any company in communications.

Mr. Mack was a beneficial partner in the Stembler-Shelden Agency, which handles the insurance of WPST-TV (the Public Service Television station), and which handled the insurance of WKAT Inc. until this was terminated by Mr. Katzentine.

No evidence tainting the activities of the other two applicants, North Dade and L. B. Wilson, has been adduced, North Dade stated.

North Dade maintained that the efforts of Robert F. Jones, former FCC commissioner and former Congressman (R-Ohio) in behalf of North Dade does not justify its disqualification. "The testimony reveals," the North Dade brief declared, "only that Jones attempted, and without much success, to stimulate some interest in Congress on the subject of the ownership of a television station by an airline."

And, the North Dade brief went on, the memorandum turned over to Comr. Craven by Mr. Jones was not only delivered after the final vote was taken in which Mr. Craven abstained, but also after Mr. Craven told Mr. Jones he would not participate in any further proceedings in the case. No improper motive can be attributed to Mr. Jones or North Dade, the brief stated.

The North Dade brief was signed by A. Harry Becker and Nathan H. David.

L. B. WILSON INC. BRIEF

The L. B. Wilson brief made only one point: That the grant to Public Service Television Inc. should be set aside.

Otherwise, L. B. Wilson submitted a document that was divided into four parts. These were: (1) a list of names of all people who were mentioned in connection with the case; (2) a chronology of events referred to in the hearing; (3) a summary of reported decisions on character qualifications, and (4)

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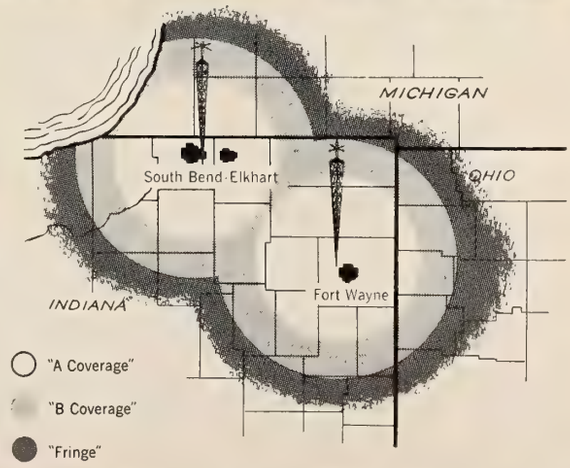
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**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



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wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC

a summary of various instances of improper attempts to influence the FCC. The Wilson document lists about 50 names, relates the chronology of principal events beginning in 1951, cites eight court cases regarding character qualifications of applicants, and lists 28 instances of alleged *ex parte* representations on the part of all the applicants except itself.

The L. B. Wilson brief was signed by Paul M. Segal and Robert A. Marmet.

Storer WITI-TV Buy Okay With Reservation

The FCC last week approved by a 3-1 vote the purchase of WITI-TV Milwaukee (ch. 6) by Storer Broadcasting Co. for $4,462,500 from Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

The approval last week was conditioned on Storer disposing of its now-dark WVUE (TV) Wilmington (Philadelphia) to remain within the 5-vhf tv limit and was made "without prejudice" to whatever action the FCC may want to take when it makes its final determinations on the Network Study (Barrow) Report.

The FCC action last week came after Storer's answer [GOVERNMENT, Nov. 3] to queries by the FCC asking for more information on "concentration of control factors" in the WITI-TV purchase [GOVERNMENT, Oct. 20]. Comr. Robert T. Bartley dissented to the approval last week and voted for a hearing as he has in the past on transactions where multiple owners are involved. Approving the purchase were Comrs. T. A. M. Craven, John S. Cross and Rosel H. Hyde, acting chairman.

In its letter asking more information from Storer, the FCC had asked whether the company plans to set WITI-TV rates in combination with its other broadcast stations and why Storer thinks it can operate WITI-TV as non-network-affiliated station successfully when it was unable to do so with WVUE.

Storer replied that it does not intend to set WITI-TV rates in combination with its other broadcast properties and that WITI-TV is in a much better position competitively in Milwaukee than was WVUE in Philadelphia.

Other Storer stations, besides WVUE, are: WAGA-AM-FM-TV Atlanta; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo; WJBK-AM-FM-TV Detroit; WIBG-AM-FM Philadelphia; WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami.

Supreme Court Seeks FCC Views On Philco Charges Against NBC

The U. S. Supreme Court last week asked for the views of the FCC in the Philco fight to have NBC's Philadelphia stations set for hearing. The Court asked the Solicitor General to ascertain the views of the FCC in the case. No date was given for the response to this request.

The case is before the Supreme Court on appeal by Philco against a lower court ruling upholding the FCC's position that Philco had no standing to protest the renewal of the licenses of WRCV-AM-FM-TV Philadelphia.

Philco asked that the NBC stations' license renewals be set for hearing last year. The Commission denied the request on the ground Philco was not a party in interest. Philco appealed this ruling but the appeals court, last June, upheld the FCC. Philco has contended that NBC's ownership of stations in Philadelphia was unfair competition, since Philco is a competitor of RCA in manufacturing and selling appliance and radio-tv products.

FILM

NATL. THEATRES STARTS NTA BUY

National Theatres Inc., Los Angeles, last week took its first step toward acquiring National Telefilm Assoc., New York, when National Theatres' board of directors approved an agreement to purchase the common stock holdings of the three principal officers of of NTA.

John B. Bertero, National Theatres president, said the purchase agreement covered 160,500 shares of NTA stock held by Ely A. Landau, board chairman; Oliver A. Unger, NTA president and Harold Goldman, NTA executive vice president. Mr. Landau holds 80,250 shares, and Messrs. Goldman and Unger 40,125 shares each of the approximately 1.1 million shares outstanding.

The agreement provides that for each share of NTA stock, Messrs. Landau, Unger and Goldman will receive $11 principal amount of 5½% subordinated sinking fund debentures of National Theatres, due March 1, 1974, plus a warrant for the purchase of one-quarter of a share of National Theatres common stock. They will continue to serve in their present capacities at NTA.

Mr. Bertero noted that the purchase is on the same basis as the exchange offer, previously announced by National Theatres last August [FILM, Aug. 18], to be submitted to all stockholders of NTA, following approval by National Theatres' stockholders at a special meeting scheduled for December.

By effecting "a firm agreement" at this time with the controlling stockholders of NTA, Mr. Bertero pointed out, National Theatres now is in "a position to accelerate proceedings to secure certain governmental approvals, thus facilitating the formal offer to NTA stockholders."

National Theatres, considered the second largest theatre chain in the U.S., operates approximately 300 motion picture houses in the middle and far west, as well as amusement park facilities in California. Last spring the company bought WDAF-AM-TV Kansas City [CHANGING HANDS, April 28]. National Theatres' revenues are reported to have declined about 33% since 1947-49 and this situation apparently prompted the diversification program upon which the company has embarked.

NTA is regarded as one of the fastest-growing organizations in the tv field but its debt position is said to be top-heavy. The company is one of the leading distributors of tv film programs, largely feature films.

BRYNA BANKROLL

Hollywood actor Kirk Douglas has said that he has at least $4.5 million worth of faith in television. That's the amount his Bryna productions company will invest in producing new tv film shows. Already in work is a video version of his theatrical film, *The Vikings,* which will be shot with capital advanced by United Artists Television Inc. Two other series are planned, but no distribution-financing deal had been made as of last week. One is a tv version of a successful movie western of a few years back titled *The Indian Fighter,* the other a "futuristic" series, *Report From Space.*

In association with Desilu Productions and 20th Century-Fox Corp., NTA is involved in an ambitious co-production program of half-hour tv film series. Together with Fox, the company owns the NTA Film Network. It also owns and operates WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul.

It is believed that approval may have to be obtained from the Justice Dept. before a transaction between the two companies can be effectuated. National Theatres is the circuit split from 20th Century-Fox under the latter company's consent decree. The close working relationship between NTA and Fox in the NTA Film Network and in the distribution of Fox feature film to tv by NTA may be reasons for scrutiny by the Justice Dept.

Desilu to Broaden Ownership With Stock Sold on Open Market

Desilu Productions has filed a registration statement with the Securities & Exchange Commission proposing to offer 525,000 shares of common stock to the public. The stock, to be offered through Bache & Co. and a nationwide group of underwriters, will have a par value of $1 a share and will go on sale at not less than $10 a share, a studio spokesman said. The first quarterly dividend has been set at 15 cents a share on the basis of disbursable earnings of 60 cents a year.

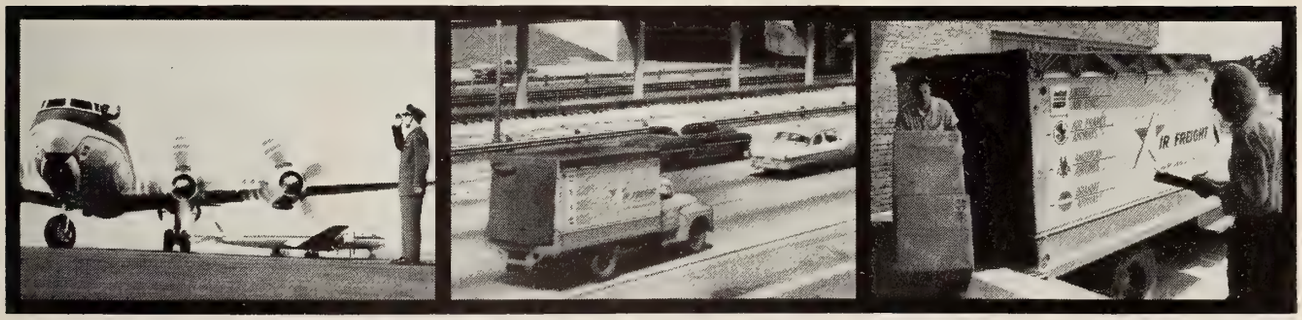
Desi Arnaz, president of the tv film production organization, and his wife, Lucille Ball, with a small group of Desilu executives, have up to this time been the sole owners of the company's stock. Under the proposal filed with SEC, the public stock offering will include 250,000 shares to be sold by the company and 275,000 shares



United Air Freight service



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As convenient (and fast) as dropping an air mail letter in the box. Turn your shipment over to United *at your door* and forget about it. It will arrive at your customer's door on time and appreciated.

United's pickup and delivery service is an extension of your shipping department. Takes the strain off traffic managers, keeps inventory low, frees warehouse space.

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to be sold by Mr. and Mrs. Arnaz. The present stockholders will continue to hold more than 50% of the stock, insuring that control of the organization and its operations will remain in the hands of the present management.

Programs which Desilu is currently producing and filming (in which the company owns all or a part) include: *Westinghouse Desilu Playhouse, Lucille Ball-Desi Arnaz Show, Ann Sothern Show. Grand Jury, The Texan, This Is Alice, U. S. Marshal, Walter Winchell File* and *Whirlybirds.* Additionally, Desilu also films for other producers *The Californians, Danny Thomas Show, December Bride. The Lineup, Love and Marriage, Man With a Camera, The Millionaire, The Real McCoys, Wyatt Earp* and *Yancy Derringer,* plus the filmed programs of *The Red Skelton Show.*

Telestar Sets Up New Branches, Appoints Rohrs in Midwest Div.

Telestar Films Inc., New York, last week announced the establishment of three sales divisions, each to be headed by a vice president, as part of a move to expand the company's sales force. The initial appointment was that of John P. Rohrs, formerly vice president and midwest sales manager of Gross-Krasne Inc. (now Gross-Krasne - Sillerman), as vice president of Telestar's central division.


MR. ROHRS

Bernard L. Schubert, president, and David Savage, executive vice president, currently are interviewing candidates for the eastern and western vice president positions in New York and Hollywood, respectively. Mr. Savage said Telestar also maintains regional offices in Pittsburgh, St. Louis, Memphis, Minneapolis, Atlanta, Washington, D. C., and is scheduled to open offices in San Francisco, Detroit, Cleveland and Seattle.

Telestar distributes *Topper, White Hunter, Mr. & Mrs. North, Crossroads, Movie Quick Quiz* and its latest series, *Parole.*

Wilding Creates Tv Division

Separation of television from industrial and other type film and live production was effected last week by Wilding Picture Productions in Chicago, with formation of a new Wilding Tv Div.

Joseph Morton, previously administrative assistant to the sales vice president, Jack Rehinstrom, has been named general manager of the new administrative and production unit for tv commercials, it was announced by C. H. Bradfield Jr., Wilding president. Others named are Michael Stehney, previously executive vice president and general manager of Kling Film Productions, Chicago, and Carl Nelson, also formerly with Kling, as editorial supervisor. The new unit will be responsible for television advertising production.

Benny 'Gaslight' Show to Go On 7 Years After Planned Telecast

Jan. 11, 1959, is the target date for broadcasting Jack Benny's tv satire of the MGM motion picture, "Gaslight," probably the only tv show to travel from film studio to network by way of the U. S. Supreme Court.

The half-hour tv film was made for showing in 1952, but the motion picture company felt it was an infringement of its property rights and obtained a court order keeping it off the air. That ruling was appealed and other rulings and appeals followed until the case reached the Supreme Court, which, by a four-to-four tie vote, upheld the position of MGM that the tv satire did indeed constitute infringement [GOVERNMENT, March 24, Feb. 3].

Following that decision, J&M Productions, company that produces all the Jack Benny programs, both live and film, bought a seven-year license from MGM giving it the right to satirize "Gaslight" for that length of time. J&M also got seven-year satirization rights to the play from Patrick Hamilton, its author, who lives in England.

Finally, J&M acquired full rights to the half-hour tv program filmed some years ago by CBS-TV as a Jack Benny episode. Thus armed, J&M now is ready to proceed with the premiere broadcast of the program, whose cast includes Barbara Stanwyck, Bob Crosby, Eddie (Rochester) Anderson and Don Wilson as well as its star, Mr. Benny.

Hollywood Tv Names Distributors

Hollywood Television Service Inc., subsidiary of Republic Pictures which handles tv release of Republic theatrical films, has completed arrangements with Edward Salzberg, president of Screen Classics Inc., Cincinnati, for distribution of the films to tv stations in Ohio, Kentucky and part of West Virginia. A similar arrangement has been made with the Charles Simpson organization for Georgia, Florida, Alabama and Tennessee. George Kirby, formerly of Republic, has been named general tv sales manager for the Salzberg operation and another Republic alumnus, Edward H. Brauer, will handle tv sales for Simpson.

Fox Records Recession Tv Dip

A "slight dip" of $200,000 in gross income of tv rentals and sales—accountable to the economic recession—was confirmed last week by 20th Century-Fox Film Corp. Third quarter earnings of the parent corporation for the period ended Sept. 27 dropped to $1.4 million from $1.6 million for the like 1957 period, but for the 39-week period net earnings were up from $5.6 million to $6.6 million. The decline of gross income from tv rentals on pre-1948 theatrical films and syndication sales of feature films and series produced by 20th's tv subsidiary, TCF Productions Inc., fits in the overall slip in 39-week gross income from $96.5 million in 1957 to $94 million.

G-K-S Signs Six Account Execs

Expansion in the sales staff of Gross-Krasne-Sillerman Inc., New York-Los Angles, was announced last week as G-K-S added six new account executives. They are: Leonard Gruenberg, formerly metropolitan division manager of RKO Radio Pictures; Lynn Phillips, last with NBC-TV; Lynn Wood Hall, last with WCAU-TV Philadelphia; Jeff Davids and Lester Loeb, formerly with Ziv Television Programs, and Gil M. Meyer, recently with CBS-TV Film Sales. Messrs. Gruenberg and Phillips are assigned to national and regional sales; Mr. Hall to national spot sales; Messrs. Davids and Loeb to syndication. Mr. Meyer is sales service manager.

McMahan Returns to Film Making

Harry Wayne McMahan, who quit the film production business (Five Star Productions Inc.) five years ago to join McCann-Erickson and later Leo Burnett Co. as an executive, has returned to film production. Mr. McMahan has resigned as Burnett vice president of tv commercial operations to form Cupid Inc., a production firm in which he is joined by film producer Jerry Fairbanks. The first package to be filmed under the Fairbanks "multicam" three-camera process is a daytime tv series, *Life Is The Problem,* which begins shooting this month. Additionally, Mr. McMahan will act as agency consultant, his first client being Leo Burnett. Los Angeles will be the headquarters of his new activities.


MR. McMAHAN

FILM SALES

Screen Gems Inc., N. Y., reports that its new *Rescue 8* half-hour adventure film series has been sold in total of 108 markets, with latest sales to WTVT (TV) Tampa and WDBO-TV Orlando, both Florida, and Farmers' Union for showing in four North Dakota markets—Bismarck, Minot, Dickinson and Valley City.

Ziv Television Programs, New York, announces its *Bold Venture* series has been sold in 58 markets in first ten days of its release. Spearheading business was regional purchase by P. Ballantine & Sons, Newark, N. J., through W. Esty Co., N. Y., in 22 eastern markets. Second major regional advertiser to sign was G. Heileman Brewing Co., which will present series in Chicago and more than 12 Wisconsin markets, depending on clearances. Heileman's agency is Compton Adv., Chicago.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., reports five special Christmas holiday programs are available to tv stations during 1958 holiday season. They are "The Lamb in the Manger," starring Maureen O'Sullivan; "Man's Heritage," with Raymond Massey as narrator; "A Christmas Carol," starring Vincent Price; "The Story of the Pope," presentation of life of late Pope Pius XII, and "The Great Gift," story of child's search for real meaning of Christmas.

Your Salesman on Sight for 783,232 Households in

THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS
TELEVISION
WINSTON-SALEM

Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market,* the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for *Winston-Salem* / *Greensboro* / *High Point*

Call Headley-Reed

CBS MAKES RECORD $16.5 MILLION

Sales and earnings of CBS Inc. beat all-time levels in this year's first nine months. The after-taxes net was $16,522,462 ($2.10 per share) on $300,738,926 in revenues against $13,898,171 ($1.82 per share) on $275,276,269 for 1957.

The new levels were not high enough to repeat the CBS mid-year feat, when earnings (before taxes) exceeded those of big-rival RCA for the first time in history [NETWORKS, Aug. 18]. RCA's nine-month profit was $39,596,000 before taxes, $19,798,000 after taxes on revenues of $834,753,000. CBS' profit before taxes for the nine months was $36,200,462.

The CBS board of directors, in making the financial report last Wednesday (Nov. 12), also announced a special stockholders meeting Dec. 22 to vote on a proposal to change stock classifications of the company. The management-sponsored plan would replace Class A and Class B stock with an equal number of common stock shares.

The move would make all voting non-cumulative (Class A stock now votes cumulatively for half the directors, Class B non-cumulatively for the other half).

Under cumulative voting a holder of Class A stock can multiply his shares by the number of seats being voted and cast all or any of them for one or any combination of directors, whereas a holder of non-cumulative Class B can vote his shares only once for each director. Under the new proposal all directors would be elected by all the shareholders.

A proxy statement issued with the meeting notice said that as of Oct. 29 there were 4,342,598 shares of Class A outstanding, 3,538,802 shares of Class B. Last Thursday, both Class A and B closed on the New York Stock Exchange at 39½. Williams S. Paley, CBS chairman, owns 126,285 shares of Class A, 707,108 of Class B (2.91% and 19.98%, respectively, of the total shares outstanding). Frank Stanton, CBS president, owns 111,517 shares of Class A and 32,877 shares of Class B (2.57% and 0.93%, respectively, of total shares).

The board also declared a cash dividend of 25 cents per share on Class A and B stock, payable Dec. 12 to stockholders of record Nov. 21, and a stock dividend of 3% on both A and B shares, payable Jan. 16, To stockholders of record Dec. 19.

AFFILIATE BOX OFFICE

More than 100 affiliate executives are expected to attend the annual meeting of ABC-TV primary affiliate stations in New York Wednesday (Nov. 19.) Current network progress and plans for the 1959-60 season are on the agenda. The meeting will be held at the Sheraton East Hotel.

WALLACH RESEARCH DISCOUNTED BY NBC

- **Findings, method questioned**
- **Network points to omissions**

Miles Wallach's in-home study, which professed to show that tv audiences are not as big as they're rated (see page 48) was challenged last week by NBC researchers on the ground that the technique is dubious and the findings contradictory to known research.

NBC said that Mr. Wallach's TPI study's "limited coverage of only seven program time periods is not broad enough to justify any of his general conclusions on viewer inattention, sponsorship confusion or sets-in-use levels."

The NBC report said that while TPI started out as a rating service it seemed to wind up as an "attempt to recoup the investment in TPI methods and organization."

NBC described as "highly questionable" Mr. Wallach's conclusion that there is doubtful value in a home where one viewer is engaged in other activities while watching tv.

"In Wallach's eyes," NBC said, "if one of these viewers is knitting in the television room, this home would be among the reported 25% in which other activities are going on. If the same person were knitting in some other room, the home would be considered to be a full-fledged viewing home. These are peculiar standards to apply to measuring the television audience."

A "far more important figure" was not tabulated by Mr. Wallach, the NBC report said. This would be the number of homes in which at least one person was devoting full attention to the tv set. Also, NBC maintained, the fact that some viewers were found to be reading newspapers should be construed to mean not only that they were not giving undivided attention to tv but also that they were not giving undivided attention to whatever they were reading—with television's "sight, sound and motion impact" giving tv "a decided advantage."

NBC also said:

"We understand that a major tv advertiser did an extensive study along these same lines during the past season. The study involved more than 200,000 coincidental phone calls. Results indicated that the degree of inattention to sets was so minor that no discontinuing of ratings was warranted."

NBC also found the Wallach research technique to leave "much to be desired," including what NBC called "interviewer intrusion" or changes which would leave the home audience different in physical or psychological make-up from what it was before the Wallach bell-ringer rang the residence bell.

TV NETWORKS UP 10.6% OVER 1957

Network tv gross billings for the nine months ended in September reached $408 million for a 10.6% gain over the period last year, while for September alone, the gross time charges totaled $42.4 million, or 3.7% ahead of September 1957.

Two of the networks showed September gains, the exception being CBS-TV which slumped 2.6%, ABC-TV moving up 16.2% and NBC-TV chalking up a gain of 7.3%. Though CBS-TV in September was off about $500,000 from its gross time charge total of that month a year ago, the network still was on the near $20 million monthly billing ledge, where no other network has climbed as yet this year. CBS-TV's highest billing point reached this year: January, when the network compiled $22,094,105 in gross time charges.

CBS-TV had no immediate comment on the percentage drop.

The billing figures were released last week by Television Bureau of Advertising on the basis of data compiled by Leading National Advertisers and Broadcast Advertisers Reports. The compilation:

TV NETWORK GROSS TIME BILLINGS

Source: LNA-BAR

	September			January - September		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 5,704,888	$ 6,627,093	+16.2	$ 58,282,982	$ 72,252,184	+24.0
CBS-TV	19,935,115	19,415,705	− 2.6	173,475,494	181,179,782	+ 4.4
NBC-TV	15,286,270	16,408,345	+ 7.3	137,434,323	154,718,627	+12.6
TOTAL	$40,926,273	$42,451,143	+ 3.7	$369,192,799	$408,150,593	+10.6

Month by Month - 1958

	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105
JULY	7,083,555	18,332,925	15,702,029	41,118,509
AUGUST	6,923,735	19,383,736	15,202,021	41,509,492
SEPTEMBER	6,627,093	19,415,705	16,408,345	42,451,143

SLEEPER

Of course you know about "Divorce Hearing", the unrehearsed new show that's causing all the talk. It's authentic, startling, presenting every-day people at the crisis of their lives, exposing the raw facts of their love and hate.

Dr. Paul Popenoe is in charge and appears on each show. In 1930, he founded and now directs the American Institute of Family Relations. Dr. Popenoe is the author of eleven books on marriage and social biology. His regular feature in *The Ladies' Home Journal,* "Can This Marriage Be Saved?", is nationally known.

Not a re-enactment, "Divorce Hearing" is the *real thing*—tragic, comic, emotion-packed, and fascinating! Fascinating? Listen to the reviewers:

From *The New York Times:* " 'Divorce Hearing' . . . has a fascination about it. . . . The participants were forceful personalities whose accounts have a tragicomic flavor. . . ."

From *BIB Newsletter,* "Facts, Figures and Film": "Interstate has a sleeper in its 'Divorce Hearing' . . . the psychologist-star Dr. Paul Popenoe will be a national figure with plenty of demands for his time before the first series runs its 52 weeks. . . . When series opened in New York (WNEW-TV, old WABD) the station was swamped with telephone calls asking 'Is he (Dr. Popenoe) in New York?' . . . a hot subject. . . ."

From *The New York Herald Tribune:* ". . . a fascinating program . . . frank, unrehearsed . . . candid. . . . The second couple made Ralph and Alice Kramden seem like Romeo and Juliet, and in spite of the seriousness of their situation turned out to be pathetically funny. 'He thinks he's Red Skelton,' the woman complained bitterly. He darned near was."

Electrify your p r o g r a m m i n g ! Get "Divorce Hearing" from INTERSTATE TELEVISION—445 Park Avenue, N.Y.C., MUrray Hill 8-2545—and get it *now!*

SEC. 315 HAMPERS BROADCASTER: BRENT

- **Asks end of political ads**
- **New Jerseyites name Walker**

Broadcasters should refuse to accept paid political broadcasts, hampered by the restrictions of Sec. 315 of the Communications Act, and do their own political programming, the New Jersey Broadcasters Assn. was told Nov. 14 at Camden.

The eventual result of the section and FCC regulations, according to Ralf Brent, vice president of WIP Philadelphia, will be the death of all political broadcasting.

Appalled by what he called the "frightening" experiences of stations during the last campaign, Mr. Brent said voters didn't spend much time listening to politicians during the last election "because they didn't want to be bored to death, yelled at, bamboozled with high-sounding and low-meaning words." He proposed that party officials and broadcasters discuss the problem jointly. Otherwise, he suggested, the people will lose interest in politics and perhaps democracy unless the media are used professionally and unless broadcasts are handled by specialists.

He contended political programs should include showmanship and news, offer truly opposing views and be based on fair treatment of all issues and candidates.

The New Jersey association elected officers at the opening session Thursday (Nov. 13). They were: Fred E. Walker, WTTM Trenton, president; Kenneth A. Croy, WMTR Morriston, vice president, and Francis J. Matrangola, WCMC Wildwood, secretary-treasurer. John G. Struckell, WKDN Camden, was retiring president.

Sen. Clifford P. Case (R-N. J.) credited radio and tv with an important role in the successful gubernatorial campaign of Nelson Rockefeller as well as other candidates. "The chance for any candidate to expound his record and his platform on the airways is valuable indeed," he said.

Free opportunities to campaign on radio and tv are especially important for the candidate with small financial resources, he said, in view of the mounting cost of time and newspaper space. He voiced hope the radio-tv industry will become more interested in educational programming and political science.

Sen. Case said the development of the brief televised interview and the telephone recorded comment have done much to bring the public in touch with public figures, explaining he frequently hears such statements. "This kind of reaction indicates the industry has developed newer and more effective techniques to carry out its obligations, he said.

George Brown, news director, WOR-AM-TV New York, reported WOR radio's policy of 15-minute instead of 5-minute newscasts continues to be big business and this year will gross $1.7 million, up $250,000 over last year. Costs also are up, he said, to about $500,000. Last year costs were $400,000. WOR is very much sold on the quarter-hour format, he said, airing 180 such shows weekly.

Mr. Brown said the quarter-hour newscast "has proved out rating-wise" in the six-month period since WOR went to an expanded schedule of the longer news format. The four afternoon quarter-hours which replaced previous 5-minute segments enjoy an average rating increase of 17%. He said WOR feels 15 minutes is needed to adequately tell the news in today's world and national climate. The 5-minute format, he said, evolved when radio was met with television and the short form was expedient and easy to sell. Additionally, the 15-minute format allows integration of many public service features, such as weather, traffic conditions and mobile on-scene reports.

Sam Sharkey, editor, NBC News, said it no longer is enough to just report facts, for facts without analysis or interpretation can be misleading. He said the wire services, major newspapers and broadcasters for a considerable time have been weaving interpretation, perspective and analysis into stories.

"In so doing," he added, "we are seeking to satisfy the greatly stimulated curiosity among the public demand for answers to the big 'why,' in other words, the public no longer is satisfied with knowing merely what happened. It specifically wants to know why it happened and when and where this can lead on a personal and national basis."

Although NBC does not editorialize, it does permit interpretation and analysis by its seasoned newsmen, the network news editor said.

Aired Spots, Speeches Mark Tv Week Salute

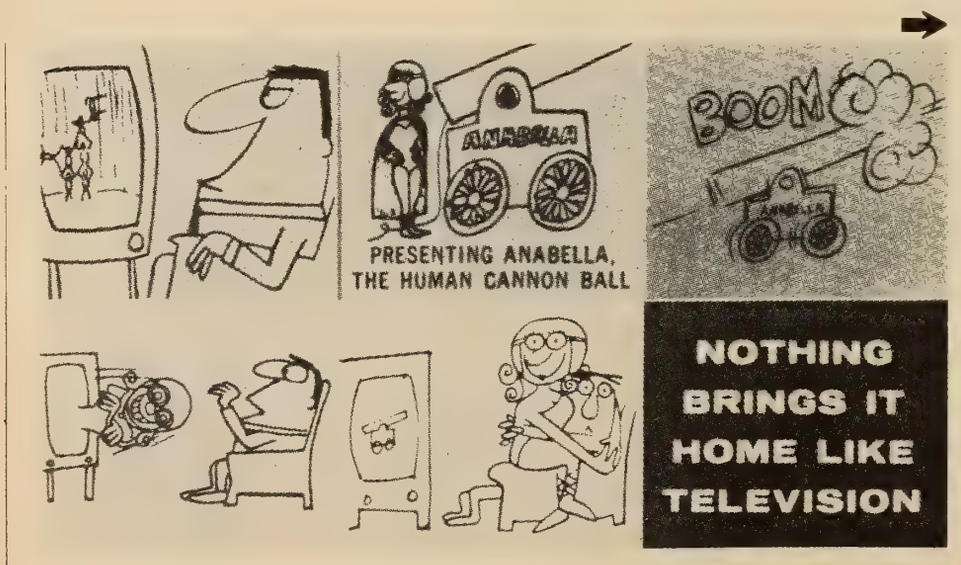
The nation's video stations and networks opened observance of National Television Week yesterday (Nov. 16) with a barrage of film spots, promotions, speech campaigns and special programs.

NAB and Television Bureau of Advertising provided 10- and 20-second spots emphasizing tv's place in the national scheme. Both groups spurred the industry to active campaigns based on the use of television to promote itself [TRADE ASSNS., Nov. 10].

Sen. Spessard L. Holland (D-Fla.) sent a salute to television's achievements in a letter to James L. Howe, WIRA Fort Pierce, Fla., president of Florida Assn. of Broadcasters. He said the medium's benefits "are reflected in the economic growth of the nation, in the educational and cultural attainments of the past decade and in the increased security deriving from a citizenry that is informed and of high morale."

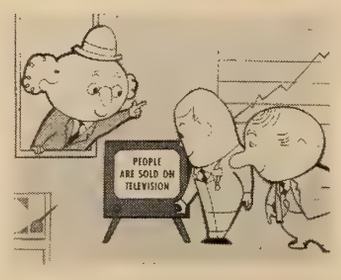
Dr. Winston E. Burdine, national commander of American Veterans of World War II and Korea, said, "No other medium of communication in so short a time has been able to reach more people with the impact of television. It has brought to the public the best in free entertainment, education, news and public service."

C. Howard Lane, KOIN-TV Portland, Ore., chairman of the NAB Television Board, called on stations to use the tv spots. He said, "We are asking, in effect, if you will 'buy' some time on your own station in behalf of the industry . . . and schedule the tv film spots just as if they were paid commercials."



TV WEEK SPOTS

Quick but punchy 10 and 20-second film spots are being shown nationally by tv stations during National Television Week (Nov. 16-22). NAB sent out two 10-second IDs based on audience impact of the medium (see human cannon ball story board above). Television Bureau of Advertising spots are designed to tell tv's selling power (sample at right). Both NAB and TvB will continue their campaigns with new spot series.





THE WEATHER'S FINE UP HERE!

And we intend to stay on top by continuing the same kind of all-the-family programming which got us here in the first place. KFJZ Radio's appeal, you see, is to every member of the family.

We suggest that when you're interested in selling most completely to All the family in the Fort Worth Area, you join us up here at the top — on KFJZ Radio.

Sold in combination with KLIF Radio, Dallas, Texas.
Represented by John Blair & Company.

KFJZ RADIO

Fort Worth, Texas

Success Stories, Gov. Williams Added to Radio Ad Clinic

Two more "success stories" will be told in New York at the fourth annual National Radio Advertising Clinic tomorrow and Wednesday (Nov. 18, 19), the sponsoring Radio Advertising Bureau announces. Added to the speaker roster: John F. Ambrose, executive vice president, Sterling Silversmiths Guild of America, and Vincent La Rose, advertising-marketing vice president of V. La Rose & Sons, food packer.

Also slated to be heard is Michigan's reelected Gov. G. Mennen Williams who will discuss broadcasting's responsibilities to education and the economy during the Wednesday luncheon. The clinic will be held at the Waldorf-Astoria.

Demand True FCC Service Gauge, Katz Man Tells Tennessee Assn.

Public service programming is held back by the archaic concepts of the FCC.

This explanation of a problem facing broadcast stations in their efforts to promote local and national welfare was given Friday at a meeting of Tennessee Assn. of Broadcasters in Knoxville. The speaker was George Skinner, radio program services director of The Katz Agency.

Mr. Skinner said public service programming has improved tremendously in the transition from stuffy and meaningless chatter by boring civic leaders to the modern spot announcement type of message. This streamlined message sells public service as well as it sells merchandise, he said.

What the FCC should do, he said, is abandon its antique method of measuring a station's public service contributions with a clock formula. This makes it difficult for stations whose public service contributions are measured by the time formula.

"FCC will give a half-hour credit to a station that bores its listeners silly with a dull interview," he said, "but only one credit for a station that does a real selling job in 60 seconds. This, of course, is a hangover from the old days in radio when effectiveness was never measured and time was the only point of reference.

"If broadcasters brought this point of view to the FCC, isn't there the possibility that these gentlemen might give a half-hour's public service credit for each minute used and even think of deducting a half-hour for every interview that runs over 60 seconds. If you gentlemen can sell merchandise on your stations—and I know you can—here's a real challenge. Get a campaign rolling to bring the FCC up to date on public service. Campaign to have your public service measured—not in minutes of boredom but in seconds of effectiveness. You'll be doing yourself and the audience a favor."

Ben Strouse, president of WWDC Washington, described his station's aggressive editorializing policy. He said a broadcast editorial must prove that a situation exists requiring correction; that it exists because of mistakes made in the past, and that a solution is available (offered by the station).

To effect a needed change, he said, the editorializing broadcaster often will be forced to go far beyond the mere airing of an editorial. At this point he described steps taken to help solve problems described in editorials. As to cost of editorializing, he said, "If the broadcaster has a qualified newsman who knows how to do legwork, that's his personnel."

NAB, RAB Sight Moving Target: Radio Listeners in Inns, Autos

One of radio's most important audiences, the traveling public, can be expanded by use of promotional measures and serve as an effective market, NAB and Radio Advertising Bureau believe.

A national drive to enlist travelers in the promotion was set in motion last week by the NAB's Am Radio Committee. F. C. Sowell, WLAC Nashville, Tenn., committee chairman, said all radio stations will be given promotional material showing the advantages of radio-equipped hotels and motels. Stations will be urged to use their own broadcast facilities to promote hotel-motel radio equipment.

"Detailed, up-to-the-minute reports on road conditions, weather and other news important to the traveling public's safety are provided only by radio," Mr. Sowell said. "The American family has, on the average, three radios including the car radio. People turn daily to radio for entertainment and information. It's just good business for hotels and motels to offer radio service."

NAB will meet with top executives in the hotel-motel industry to discuss radio equipment for their facilities. Set manufacturers and distributors will be enlisted in the drive. Stations will be given publicity materials based on the theme, "Look for a room with a radio."

A special subcommittee is working with Mr. Sowell in the campaign. Members are Jack Younts, WEEB Southern Pines, N. C., and Jerome Sill, WFPG Atlantic City, N. J.

Automobile radio is the "most effective means of reaching vacationers and commercial travelers," RAB President Kevin B. Sweeney told the Congress of Motor Hotels convention in New Orleans last week. The prospects that better motor hotels seek are driving cars that are between 87-88% radio equipped, Mr. Sweeney said. He outlined a seven-point plan for motor hotel consumer advertising in which he suggested the advertiser use radio between 2 and 5 p.m., "the hours when over 80% of 'brand decisions' for motels are made."

Retail Convention Speakers Set

The National Retail Merchants Assn. last week released the names of featured speakers for NRMA's 48th annual convention at the Hotel Statler in New York Jan. 12-15. Charles H. Kellstadt, president of Sears, Roebuck & Co., Chicago, will speak at the annual banquet on Jan. 15. Speakers at the convention's Top Management session on Jan. 12 will be Malcolm P. McNair, Lincoln Filene, professor of retailing, Harvard Graduate School of Business Administration, and Paul Mazur, partner, Lehman Bros., New York, investment company.

WORLD TITLE

Radio Advertising Bureau has reported that preliminary findings in a survey show that more people followed the inning-by-inning developments of the 1958 World Series on radio than in any other news medium.

The study, made for RAB by the Pulse Inc. in Philadelphia and Detroit, reveals that 52.9% of persons questioned learned the inning-by-inning scores on radio, as compared with 43% on tv, 0.5% in newspapers and 3.3%, "word of mouth." The study also shows that 60% of the respondents had listened to some part of a World Series game on radio. A full report on the survey is being prepared by RAB and will be released to members later this year.

N. Y. ATAS Outlines '58-'59 Activities Lineup

The 1958-59 activities program of the New York chapter, Academy of TV Arts & Sciences, will include "nuts-and-bolts" sessions, luncheons featuring the three tv network heads and a new series of lampoon-testimonial dinners.

The first session—held last Thursday (Nov. 13)—featured the Screen Gems Inc. production team of ABC-TV's *Naked City* and the topic: "Tv Film Production in New York—Heaven or Hell?" Also participating were members of the Film Producers Assn. of New York, MPO Productions and Gold Medal Studios.

Other upcoming forums will cover videotape (January), tv music (February), acting-producing-directing (March), foreign tv (April), news and public affairs (May). Additionally, there will be three special luncheons featuring CBS-TV President Louis G. Cowan, ABC-TV President Oliver Treyz and NBC-TV President Robert E. Kintner. In March, Milton Berle becomes ATAS' first "fall guy" to be saluted at a Friars-type of dinner which will be produced by impresario Max Liebman.

Broadcasters Fight Barriers To Court Pictorial Coverage

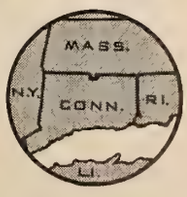
A legal test of a judge's ban on courtroom broadcasts and photography from sidewalks and streets around an Atlanta courthouse is planned by Atlanta Newspapers Inc. (WSB-AM-TV) and Georgia Press Assn. Judge Durwood Pye of Superior Court in Atlanta refused to yield to protests against his ban during trial of a high state official on embezzlement charges [AT DEADLINE, Nov. 10].

WJXT (TV) Jacksonville has protested a decision by Florida Attorney General Richard Ervin barring cameramen from hearings dealing with the suspension of licenses of bail bondsmen and surety agents in Jacksonville. The Ervin ruling gives the head of the state agency the right to decide whether such proceedings shall be photographed.

NOW WTIC-TV CHANNEL 3 MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JAckson 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



NAB Annual Equipment Exhibits Expected to Exceed All Records

The number of equipment exhibitors at NAB's annual convention (Conrad Hilton Hotel, Chicago, March 15-18) will exceed all records but the film-transcription-service part of the convention will be scattered all over the meeting site.

Following a meeting with exhibitors, held Wednesday (Nov. 12) in New York, Everett E. Revercomb, NAB secretary-treasurer, said lease agreements will be mailed to exhibitors about Dec. 1.

Most of the large tv film distributors refuse to comment openly on NAB's decision restricting official convention exhibitors to manufacturers of technical equipment used in broadcasting. This group will be assigned hospitality space scattered around the hotel in lieu of the traditional bunching of service firms on a single floor.

Many felt the NAB's restrictive ruling is discriminatory but there was no sign of revolt. They maintained a wait-and-see attitude.

A spokesman for ABC Films Inc. said his organization felt "discriminated against" because of the new ruling. He acknowledged that the company was of the opinion that exhibiting at the convention was "expensive and time-consuming but nevertheless film companies should have the same right as heavy equipment organizations and be placed under the same rules."

John D. Langlois, president of Lang-Worth Feature Programs Inc., New York, a major radio transcription firm, said that although he preferred to exhibit as in the past, he believed the NAB had the right to set the rules. He expressed the hope, however, that after due consideration, the NAB would relax its policy and permit radio and tv film distributors to exhibit at the convention some time in the future.

Missouri Broadcasters Hear Lee Explain Conelrad Expansion Plan

Proposed expansion of the Conelrad emergency broadcast communications system was described by FCC Comr. Robert E. Lee at the Nov. 13-15 meeting of Missouri Assn. of Broadcasters, held at the Chase Hotel, St. Louis. Bruce Barrington, WEW St. Louis, outgoing president, presided. New officers were to be elected Saturday.

Others on the agenda were Ray V. Hamilton, of Hamilton, Stubblefield, Twining & Assoc.; William O. Douglas, Southwestern Bell Telephone Co., Dr. Nathan Kohn, personnel consultant; Robert Hanson, Region 4, Office of Civil Defense Mobilization; George Armstrong, vice president and general manager, WHB Kansas City, speaking on all-industry radio copyright negotiations, and Sam Montague, Missouri School of Journalism.

Agency PR on Western Agenda

Public relations of advertising agencies will be discussed by an attorney, Alfred A. Calabro; a corporation executive, Walter C. Prill, educational services manager of Southern Counties Gas Co. of California; a public relations counselor, Burns W. Lee, executive vice president of General Public Relations, and an advertising trade paper editor, Richard Free, managing editor of *Media, Agencies, Clients,* today (Nov. 17), at the November dinner meeting of Western States Advertising Agencies Assn. WSAAA members will get a chance to strike back at these non-agency critics during a no-questions-barred session following the speeches. The meeting will be held at the Nikabob Restaurant in Los Angeles.

Take Court Ban Case to Public, Anello Tells Maine Association

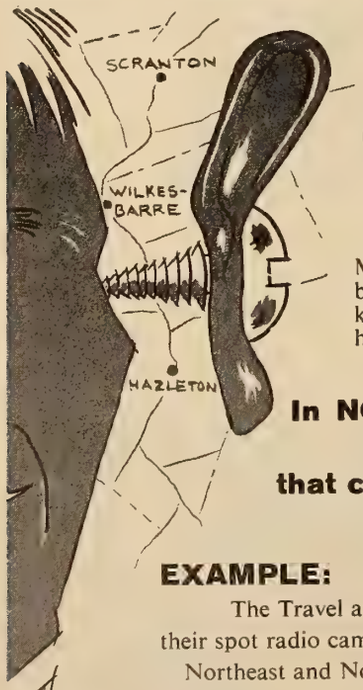
Broadcasters must tell the public why courts' and the American Bar Assn.'s bans against radio-tv coverage should be removed, Douglas A. Anello, NAB chief attorney, told the Maine Radio & Tv Broadcasters Assn. at its Wednesday meeting in Waterville.

If the public demands removal of the court barriers "a change will most certainly be made," Mr. Anello said.

"We see no sound reason why photographers and radio and tv representatives should not be entitled to the same privileges of the courtroom as other members of the press," he said. "A trial is a public event. What transpires in the courtroom is public property. If our standard of justice and government is to continue to be effective, it must grow and adapt itself to the changes required by the communities which it is charged to serve. We believe that present-day justice requires taking full advantage of our improved methods of communications."

CARTA Sets Communion Nov. 23

The eleventh annual communion breakfast of the Catholic Apostolate of Radio-Television-Advertising (CARTA) will be held Sunday (Nov. 23) at 10 a.m. in the grand ballroom of the Waldorf-Astoria Hotel in New York following 9 a.m. mass at St. Patrick's Cathedral. John Patrick Costello, NBC announcer, will be toastmaster and Jack Sterling, WCBS New York, m.c.



the Earbone's connected to the Headbone...

Multiply the ears on a couple million heads and brother you've got an AUDIENCE . . . the kind of audience that every Timebuyer wants his sales message to reach.

In NORTHEAST PENNSYLVANIA there's just one voice that commands such listenership— WILK

EXAMPLE:

The Travel and Publicity Dept. of Ontario, selected for their spot radio campaign the top 36 radio stations in the Northeast and North Central United States to do the job.

The average cost per inquiry for the 36 stations was $1.32—*WILK's cost per inquiry 67c*—ONE-HALF. A typical example of the kind of job WILK does for its advertisers.

WILK

WILKES-BARRE, PA. Call Avery-Knodel for details.
The only A.B.N. Affiliate in Northeastern Pennsylvania

UPCOMING

November

Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 16-22: National Television Week.
Nov. 18-19: RAB, national radio advertising clinic, Waldorf-Astoria Hotel, New York.
Nov. 18: NAB, Fm radio committee, NAB headquarters, Washington.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20: NAB, Radio transmission tariffs committee, Waldorf-Astoria Hotel, New York.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.
Nov. 21: Arizona Broadcasters Assn., annual meeting, Pioneer Hotel, Tucson.
Nov. 21-22: Seventh Annual WSM National Disc Jockey Festival, Andrew Jackson and Hermitage Hotels, Nashville, Tenn.

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, Convention committee, NAB headquarters, Washington.
Dec. 17: NAB, Ad hoc committee on editorializing, NAB headquarters, Washington.

OKLAHOMA

MAKES NEWS IN INDIANAPOLIS BY SPONSORING NEWS

OKLAHOMA

SIGNS LARGEST SINGLE STATION BUY IN RECENT HOOSIER RADIO HISTORY!

Through the Needham, Louis and Brorby, Inc. Advertising Agency, Chicago, the Oklahoma Oil Company has signed to sponsor all direct WXLW newsmobile reports broadcast live throughout the day, representing what is believed to be the largest single station buy in the radio history of Indiana. Mr. Walter Kadi, Advertising Manager for the Oklahoma Oil Company states "We chose WXLW for several reasons. Sponsoring the newsmobile reports gives Oklahoma Oil an opportunity to perform an important community service. Secondly, WXLW's listener leadership in adult programming allows us to reach *more* people who buy—potential Oklahoma customers."

WXLW's exclusive music-and-news format caters to the listening preferences of the adult age group. As a result, WXLW *is the* number one rated station in Indianapolis, in study after study—and the number one choice of time buyers from coast to coast.



Present in Chicago for signing of contract to sponsor WXLW Newsmobile coverage are (l. to r. seated) Robert D. Enoch, Ex. V. P. and Gen. Mgr. WXLW; Walter Kadi, Adv. Mgr., Oklahoma Oil Company. (l. to r. standing) Eugene W. Strack, Ass't. Mgr. WXLW; Paul Belknap, Needham, Louis and Brorby, Inc., Adv. Agency for Oklahoma Oil Company.

5000 WATTS

WXLW

INDIANAPOLIS, INC.

Represented by JOHN E. PEARSON





Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Taddei to Buy WHCT (TV), CBS-Owned Hartford Uhf

Uhf is not dead after all in Hartford, Conn. The CBS-owned station property—ch. 18—abandoned earlier this fall [STATIONS, October 13], will be sold to Edward D. Taddei, who has been general manager of the Triangle-owned WNHC-AM-TV New Haven.

Agreement to sell WHCT (TV) Hartford for $250,000—subject to FCC approval—was announced Thursday (Nov. 13) by the network. CBS Television Stations Div. President Merle S. Jones was "pleased" that ch. 18 will continue to serve Hartford and that it would be operated by "an experienced broadcaster."

Triangle announced Thursday that the vacancy at WNHC-TV created by Mr. Taddei's resignation is being filled by Howard W. Maschmeier, former assistant general manager of the station. Mr. Maschmeier has been with the Triangle stations since 1953.

Mr. Taddei noted "every effort would be made" to retain WHCT's present employes and hoped that uhf operations would be resumed before the end of the year.

CBS-TV announced Oct. 9 that it would abandon ch. 18 on or about Nov. 17, meanwhile affiliating itself with independent ch. 3 WTIC-TV effective this past weekend (Nov. 15). This switch placed NBC-TV in the position of having to compete with two network-affiliated v's—WTIC-TV (CBS-TV) and WNHC-TV New Haven (ABC-TV). NBC-TV owns and operates ch. 30 WNBC (TV) New Britain.

It was understood at the time that CBS-TV's action in quitting WHCT (TV) was predicated on an estimated $1 million loss (including facilities investment) incurred over two years of operation plus the specter of having to compete with two v's.

Meanwhile, in Buffalo, N. Y., NBC-TV has found a way of disposing of its late uhf operation. It is giving "a substantial amount of basic transmitting and film-slide facilities" formerly used by defunct WBUF (TV) to the Western New York Educational Assn., which seeks a cp to operate as an educational tv outlet. According to NBC board chairman Robert W. Sarnoff, NBC will transfer the equipment (but not the entire studio and plant operation) to WNYEA as soon as the educational group begins construction.

Mr. Sarnoff said, "there is every reason to believe that a uhf educational station in Buffalo could make a substantial contribution to the life of the community . . ."

The gift was accepted by Harry C. Lautensack, chairman of the etv group. WBUF ceased operations Sept. 30.

Avery-Knodel Adds Client, Men

Avery-Knodel last week was appointed national sales representative for WKBW-TV Buffalo (effective Nov. 30), and at the same time, the station representation firm announced an expansion in its sales operation. Involved were appointments of Thomas J. White, tv sales, to acting director of tv sales; Philip C. Waterman, formerly with J. Walter Thompson in Atlanta, to tv sales staff; William L. McKee, member of Avery-Knodel's staff, to sales development with emphasis on network programming for represented tv station; Robert Horwitz, formerly tv traffic manager, to sales staff, and Tom Morris, formerly trade paper reporter, to sales promotion.

WBC Subsidiary Unit To Rep Radio Outlets

All six Westinghouse Broadcasting Co. radio stations as of next July 1 will be represented by Am Radio Sales Corp., of which Westinghouse is majority owner.

WBC, which operates six radio and five tv stations in top U. S. markets, announced months ago that it would expand its sales organization to include national sales and drop its current national representatives [STATIONS, June 23]. It is expected that a counterpart Westinghouse national tv sales organization will be announced next month.

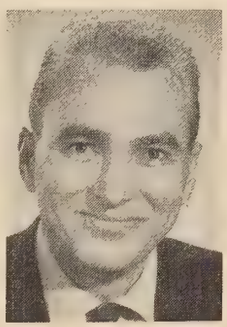
WBC President Donald H. McGannon in making the announcement today (Nov. 17), emphasizes that the number of stations represented by Am Radio Sales will remain limited and thus "sales personnel will be able to sell each station effectively in the light of its market position and with great advantage of intimate, individual knowledge by each salesman of all factors that are of interest to timebuyers."

Ralph L. Atlass, president of Am Radio Sales, along with WBC and Golden West Broadcasters Inc. (KMPC Los Angeles and KSFO San Francisco) owns Am Radio Sales. Wilmot H. Losee, who heads Am Radio's New York office, has been appointed general manager of the firm and, Mr. Atlass said, will be recommended for a vice presidency and a directorship on the board.

WBC's WIND Chicago has been represented by Am Radio Sales since the latter's formation in 1951. The five other WBC radio outlets are represented nationally by Peters, Griffin, Woodward. The five: WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne and KEX Portland.

Pearson Absorbs Palmer Co.

Absorption of the John Palmer Co., west coast station representative, by John E. Pearson Co., was announced last week. Mr. Palmer's entire San Francisco - Los Angeles operation is—station list as well as personnel — affected by the move, with Mr. Palmer becoming Pearson's west coast manager. He headquarters at the newly-expanded Pearson office at 58 Sutter St., San Francisco. Mike Wurster, San Francisco head, returns to Pearson's New York office. Mr. Palmer's Los Angeles representative, Norman Dunshee, joins the Pearson office there as assistant to office manager Clark Barnes. Sue Masterson, San Francisco office, named sales executive.



MR. PALMER



Rogers' WSAZ-TV Editorials Counter Criticisms of Tv

In the first in a series of Sunday editorials devoted to the "continuation of the free private enterprise system . . . and the constructive use of television," Lawrence H. Rogers II, president and general manager of WSAZ-TV Huntington, W. Va., dealt Nov. 9 with television's political responsibilities.

Mr. Rogers said that television stations will ". . . strive to give you more, rather than less, political advertising; that we will strive to follow more closely than ever the activities of your elected representatives in our regular programming; that we should strive for the means to popularize winning elections rather than jackpots—to raise the status of the political horse race to that of the horse opera—and to make a view of our serious world as attractive as a view of the World Series."

In commenting on his station's new editorial series, Mr. Rogers said that tv "is too great a boon to the nation's economy, culture, and government processes for it to take lying down the continued scurrilous attacks of all printed media. In a much larger sense, broadcasters and the nation have too much at stake to risk the loss of these facilities to possible government control and censorship." Mr. Rogers called for tv to answer the "irresponsible" attacks of other media and enlist public support for more cultural programming. The WSAZ-TV president is chairman of the board of Television Bureau of Advertising and a member of NAB's Freedom of Information Committee.

SHELF-TALKER GIVES KMAN ANSWER



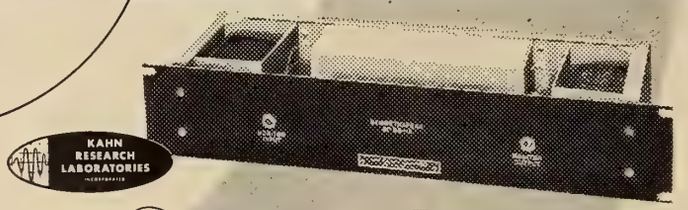
In answer to the perennial problem of station merchandising, Lowell E. Jack, general manager of KMAN Manhattan, Kan., has hit upon the "Shelf-Talker" (see cut), a machine that ties on-air spots with in-store promoting and pays its own way.

The machine, officially known as the "Radio-Tv Merchandiser," is manufactured by Armstrong-Templemann Co. of Abilene, Kan.

Previously used by art galleries for lectures, the Shelf-Talker consists of a recorder with an endless tape, speaker, spotlight and a photo-electric-cell. Placed in the aisle of a store, theatre lobby, etc., the Shelf-Talker starts when the electronic beam is broken; the recorder begins its sales message; the spotlight illuminates the product named on the tape.

Messages from a few seconds' duration to one hour may be recorded and the machine shuts off after each message until triggered by the next customer. The station charges a rental fee and plugs itself ("as advertised on KMAN") in each message. KMAN advertisers have used the device to preview movies in a theatre lobby, sell potatoes, outboard motors, soft drinks, pots and pans and announce a store's second location.

Add Effective POWER...
extend Coverage



Symmetra-peak

AM and FM broadcasters, TV stations and HF communications engineers are now using this simple and inexpensive shortcut to higher power transmission.

Symmetra-peak, a special passive network, symmetrically distributes unequal positive and negative peak energy normally contained in voice transmissions. Thus average modulation from this source may be increased without danger of overmodulation and attendant distortion. Symmetra-peak also eliminates non-symmetry problems resulting from improperly phased microphones and switching between longline telephone circuits and local voice program sources.

Users reporting significant power improvements include WCBS, WOR, WINS, WMGM, WBAB, Press Wireless, RCA Communications, and many others.

- No Power Consumption or Maintenance required
- DELIVERY—4 weeks from receipt of order
- PRICE—$265.00 F.O.B., Freeport, N. Y.

For full information write or call

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side Band

Better Music Radio Sales Group Formed by Broadcast Time Sales

Broadcast Time Sales, New York, radio station representative, reported last week it has formed the Better Music Broadcasters, a group of six major-market stations it represents. They program "adult music" only.

Carl L. Schuele, president, said BMB was organized so that the lineup of stations could be sold to advertisers and agencies who are interested in reaching an adult audience. The first sale completed, he added, was to the Cadillac Motor Car Div., General Motors Corp., in connection with introduction recently of the 1959 Cadillac.

Charter members of Better Music Broadcasters, with other outlets to be added in the future are WJMJ Philadelphia, WAYE Baltimore, WDOK Cleveland, KADY St. Louis, KIXL Dallas and WVNJ Newark, N. J. These stations, Mr. Schuele said, use long-playing albums of music from motion pictures and Broadway productions of the past and present.

Alspaugh in H-R New York Post

James Alspaugh, since 1950 manager of H-R Representatives Inc.'s San Francisco office, and recently elected vice president of the representative firm, will succeed Paul R. Weeks as radio sales manager in the New York headquarters. Mr. Weeks retired from H-R earlier this autumn. Mr. Alspaugh will be succeeded in San Francisco by Hal Chase, an account executive at H-R. Before joining the representative firm, Mr. Chase was general sales manager of KNTV (TV) San Jose and Northern California sales manager for MCA-TV Ltd. New to H-R (as successor to Mr. Chase) is James W. Cravagan, last with The Katz Agency in San Francisco.



"So then U.S. Steel invested $770 million in us"

An American baby is born every eight seconds—11,000 every day—4,000,000 a year. Our population will soon be over 200 million. And as our population grows, our production must grow. We'll need millions of new homes . . . new schools and hospitals . . . new highways to carry 75 million motor vehicles by 1970 . . . not to mention countless appliances and conveniences that haven't even been invented yet!

No temporary setback can stop the growing needs of our population. That's why United States Steel has gone ahead with expenditures totaling $770 million to provide more and better steels for tomorrow's citizens. This is the practical way that we've demonstrated our faith in the future.

USS is a registered trademark

USS **United States Steel**

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WTRF-TV WHEELING, W. VA. • Sold to WTRF-TV Inc. by Tri-City Broadcasting Co. (Thomas Bloch and family, 30%, the Dix brothers, 31%, News Publishing Co., 30%, Robert W. Ferguson, 8%) for in the neighborhood of $1.8 million [CLOSED CIRCUIT, Nov. 3]. The Dix brothers (Albert V., Raymond E., Robert C. and Gordon C.) will be majority owners of the new firm. Mr. Ferguson will retain his present ownership plus his position as executive vice president and general manager. The Dix brothers' publishing interests include: *Daily Record,* Wooster; *Evening Record,* Ravenna-Kent; *Crescent-News,* Defiance, and *Times-Leader,* Martins Ferry, all Ohio. They also own WWST Wooster and WRAD Radford, Va. WTRF-TV is on ch. 7 and is affiliated with NBC.

WKIX-AM-FM RALEIGH, N. C. • Sold to WKIX Broadcasting Co., Ralph Price, president, by Ted Oberfelder Broadcasting Co. for $215,000. WKIX is on 850 kc with 10 kw, day, 5 kw, night, directional antenna night. WKIX-FM is on 96.1 mc with 29.5 kw. The stations are affiliated with ABC and MBS.

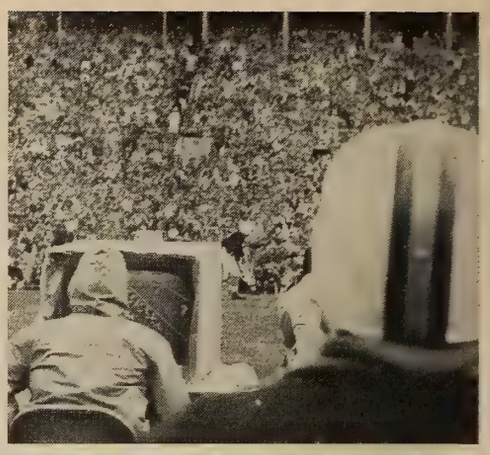
WHLP CENTERVILLE, Tenn. • Sold to Trans-Air Broadcast Corp. (partner William R. McDaniel was WSM Nashville public relations director) by Tri-Counties Broadcasting Co. for $26,250. The sale was handled by Paul H. Chapman Co. WHLP is on 1570 kc with 1 kw, day.

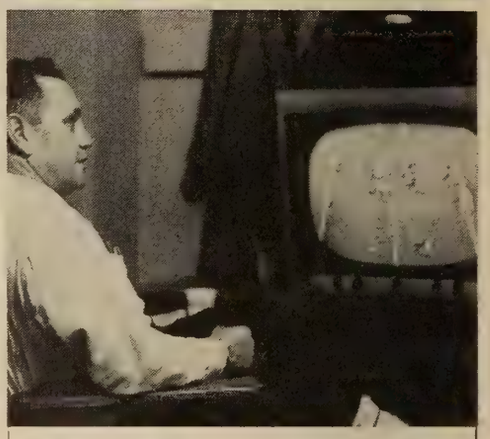
APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 104.*

WITI-TV WHITEFISH BAY, WIS. • Sold to multiple owner Storer Broadcasting Co. by Jack Kahn and others for $4.4 million. Comr. Robert Bartley voted for a hearing. WITI-TV is on ch. 6. (See story, page 72.)

KBAB EL CAJON, CALIF. • Sold to Dandy Broadcasting Co. by University Motors, Snowflake Baking Co., Kinrok Co. and A. W. Carey for $204,000. Dandy Broadcasting Co. also owns WPEO Peoria, Ill. KBAB is on 910 kc with 1 kw, directional antenna different pattern day and night, and is affiliated with ABC.

WIRY PLATTSBURGH, N. Y. • Sold to WIRY Inc. (Charles B. Britt, president, has interest in WLOS-AM-FM-TV Asheville, N. C.) by Joel H. Scheier for $175,000 and employment of transferor for five years for a total sum of $25,000. WIRY is on 1340 kc with 250 w and is affiliated with MBS.





THE GOPHERS, U. of Minnesota football team, were assisted by WCCO-TV Minneapolis in the Nov. 8 game against Iowa's Hawkeyes, with the use of an Ampex videotape recorder. Closed-circuit cameras and a monitor were set up on the sideline for Gophers assistant coach Dick Larson (top cut) to watch the game. The videotape recording came into its own when, during half-time, Minnesota coach Murray Warmath (lower cut) and staff studied first-half plays on locker room monitors. The tape was played again for the team after the match.

CALIFORNIA

Profitable daytimer in a single station market. Good potential for increased profits under "grass roots" management. $40,000 down. **$130,000**

SOUTH

Fulltime regional station in market ranking in the top 100. Good real estate. Excellent financing with $50,000 down. **$175,000**

SOUTH

Successful daytimer in a quarter-million population market. Annual gross approximates purchase price. 29% down and an easy payout. **$175,000**

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

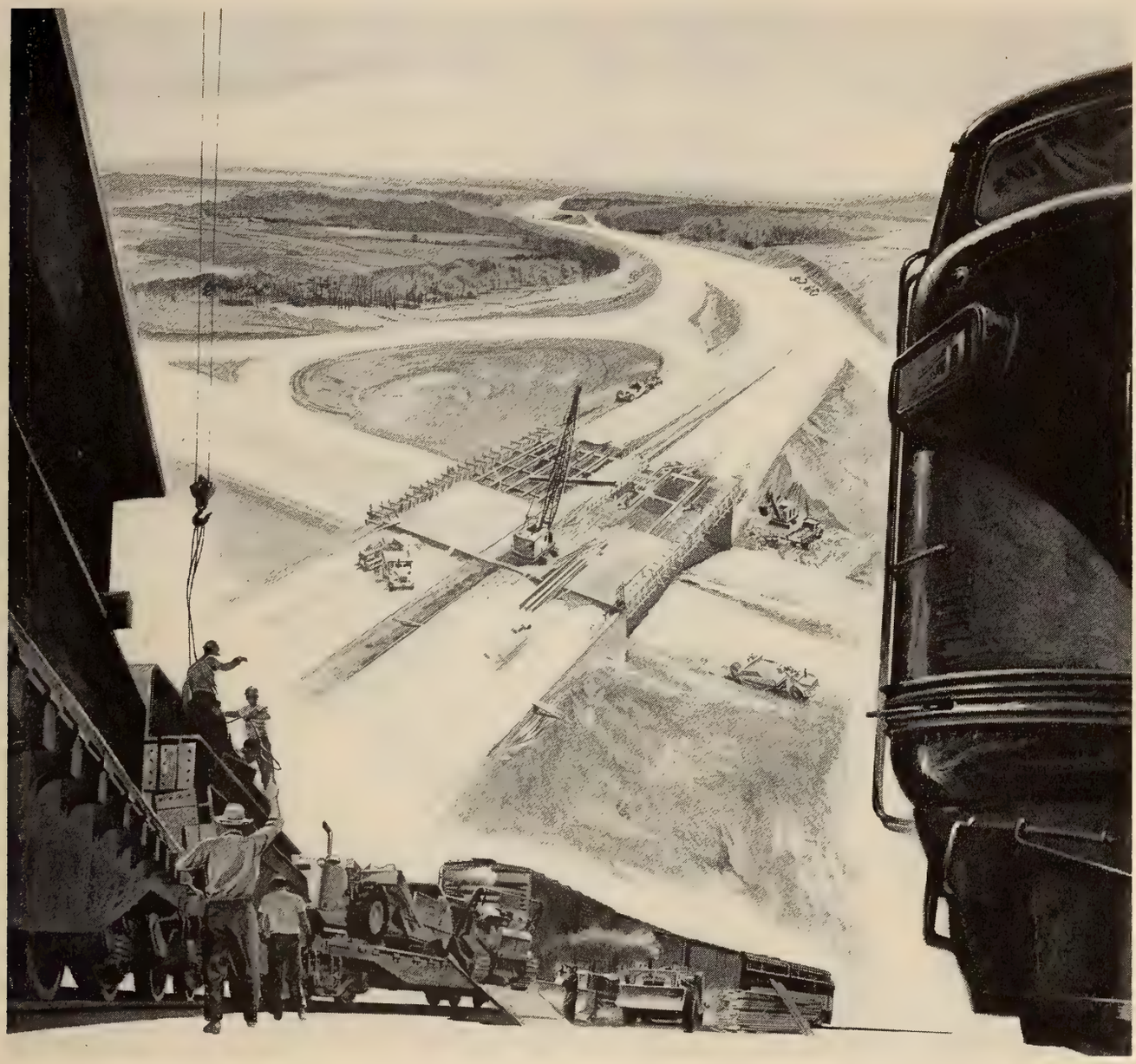
SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

WNEW, 'News' End Partnership; Metropolitan to Create Bureau

After almost 17 years and 135 million words of 24-hour *News Around The Clock,* WNEW New York and the New York *Daily News* have come to a parting of the ways. The partnership of the station and paper—which set a national pattern for independent radio station news—is slated to be dissolved on or about Jan. 1. However, should the *News* link-up with another New York independent outlet before that time, the termination date would be advanced. It's reportedly been talking with at least three of them, WMCA, WINS and WMGM.

According to WNEW Executive Vice President John B. Jaeger, the divorce has been pending for "some months." Apparently the thinking of owner-operator Metropolitan Broadcasting Co. seems to be in line with setting up a "national news bureau" that would link the interests of the four station properties—WHK Cleveland, WNEW-AM-TV New York, and WTTG (TV) Washing-



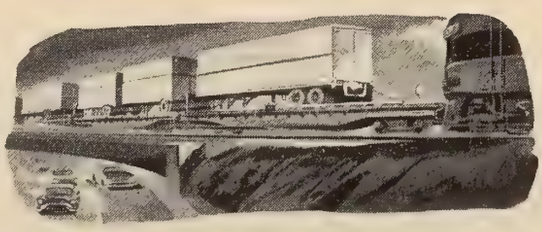
America's new superhighways unwind on rails of steel

Another example of how railroad progress goes hand in hand with U. S. progress

A spectacular part of America today is the network of Federal superhighways now under construction from coast to coast. And essential to this tremendous building project — carrying vast quantities of concrete, asphalt, steel, road-building machinery — are America's progressive railroads.

No other form of transportation can handle such big hauling jobs as this with the efficiency and economy of the railroads. And because this is so, the tax-paying railroads hold down expenses for all taxpayers — including you.

Ever-increasing efficiency enables the railroads to keep pace with the newest and most dramatic developments in our national life — a partnership in progress that is essential to every one of us, in peace as well as in war.



RAILROAD PROGRESS: *Highway trailers carried on railroad freight trains speed shipments, reduce highway congestion.*

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D. C.

ESSENTIAL TO THE NATION'S ECONOMY

Portable
Versatile
Dependable

CECO* Vidicon
SUPPORT EQUIPMENT
gives top performance—Indoors or Outdoors

Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.

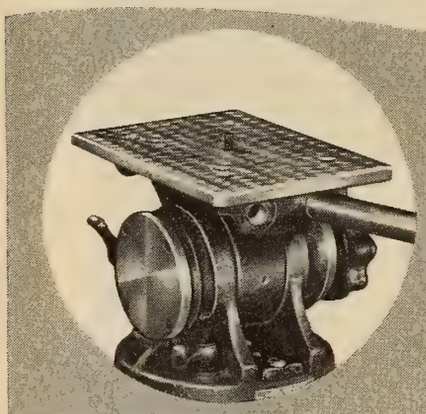


Specifications:

CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by independent friction locking devices. Super-smooth action.

Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.

Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.





Professional Jr. Spring Head

Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).

*CECO trademark of
Camera Equipment COmpany

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. B 315 West 43rd St., N. Y. 36, N. Y. JUdson 6-1420

United Press International news produces!

ton. However, while Metropolitan's projected "newsdesk" in theory would feed important national and international newsbreaks to its o&o stations, there are no plans to go into a "news network" type operation.

Mr. Jaeger, who envisions a 12-man news operation, is seeing job-applicants and is interested in hiring a "good news director." This staff would take the place of the special seven-man bureau the *News* had set up to service its hourly newscasts.

While WNEW would not disclose the financial workings of its partnership, it was learned that from February 1942 to October 1949 the *News* and WNEW worked on a yearly-contract basis; since that time, the arrangement has been continuous and based on a "gentleman's agreement" subject to a 60-day cancellation clause "at any time." Though "some finances" were involved, the deal was basically one of a 50-50 "barter" nature: the *News* had an hourly "commercial" since each newscast was promoted heavily as "compiled by New York's picture newspaper, the *Daily News* . . ." and in return WNEW was spared the expense of maintaining its own news operation.

New Fm Unlimited Package Plan Offers Network-Type Discounts

A package plan to assist agency buyers in effecting better buys in fm was announced last week by Fm Unlimited, Chicago-based sales representative and promotion organization.

Under the plan announced Wednesday (Nov. 12) by Charles Kline, its president, advertising agencies may purchase a package of two, three or four fm stations in the same market or area at a special "network" discount, reported to be 10%. Stations in each group are selected on the basis of diversified programming fare, according to Mr. Kline.

"Many advertisers and agencies have expressed interest in Fm," Mr. Kline pointed out, but "insufficient facts and figures have all too often persuaded them to put off their purchases. Until they become a little more familiar with the medium, especially which fm station or stations to buy."

The Fm Unlimited package plan is introduced to advertisers and agencies with interest in the Chicago-Milwaukee area. Participating stations are WFMF, WNIB and WFMQ, all Chicago, plus WFMR and WQFM Milwaukee. Each station specializes in different programming. In Chicago, Mr. Kline said, Grant, Schwenck & Baker is the first agency to utilize the plan for Carson, Pirie Scott, local department store.

Belafonte in WSFA-TV Blackout

WSFA-TV Montgomery, Ala., was knocked off the air for an hour Nov. 9 just before Harry Belafonte, Negro singer, was scheduled to appear on the NBC *Steve Allen* program. A logging chain had been thrown across the station's power line. This was the second such incident in a year, the station having been blacked out just prior to an interview with Rev. Martin Luther King Jr., Montgomery Negro integration leader.

Anything you can do on tape you can do better on the new Presto 800



SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
Cable: Simontrice.

PRESTO

TURNTABLES • TAPE RECORDERS • DISC RECORDERS • DISCS • STYLI



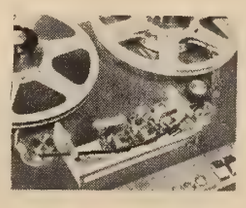
800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.



800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

DATELINES

Newsworthy News Coverage by Radio and Tv

SAN ANTONIO—Transportation, communications, wrecker service and lights were provided by WOAI-TV San Antonio to help police arrest a hit-and-run suspect. The WOAI-TV news department got into the act when it came over their police radio that the car suspected of involvement in a hit-and-run killing was heading out of town. Cameraman L. C. Christensen took off in WOAI-TV's newsmobile and came upon the police car stuck in the mud of a dirt road.

The search was continued in the newsmobile until a blood-splattered automobile was located. The driver, however, was missing. With the aid of the light Mr. Christensen uses for his camera, he was able to assist the police follow tracks of the car's driver. The WOAI-TV staffer filmed the apprehension of the man, then called his station on the two-way radio, which in turn, notified the highway patrol. After pulling the police car out of the mud with the newsmobile, the cameraman photographed the suspect's booking at the police station.

PITTSBURGH—Police raids on numbers racketeers were recorded on film Nov. 12, by WTAE (TV) Pittsburgh cameraman George Davis. The newsfilm man got his exclusive coverage while accompanying plainclothesmen in the city's campaign to flush out the numbers racket. WTAE telecast the arrest of several key suspects that evening.

NASHVILLE—The use of NBC-TV newsfilm as evidence that John Kasper incited others to riot was strongly objected to by his defense attorney at the State vs. Kasper trial in Nashville, Tenn. The eight-minute film, taken by network cameraman Robert Blair, shows the defendant shouting to a cheering crowd, "Now's the time to fight . . . to picket . . . to boycott . . . until we shut every school down."

The defense objected on the grounds that in showing the film the prosecution was seeking to inflame the minds of the jury. The prosecution maintained that it demonstrates the influence Mr. Kasper had on the crowd.

NEW YORK—KDKA Pittsburgh news director James L. Snyder was "Jimmy-On-The-Spot" last Monday (Nov. 10) when a Seaboard Western cargo plane crashed into a standing Trans-Canada Viscount at New York's International Airport. Mr. Snyder, a few minutes before, had landed at the airport from Rome, where he had covered the coronation of Pope John XXIII. He immediately went to work, feeding on-the-scene accounts of the crash to Westinghouse Broadcasting Co. stations via beeper phone.

CAPE CANAVERAL—Ed Herbert and Ron Oppen of WTVJ (TV) Miami, Fla., photographed the interior of the $7 million, 455 sq.-ft. technical laboratory at Cape Canaveral, Fla. They did a film story explaining the function of some of the instruments used to process telemetry data received from missiles in flight.

OMAHA—Live coverage of the Carol Fugate murder trial is being provided by KFAB Omaha, Neb. Reporter Tom Henry has set up a remote unit outside the courtroom from which he reports developments observed inside the courtroom. Miss Fugate, 15, is being tried as an accomplice in the Starkweather murder of 11 people.

BOSTON—On Nov. 13, the day of James Michael Curly's death, WBZ-TV Boston presented a special fifteen-minute program highlighting the controversial political figure's career. Hosted by Erwin D. Canham, editor of the *Christian Science Monitor*, the program consisted primarily of live interviews with Mr. Curly's friends and adversaries. Earlier in the day, 20 minutes after news of his death, WBZ-TV presented a film biography.

John Hearst Dies on Vacation

John Randolph Hearst, 49, assistant general manager of the Hearst newspapers, died Nov. 13, apparently of a heart attack, while on a vacation trip in the Virgin Islands. The Hearst Corp. owns WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee, WCAE and 50% of WTAE (TV) both Pittsburgh. Mr. Hearst served for three years as general manager of the Hearst radio division in the early thirties.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

STATION SHORTS

KENN Farmington, N. M. (formerly KVBC), has moved into new studio building and begun full 24-hour broadcasting schedule.

WECT (TV) Wilmington, N. C., announces start of construction of new studio and administrative building scheduled for occupancy in February 1959.

WWJ-TV Detroit has begun daily program called *ETV Digest,* designed to show best programs being offered by WTVS (TV) Detroit's educational station. Half-hour *Digest* will draw its program material from 18 educational and cultural institutions which comprise Detroit Educational Television Foundation.

KCBS San Francisco has inaugurated Sigalert service, automatic device which enables all police, firm and other emergency agencies in the Bay Area to contact radio station by short wave and transmit important information about those emergencies.

KTLA (TV) Los Angeles announces its national business since Oct. 15 has taken $12,000 weekly upturn. Sales were handled by KTLA's national representative, Peters, Griffin & Woodward.

Mid-America Broadcasters Inc. (KOSI Aurora, Colo., KOBY San Francisco and WGVM Greenville, Miss.) will build midtown Denver motor-hotel, to be called Imperial, according to President David M. Segal. Completion of $400,000 motor-hotel is scheduled for Denver's Continental Celebration in July 1959.

WRCA-TV New York billings were up 14% for first three quarters of 1958 over same period in 1957, according to William N. Davidson, NBC v.p. in charge of WRCA-AM-TV. Sales records were set for every month in 1958, with September registering all-time high for month, increase of 22% over September 1957, Mr. Davidson reported.

KETV (TV) Omaha announces best monthly sales record in its 13-month history during October with 43% increase over previous high month.

Springfield Tv Broadcasting Corp. (WWLP [TV] Springfield and WRLP [TV] Greenfield, both Massachusetts) announces that October billing was 30% higher than any previous month in its 5½ year history.

KHJ-TV Los Angeles announces upswing of $150,000 in national sales, including purchases by Pillsbury Mills Inc. (Leo Burnett Co.), International Latex for Isodine (Reach-McClinton) and Coca-Cola Bottling Co. of Southern California (McCann-Erickson).

WBEN-FM Buffalo, N. Y., has suspended operations to permit construction of tower addition which will result in over 100% increase in power to 110 kw. Upon resuming operations, WBEN-FM will operate on new channel—102.5 mc.

Power, Mitchell in Top Posts With Merged GTC-Sylvania

Merger of Sylvania Electric Products Inc. and General Telephone Corp. has been approved in principle by both boards of directors. New organization will be named General Telephone & Electronics Corp., with Donald C. Power, now GT president, as chairman and chief executive officer of the merged company, and with Don G. Mitchell, Sylvania chairman-president, as president.

Proposal envisions issuing one share of GT common for each of Sylvania's 3,532,-012 common shares. No arrangements have yet been worked out on preferred stock. The move is subject to approval by shareholders of both companies after passing Securities Exchange Commission muster.

No reason for the merger was given by the two companies, but Mr. Mitchell, in a speech to the National Electrical Mfrs. Assn. last Wednesday (Nov. 12), noted that the industry must gear itself for "record-breaking capital expenditures" in the next five years to meet growing demand. The merger with General Telephone would provide such capital to Sylvania, which would continue to operate as a separate entity.

GT is described as the largest independent telephone system, with service in 30 states. Sylvania, with 45 plants and 20 laboratories in 13 states, makes electronic components, lighting products, radio, tv and hi-fi sets and photographic equipment.

Arc-Tec Device Tames Lightning

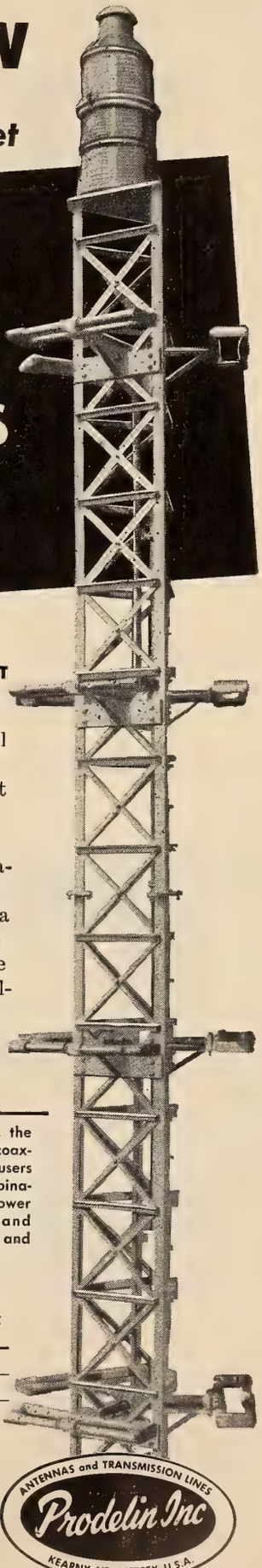
A device which overcomes loss of airtime due to burned out components resulting from lightning arcing on transmission towers has been put on the market by Arc-Tec Engineering Co., Rapid City, S. D. The instrument is a sensing kit and control unit which interrupts the carrier at the instant an overload begins to occur and reinstates power within 50 milliseconds. This prevents energy from adding "fat to the fire," Sales Manager Nick Wyckoff explained, and is so swift there is no noticeable audio interruption. The company was organized in August of this year to manufacture and sell the safety equipment. The device was developed by Robert Musfeldt, now with the Boeing Aircraft Corp., and was tried out by KOTA Rapid City. The unit costs $300 for one tower, $250 each for 2-3 towers and $200 each for additional towers. Mr. Wyckoff headquarters at Room 1086, National Press Bldg., Washington, D. C.

MANUFACTURING SHORT

RCA electron tube division is currently producing phospher screens for color television picture tubes having "greatly improved picture quality." According to K. M. McLaughlin, Lancaster plant manager, RCA's color kinescope activity, new manufacturing process, "makes possible the application of color phosphers with greater uniformity over the entire area of the face plate than has been possible up to now, in addition to resulting in substantial savings in the quantity of expensive phosphers used in color picture tube production."

EDUCATIONAL TV
ON A
Modest Municipal Budget

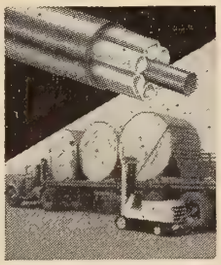
WITH
Prodelin
PACKAGED
ETV ANTENNA SYSTEMS
LOW POWER - LOW COST
for High Band VHF Service



FEATURING Spir-O-line® THROUGHOUT

Prodelin's ETV Tri-Loop Antenna System is an economy package all the way — initial cost, installation, and maintenance — brings educational TV within the means of the most modest municipal budget.

Already an outstanding field-proved performer in military "morale" stations, educational TV, commercial TV, and satellite services, the Prodelin ETV Tri-Loop Antenna System is now improved with the use of *Spir-O-line* and *Spir-O-lok*, the high performance coaxial cable and connectors that reduce installation and maintenance.



Spir-O-line

1000' reels of Prodelin's *Spir-O-line*, the revolutionary semi-flexible aluminum coaxial cable, are going everywhere to users who want *Spir-O-line's* unusual combination of very low attenuation, high power rating, broadband characteristics, and substantial reductions in installation and maintenance costs.

ELECTRICAL & MECHANICAL SPECIFICATIONS

Type	Power Gain	No. Loops	Height	Radiation Center	Moment Ft. Lbs.	Shear Lbs.	Weight Lbs.
ETV-2	2.0	2	10'	5'	1797	298	280
ETV-4	3.98	4	20'	10'	6471	600	560

for prices and further specifications, write

Prodelin Inc
307 Bergen Avenue • Kearny, N. J.
Dept. B-10

ANTENNAS and TRANSMISSION LINES
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.



ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

INTERNATIONAL

CBC Governors Board Announced Stuart Named Permanent Chairman

Membership of the Canadian Broadcasting Corp. board of governors was announced Tuesday (Nov. 11) at Ottawa. The governors are Dr. Andrew Stewart, president of the U. of Alberta, permanent chairman of the CBC; Roger Duhamel, writer, and Carlyle Allison, editor, *Winnipeg Tribune*, all permanent board members.

Twelve part-time members complete the lineup of the board which regulates both government-owned and independent stations.

J. Alphonse Ouimet, general manager of CBC Ottawa, was named CBC president. E. L. Bushnell, CBC assistant general manager, becomes vice president of the CBC board of directors. Nine part-time members of the board will manage the CBC networks and stations.

Receiver Sales Off in Canada For Both Radio, Tv in 9 Months

Both radio and television set sales in Canada are down about 20,000 units each in the first nine months of 1958, according to figures released by the Electronics Industries Assn. of Canada, Toronto. Television receiver sales in the January-September 1958 period totaled 279,718, as compared with 295,338 in the same 1957 period. Radio receiver sales in the first nine months of this year totaled 369,057 units as against 389,509 in the same period last year.

Ontario accounted for the largest share of the market in both categories, with 105,347 tv set sales and 161,591 radio set sales in the January-September 1958 period. Quebec province followed with 71,770 tv sets and 93,310 radio sets in the same period. British Columbia was third with 23,412 tv sets and 26,401 radio set sales.

Walsh Adv., Canada Government Countersue Over Bond Account

Walsh Adv. Co. Ltd., Toronto, has filed with the Exchequer Court of Canada, Ottawa, a claim against the government of Canada for $160,580 in damages and lost revenues from the Canada Savings Bond publicity campaign of 1957. The Canadian government has filed a counterpetition claiming that its Treasury Board had not authorized hiring the agency for the 1957 campaign.

Walsh Adv. had handled the campaign in previous years for the government. When the Liberal government was defeated in June 1957, the new Conservative government appointed McKim Adv. Ltd., Toronto, to handle the bond campaign publicity. Walsh claims that it had already submitted ideas for the campaign to the Bank of Canada and that the latter "plagiaristically" used the ideas in the 1957 campaign.

The government's counterpetition claims that any layouts or suggestions given by Walsh to the Bank of Canada were only a part of "soliciting an advertising contract" for the 1957 bond drive.

Walsh is asking for $9,874 that it says was disbursed to its suppliers, $50,706 representing commissions it allegedly was prevented from earning, and $100,000 for damages to its business and "unauthorized use of its creative work."

ABROAD IN BRIEF

PONTIFICAL PRAISE: Monsignor Martin O'Connor, president of the Pontifical Committee on Radio & Television, has received a letter that Pope John XXIII directed to be written, thanking radio, tv and movie organizations for the dignity of their coverage of his coronation and the death of Pope Pius XII. The Pontiff expressed hope that the "high level" of mass communications will be maintained during his lifetime.

ALLOCATION PROBLEMS: European Radio Union is studying plans to improve the confused frequency situation in European medium wave bands. One proposal is to cut down transmitter bandwith and use an "offset" system for different stations sharing one frequency.

FRANCO-ITALIAN ELECTRONICS: Cie. Generale de Telegraphie sans Fil, France, and Finmeccanica, Italy, have joined Microfarad, a French-Italian electronic manufacturer, to coordinate production and sales. The new firm, Industrie Riunite Electroniche e Mecchaniche, is designated to take advantage of the 10% import tax reduction allowed in the European Common Market that starts next Jan. 1. The import tax reductions apply only to the six Common Market member countries: Luxembourg, Holland, Belgium, West Germany, Italy and France.

EDUCATION

WBOC-TV Giving 3 Hours Daily To Tri-State ETV Organization

The Del-Mar-Va Educational Television Project has commenced a Monday through Friday (1:30-2:30 p.m.) schedule on WBOC-TV Salisbury, Md. The project, serving the Delaware-Maryland-Virginia peninsula, carries music lessons for second and fourth graders plus science for six graders into 141 classrooms in seven school systems.

WBOC-TV donates the time involved, but the D-M-V project reimburses the station for operating expenses. The station has contracted to clear up to three ETV hours daily for three years and has verbally agreed to extend it further. Installation of tv sets in most schools is paid by the Board of Education while Parent-Teachers Assn. installs sets in others.

DAR Sponsoring Script Contest

Accredited undergraduates of colleges and universities throughout the country are eligible to compete in "The Blessings of Liberty," a national radio and television script contest sponsored by the Daughters of the American Revolution. Full details may be obtained from the DAR, 1776 D St., N. W., Washington. Closing date: Jan. 15, 1959.

WHAT'S PRINTING GOT TO DO WITH BROADCASTING?

A lot. And if you don't mind a moment's shop talk, we'll tell you.

Beginning with our issue of January 5, 1959, BROADCASTING will be a handier (and handsomer) package. Its page size will be 8¼ x 11¼ inches, a reduction from the present size of 9 x 12.

We're changing our dimensions to benefit you, the reader, and you, the advertiser. In its new size BROADCASTING can be printed on newer, faster presses that won't accommodate a page as big as the one we use now.

Why fast presses are important to you • The happy fact is that we've outgrown our present press capacity. We're running 23,000 copies a week now. We expect to be running 25,000 soon. At that volume we can't continue to use old-fashioned presses and still turn out our kind of magazine—the kind of magazine that more and more of you indicate you like by buying more and more subscriptions.

With its new equipment, BROADCASTING can continue to deliver news while it still *is* news and articles that haven't been warmed over. In fact, BROADCASTING intends to broaden its already comprehensive coverage of everything that is significant in television and radio.

Important footnote for advertisers

These advertisement sizes become effective with the January 5, 1959, issue of BROADCASTING. Your production department will have no trouble adjusting to these sizes. They are standard throughout the weekly consumer magazine field on such publications as *U. S. News & World Report, Time* and *Newsweek.*

Space	Width	Depth	Width	Depth
PAGE	7″	10″		
BLEED PAGE	8¼″	11½″		
2/3 PAGE	4⅝″	10″		
1/2 PAGE	7″	5″	4⅝″	7½″
1/3 PAGE	2¼″	10″	4⅝″	5″
1/6 PAGE	2¼″	5″	4⅝″	2½″
INCH	2¼″	1″		

Screen: 100 Trim page: 8¼″ by 11¼″ Side-stitched

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AFTRA NEAR STRIKE AT WEEKEND

The American Federation of Television & Radio Artists was prepared, if necessary, to call the first national strike in its history against the television and radio networks at midnight Saturday (Nov. 15). The principal issue at dispute: rates and conditions for reuse of videotaped programs and commercials.

Neither management nor the union would venture an opinion last Thursday on what direction developments would take — an agreement, an extension of last Saturday's deadline or a strike.

It was known that negotiators were "far apart" on the videotape issue. Other phases of the contract have had scant discussion during negotiation. Both parties indicated that, under the circumstances, the most heartening development could be an extension of the present contract, which was to expire at midnight Saturday.

AFTRA received strike authorization from its New York local last Wednesday (Nov. 12) by a 369-2 vote, and similar "strike meetings" were set for Chicago last Thursday, Los Angeles on Friday and San Francisco on Saturday. It was presumed to be a foregone conclusion that strike power would be granted to the federation by the four locals, even if such action were only a sign of unity and strength.

AFTRA was reported to have relaxed its earlier demands during the negotiation session last Tuesday (Nov. 11), but its proposals for re-use payment and conditions still were considered "excessive" by the networks. Sessions were planned up to Saturday.

As part of its latest proposal, AFTRA suggested a 13-week national fee of $850 to a performer for a taped spot commercial, stipulating a four-week minimum of $400 plus $50 weekly for each of the remaining nine weeks. Networks were said to have regarded this demand as "exorbitant," pointing out it is approximately three times the fee for a tv filmed commercial under the terms of the Screen Actors Guild contract.

Another disputed proposal centers around the so-called "wild spot," announcement carried on local stations, usually in station breaks but sometimes within programs. In this area, a solution must be effectuated to define "wild spot" precisely and to establish formulas for rates in various markets and a re-use pattern. AFTRA proposed that rates be based on the population figures of the various markets.

The union also was seeking to establish re-use payment for taped tv programs and for VTR commercials beyond the fifth re-play. The networks, under the present contract, agreed to pay for re-use of programs up to the fifth re-play only. AFTRA insisted that this "cut-off" be eliminated, with payment for subsequent re-uses of programs and taped commercials.

The networks were resisting these demands, characterizing them as "excessive." Advertising agency officials were in attendance at the sessions as observers and though they would make no official comment, it was understood they supported the network's position (see ANA story, p. 40).

Indications were late Thursday that once the various phases of the videotape issue are settled, an agreement would be reached. The contract also will cover the radio networks and transcription companies but few complications were envisioned here.

The union also is demanding a 10% basic increase in initial fees, plus fringe benefits, which the networks claimed would put the actual raise "well beyond" 10%.

The negotiations were conducted in an atmosphere that was said to be acrimonious at times. Network negotiators charged that AFTRA used the sessions to impress performers with the union's militancy partly because the National Labor Relations Board may call for a referendum to select a single unit for performers appearing in videotape commercials. (The NLRB has been holding a hearing in New York for several weeks, listening to testimony on a petition by AFTRA to hold such a referendum. The petition is being opposed by the networks, the Screen Actors Guild and the Screen Extras Guild.)

AFTRA spokesmen were reported to have objected vigorously to the presence of advertising agency representatives at the sessions. They claimed that the networks actually were being guided by the counsel of the agencies. (Advertising agencies sign letters of adherence to the contracts, but the networks are the actual employers.)

The Screen Actors Guild announced late Thursday (Nov. 20) that it had advised its members not to accept employment at networks or stations, should AFTRA call a strike on Saturday (Nov. 15). The notice to SAG members pointed out that even though SAG and AFTRA were engaged in a dispute over jurisdiction of videotaped commercials, the guild still would support another labor organization that was on strike.

In preparation for a strike, the networks stepped up their production of taped programs. In the event a strike extends beyond two weeks, networks plan to substitute live programming with filmed shows and tapes or kinescopes of earlier shows.

At CBS-TV, taped programs were set for the *Ed Sullivan Show* yesterday (Nov. 16) and Nov. 23; the *Jack Benny Program* until further notice (partly film); *Arthur Godfrey Time* daytime program this entire week; *The Verdict Is Yours* this week and next week; *Arthur Godfrey Show* tomorrow night (Nov. 18); *Red Skelton Show* until further notice (partly on film); *Playhouse 90* on Thursday; *Jackie Gleason Show* on Friday. Other live programming will use taped recordings of earlier shows or substitute film.

ABC-TV, which has a preponderance of filmed programs on its schedule, has available one taped episode each of the *Voice of Firestone, Pat Boone Show* and the *Patti Page Show*. ABC-TV also has a backlog of taped episodes of *Day In Court* and *The Liberace Show*, which normally are taped.

NBC-TV has taped one episode each of *Perry Como Show, Hallmark Hall of Fame, Masquerade Party, Kaleidoscope, Steve Allen Show, Dean Martin Special, Dinah Shore, Bob Hope, You Bet Your Life, Milton Berle, Eddie Fisher* and *George Gobel*.

CBS Ordered by Arbitrator To Reinstate Employe Dismissed

Joseph Papp, a television stage manager for CBS who was dismissed last June after invoking the Fifth Amendent before a Congressional committee [NETWORKS, June 23], was ordered reinstated "forthwith" to his position by arbitrator Emanuel Stein, chairman of the economics department of New York U. The arbitrator's decision is considered binding.

Prof. Stein held that "this is not a Fifth Amendment case." He pointed out that CBS had claimed that it discharged Mr. Papp not because he had pleaded the Fifth Amendment but because he had concealed in his employment application his association with the California Labor School and two other organizations. Prof. Stein said the network had known of these associations before Mr. Papp was called before a subcommittee of the House Un-American Activities Committee, but never had confronted him with this.

In ordering Mr. Papp's reinstatement as of June 19, Prof. Stein ruled that Mr. Papp should receive only half of his back pay because he had failed to notify CBS of a subpoena to appear before the committee.

how to keep top giveaway shows on top

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. PI 7-5300

Eleven Years in Business •
Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

AFTRA, L.A. Indies Report 'No Progress'

"No progress" was reported in negotiations between AFTRA and the four nonnetwork tv stations in Los Angeles after the conclusion of a 3½ hour meeting Thursday afternoon (Nov. 13). The fact that another session was set for tomorrow (Nov. 18) was considered as indicating AFTRA would not strike these local tv stations over the weekend, regardless of what may happen at the network level.

AFTRA is proposing a two-year contract running through Nov. 15, 1960. For staff announcers the union asks an increase of $30 a week (20%) in all basic salaries; elimination of discounts for on-camera work on multiple commercial programs per week; increases of on-camera announcement fees to $7.50 for 30 seconds, $11.25 for one minute, $15 for over one minute, and a 25% increase in all other fees except those for special "on-camera performer only" fees on participating programs which are to be eliminated.

For commercial inserts of three minutes or less AFTRA's proposed rate is $35 for on-camera, $25 for off-camera, with applicable program fees for inserts of over three minutes. Sportscasters are to get $250 a game for professional and major collegiate football and basketball (Class AA), $80 for all other sports events (Class A) of 30 minutes or less, $130 for Class A events of over 30 minutes. Assistant sportscasters and color men would get $130 a game for Class AA, $42 for Class A events of 30 minutes or less, $62.50 for those over 30 minutes.

The most vehement management opposition has been aroused by AFTRA's recording demands: "If an announcer records material while in-stretch and is on duty or in-stretch when the recording is broadcast, he shall be paid the appropriate fee if any, or applicable compensation for a live performance. If the tape or recording is played back when he is off duty, out-of-stretch, or no longer in the employ of the company, the announcer shall receive the fees provided for such services in the appropriate code applicable at the time of the broadcast of the recorded material.

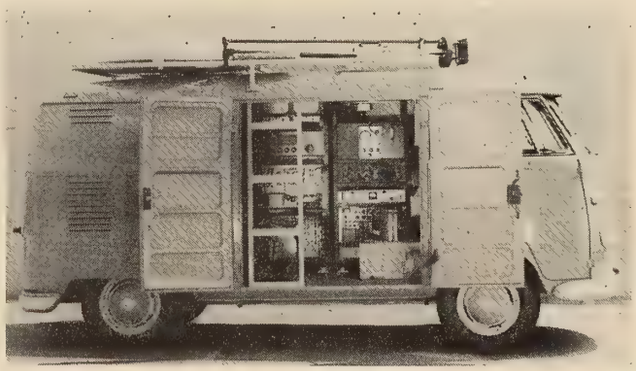
Such requirements are featherbedding demands and as such are in direct violation of the Lea Act, it was charged. They would also prove a deterrant to the use of videotape since they would do away with any savings that might be made as a result of installing VTR apparatus. Furthermore the staff announcer would be paid twice for services performed and also be compensated for services not performed.

Similar objections were voiced to another AFTRA demand: "A staff announcer shall be assigned and scheduled to all station identifications and all sign-ons and sign-offs at the time of broadcast." This, it was noted, would eliminate the use of recorded station identifications and result in appreciable increase in announcing fees.

AFTRA is also asking that recordings or tapes made or broadcast during the contract period may be used only as long as the contract is in effect, or has been succeeded by a new contract.

Lambda LPE Pacific

A COMPLETE LINE OF
TV MICROWAVE RELAY EQUIPMENT

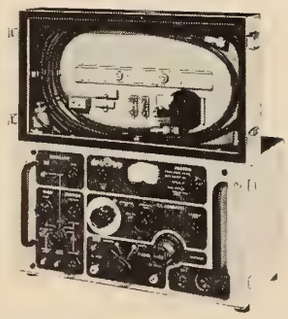


MOBILE TV TRANSMITTER
A low cost, completely self-contained mobile unit for remote television pickups. Unit transmits both audio and video signals, with full studio quality.
The entire microwave system, housed in a miniature-size van, is designed for easy set-up and take down. Only two men are required to handle this transmitter.
Unit is supplied complete and ready for operation.
Basic Price **$18,500.00**
Write for additional information.

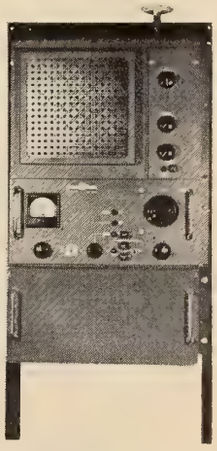


1.0 WATT HEAVY DUTY COLOR MICROWAVE SYSTEM
Now available in completely rack mounted or portable models. The Lambda Link is for use in TV STL, Remote Pickup, and Multiple-Hop service with full color 600-line resolution and program audio.
You get these advantages:
- Full-color response
- Low noise distortion
- High frequency response
- Single operator alignment
- Easy maintenance

Price . . . . . Basic unit: from **$7650.00**
Write for complete data on Model 5900.



GENERAL PURPOSE MICROWAVE TEST SET
—3 instruments in 1—
A combination signal generator, frequency meter and power meter for testing transmitters and receivers operating in the frequency range of 5825 to 7725 Mc.
Unit checks complete receiver performance without requiring a transmitter. Measures power output, microwave frequency, receiver sensitivity and response. Set supplies 30 mw output, and can be used as a transmitter. Size: 19½" x 11" x 14" high. Weight: 53 pounds.
Price **$1745.00**
Write for complete data on Model 7100.



50 WATT AMPLIFIER
—supplies high power for long distance, or difficult path problems.
Plus:
- Low driving power—0.1 watt adequate
- Best unit for high interference areas
- Dependable Eimac Klystron for long life at low cost per hour

Price **$4,800.00**
Write for additional information.

LAMBDA-PACIFIC ENGINEERING, INC.
P.O. BOX 70, VAN NUYS, CALIFORNIA · IN CANADA: BEACONING, OPTICAL AND PRECISION, MONTREAL

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

The link that serves
South Carolina's largest city
BEST
WNOK RADIO
TIME BUYER
COLUMBIA
SOUTH CAROLINA
CONSUMER
THE
NUMBER ONE STATION
IN COLUMBIA, SOUTH CAROLINA
according to Pulse metro survey

FARM SAFETY AWARDS TO 40 BROADCASTERS

- **Council names two networks**
- **30 ams, 8 tvs are honored**

The NBC and Northeast radio networks along with eight tv and 30 radio stations, are honored in non-competitive awards for exceptional service to farm safety, it is being announced today (Nov. 17) by the National Safety Council.

The awards are based on "outstanding activities" in connection with the 15th annual National Farm Safety Week this past July and for exceptional service to farm safety during the preceding 12-month period.

Tv stations cited by the council were WBBM-TV Chicago; WKJG-TV Fort Wayne, Ind.; WMT-TV Cedar Rapids, Iowa; WAVE-TV Louisville, Ky.; WHDH-TV Boston, Mass.; KOMU-TV Columbia and KFEQ-TV St. Joseph, Mo.; WSJS-TV Winston-Salem, N. C. WBBM, WKJG, WHDH, KFEQ and WSJS also were honored in radio.

Other radio winners:

KFSD San Diego, Calif.; KUBC Montrose, Colo.; WSMI Litchfield, Ill.; WMIX Mount Vernon, Ill.; WOWO Fort Wayne, Ind.; WIBC Indianapolis; WHO Des Moines, Iowa; WIBW Topeka, Kan.; WHFB Benton Harbor, Mich.; WKAR East Lansing, Mich.

KUOM St. Paul, Minn.; KLIK Jefferson City, Mo.; WDAF Kansas City, Mo.; KWTO Springfield, Mo.; WHAM and WHEC, both Rochester, N. Y.; WGY Schenectady, N. Y.; WLW Cincinnati; WMRN Marion, Ohio; WRFD Worthington, Ohio; KOAC Corvallis, Ore.; WVAM Altoona, Pa.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; KIMA Yakima, Wash.

Ad Council Honors Volunteers For Work on 16 Major Projects

Volunteers responsible for the 16 major projects of the Advertising Council during the past year were honored Thursday (Nov. 13) in New York with citations awarded during a luncheon meeting at the Hotel Plaza. The event was marked by the first awards to two public relations firms for service in addition to citations to 15 coordinators from industry and to 17 advertising agencies.

Communications Counselors Inc., McCann-Erickson subsidiary, was cited for its summer-long public relations drive in behalf of the "Confidence in a Growing America" project and Barber & Baar Assoc. was honored for its volunteer effort in behalf of the United Nations.

Volunteer coordinators honored included William A. Hart, president, Advertising Research Foundation; Kenneth G. Patrick, manager, educational relations, General Electric Co.; Felix W. Coste, vice president and director of marketing, Coca-Cola Co.; Robert M. Gray, manager, advertising and sales division, Esso Standard Oil Co.; Leslie R. Shope, director of advertising and press relations, Equitable Life Assurance Society; Russell Z. Eller, advertising manager, Sunkist Growers Inc.

A. H. Thiemann, second vice president, public relations, New York Life Insurance Co.; James A. Barnett, vice president, Rexall Drug Co.; Michael P. Ryan, director of advertising, Allied Chemical Corp.; Robert W. Boggs, manager of advertising, Union Carbide Plastics Co.; Palen Flagler, director of advertising, J. P. Stevens & Co.; John W. Hubbell, vice president, Simmons & Co.; H. T. Rowe, director of information, International Business Machines Corp.; Gerard B. Meynell, advertising manager, Chemical Division, American Cyanamid Co.; Robert R. Mathews, vice president, American Express Co.

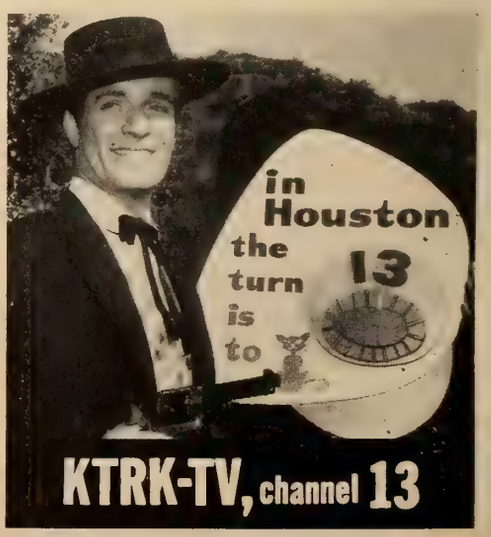
Agencies honored included Young & Rubicam, N. W. Ayer & Son, Benton & Bowles, McCann-Erickson, Ted Bates & Co., Foote, Cone & Belding, J. Walter Thompson Co., Sullivan, Stauffer, Colwell & Bayles, Bryan Houston Inc., Campbell-Ewald Co., Ben Sackheim Inc., BBDO, G. M. Basford Co., Leo Burnett Co., Compton Adv., Schwab & Beatty and Edward H. Weiss & Co.

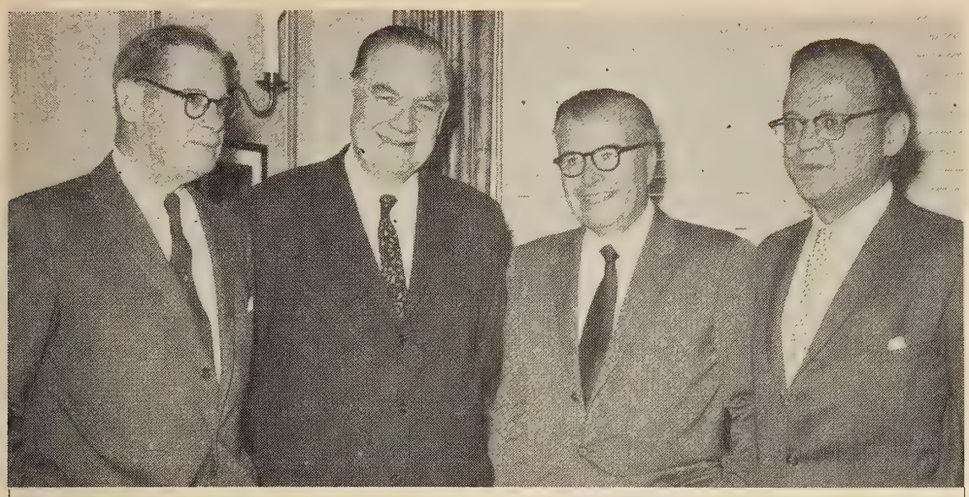
Foote, Cone & Belding Named For 15 of 56 Chicago Awards

Copywriters at Foote, Cone & Belding emerged with 15 of the 56 awards meted out by the Chicago Copywriters Club at its second annual Spotlight Awards dinner in that city.

Wallace R. Watkins, FC&B, was chosen "Copywriter of the Year" and Rudy Perz, J. Walter Thompson Co., won the Best Tv Commercial of the Year honors for Seven-Up. His radio spot for the same client was the only one for that medium accorded Golden Thirty award honors. Presentations were made at the Chicago Arts Club, presided over by Jack Baxter, Creative House and CCC president.

FC&B writers took in all Copywriter of the Year, two Best Piece, four Golden Thirty and nine Blue Ribbon awards. Among agencies, Needham, Louis & Brorby took ten awards, including two Golden Thirty, while Tatham-Laird ran third with six, including five Golden Thirty honors. Writers from 20 different agencies participated in the competition, with tv accounting for 85 of 575 total entries.





A CABOT GOLD MEDAL was awarded to Emilio Azcarraga (second l), president-director of XEW Mexico City and president of Mexico's chief tv network, Nov. 5 at Columbia U. With Mr. Azcarraga at a Nov. 7 reception in the National Press Club, Washington, are (l to r) Benjamin McKelway, editor, *Washington* (D. C.) *Evening Star* (WMAL-AM-FM-TV), and AP president; J. R. Wiggins, executive editor, *Washington Post* (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville), and Edward Barrett, dean, Columbia U. School of Journalism. The Maria Moors Cabot prizes are awarded for "advancement of international friendship in the Americas." Honors this year also have gone to three Latin Americans in the publishing field.

Five Get Tv 'Lifeline' Awards From Grocery Mfrs. of America

The 1958 "Lifeline of America" tv awards made Wednesday (Nov. 12) at the annual meeting of Grocery Mfrs. of America Inc. in New York, went to the following station executives and performers:

Sterling silver bowl to Julie Benell, women's editor, WFAA-TV Dallas; bronze citation to Alex Keese, WFAA-TV managing director; certificates of honor to Josey Barnes, KTVT (TV) Salt Lake City; Rozell Fair Fabiana, WRBL-TV Columbus, Ga., and Edythe Fern Melrose, WXYZ-TV Detroit.

Awards were made to those voted to have done the most to further community understanding of the diversified food industry and to stimulate greater interest in the lifeline between producer and consumer. Tv awards are made on an alternate-year basis, with radio citations offered every other year.

Nominations for DuPont Awards Must Be In by End of December

Washington & Lee U., administrator of the Alfred I. DuPont Awards Foundation, is calling for nominations for this year's awards. Two $1,000 stipends, one to a low-powered radio or tv station, the other to a high-powered outlet, are given for "outstanding and meritorious service in encouraging, fostering and developing American ideals of freedom. . . ." A third $1,000 stipend is given a broadcasting commentator who has been "aggressive and consistently excellent and accurate. . . ."

Dr. Francis P. Gaines, president of W&L U., heads the five-man judging committee. Winners will be announced next March. Entries must be submitted by Dec. 31 to O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., Lexington, Va.

AWARD SHORTS

WDRC Hartford, Conn., has received "media award" from Connecticut Bar Assn. for series of programs analyzing every-day legal problems.

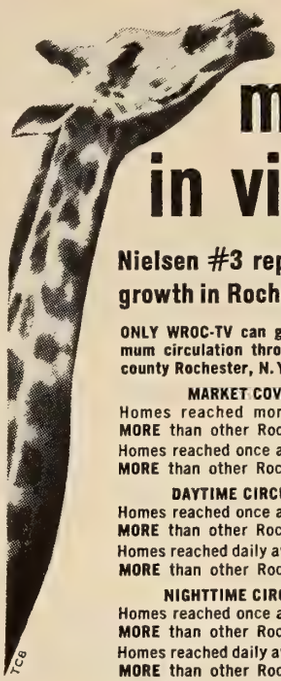
KOMO Seattle's *Job Finder* program given public service award by Washington State Personnel Board and Civil Service Commission of Seattle on its 278th consecutive airing. Listeners receive specific requirements and qualifications, salary scales and how to apply for positions on *Job Finder.*

WAIM-AM-TV and **WCAC (FM) Anderson, S. C.,** personnel were feted at "Appreciation Day" given by their owner, Wilton E. Hall.

WNCT (TV) Greenville, N. C., has provided $500 scholarship to be shared by two North Carolina State College students selected by N. C. State College Scholarship Committee. Scholarship was offered by WNCT for students from winning families in Charlotte *News and Observer's* "Farm Income Contest" held last year.

WPTS Pittston, Pa., has received commendation from Commonwealth of Pennsylvania for its traffic safety campaign on be-

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL


more in view!
Nielsen #3 reports more growth in Rochester, N.Y.
ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, N.Y. area...
MARKET COVERAGE
Homes reached monthly — 26.5% MORE than other Rochester station.
Homes reached once a week—20.8% MORE than other Rochester station.
DAYTIME CIRCULATION
Homes reached once a week—24.7% MORE than other Rochester station.
Homes reached daily average—38.8% MORE than other Rochester station.
NIGHTTIME CIRCULATION
Homes reached once a week—20.8% MORE than other Rochester station.
Homes reached daily average—28.8% MORE than other Rochester station.
Represented Nationally by Peters, Griffin and Woodward
Sources: Sales Management '58, Nielsen #3, Spring '58
WROC-TV NBC-ABC CHANNEL 5 ROCHESTER, NEW YORK
Symbol of Service
A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

For Action at Lowest Cost
86%* of CBS Commercial Time is ordered on
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
CBS
*Basis: 1958 Fall Schedule
Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

AWARDS CONTINUED

half of Dept. of Revenue, Bureau of Highway Safety.

WEJL Scranton, Pa., has been given "citation for community service" for work during 1958 Lackawanna United Fund Campaign.

Mrs. Dorothy Lewis, president of International Assn. of Women in Radio & Television, has been cited by United Church Women, affiliate of National Council of Churches of Christ in America, for her work in field of mass communications.

Jack M. Warner, Warner Bros. v. p. in charge of Tv Commercial & Industrial Film Div., has been awarded U. S. Army Signal Corp Certificate of Achievement for his contributions to Corps. Mr. Warner, lieutenant colonel in Signal Corps reserve, has for five years headed Army Pictorial Unit for western area.

White King Soap Co.'s "Name the Sheriff's Ranch" contest has been named one of "Top Promotions of the Year" by more than 5,000 food store operators in annual competition conducted by *Food Topics* and *Food Field Reporter*. Contest was conducted in connection with tv series, *Sheriff of Cochise*, sponsored by White King in 13 western states.

Ann Sothern has been named "Our Favorite Hotel Executive of the Year" by American Hotel Assn. for her portrayal of assistant manager of New York Hotel in CBS-TV's series, *The Ann Sothern Show*.

WHFB St. Joseph-Benton Harbor, Mich., has been awarded first place in 1957-58 Michigan Associated Press Broadcasters' Assn. news competition for its program, *Michigan Farm Hour*, in non-metropolitan category.

Morgan State of Baltimore won WEBB Trophy, presented annually by WEBB Baltimore to winner of Maryland Classic football game. Morgan State defeated Maryland State 13-12.

WCBS-TV New York, promotion department, has won first prize in Colgate Palmolive's contest among CBS-TV Network stations for promotion of *The Millionaire*.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. DAVIS

HAL DAVIS, v.p. of radio-tv at Grey Adv., N. Y., appointed assistant to president of agency, effective today (Nov. 17). Mr. Davis' new responsibilities will include account supervision and working with account groups in planning of overall campaigns.

WRISLEY B. OLESON, president of Allen B. Wrisley Co., Chicago, subsidiary of Purex Corp., South Gate, Calif., named chairman of board of Wrisley. **EUGENE F. BERTRAND** formerly sales manager of drug and chemical divisions of Owens-Illinois Glass Co., appointed new president and director of sales of Wrisley as well as v.p. of Purex.

ARTHUR A. BAILEY, v.p. in charge of Foote, Cone & Belding's Los Angeles office, elected to board of directors and promoted to senior v.p.

RICHARD McSHANE KELLY, v.p. and account supervisor on packaged goods, Sullivan, Stauffer, Colwell & Bayles, to Kenyon & Eckhardt, both New York, as v.p. and senior account executive.

JOHN D. DEVANEY, account supervisor, BBDO, Chicago, elected v.p. He joined agency in 1946, had been account supervisor in Minneapolis office and moved to Chicago earlier this year on W. A. Sheaffer Pen, Hart Schaffner & Marx and National Adv. Co. accounts.

DONALD E. JONES, v.p. and head of new business committee, MacManus, John & Adams, Bloomfield Hills, Mich., to head of Los Angeles office, succeeding **RALPH YAMBERT,** resigned to open own agency.

PETER A. CAVALLO JR., v.p. and director of radio-tv department, D'Arcy Adv. Co., Chicago, has resigned. He plans to buy and operate radio station.

ARNOLD POLK, formerly advertising manager of Sav-On Drug Stores located in Southern California, to Beckman • Koblitz Inc., L. A., as director of merchandising.

JACK A. SWEDISH, formerly with Western Adv. Agency of Chicago and Racine, Wis., appointed advertising manager in charge of national media for Miller Brewing Co., Milwaukee. **J. R. WICKSTROM** and **GEORGE F. GILL,** assistant advertising managers, promoted to western and eastern advertising managers, respectively.

W. B. WILBRAHAM, formerly merchandising manager for D. P. Brother Adv., Detroit, appointed director of merchandising for Detroit office of Grant Adv., Inc. **JAMES T. DOWNEY,** formerly merchandising director for Geyer Adv., Detroit, to same office as account executive.

HUGH WELLS, formerly copywriter at Earle Ludgin & Co., Chicago, to Tatham-Laird Inc., that city, as group copy supervisor.

RICHARD M. FISHEL, sales promotion director of Erwin Wasey, Ruthrauff & Ryan, Philadelphia, will join agency's London office Jan. 1, 1959, in similar capacity.

RICHARD L. RAISLER, formerly art director for industrial accounts at Herbert-Robinson Inc., to D'Arcy Adv. Co., St. Louis, as art director.

JUNE E. TIEGS promoted from assistant treasurer to treasurer at Henri, Hurst & McDonald Inc., Chicago. Miss Tiegs also is assistant secretary.

ROBERT S. COLLINS and **JAMES O. RANKIN,** group heads in creative department of J. M. Mathes Inc., N. Y., promoted to assistant creative directors under senior V.P. Lester J. Loh. Also at Mathes last week: **MARY ENTREKIN,** account executive at Daniel & Charles, to account executive on Burlington Industries Inc.

SIDNEY LEFF, formerly with Picard Adv., N. Y., and **MERLE JAMES,** formerly with NBC, to Ben Sackheim Inc., N. Y., as art directors.

PAUL M. FINI, formerly with John C. Dowd agency, Boston, to Kenyon & Eckhardt, Boston office, as assistant art director.

THOMAS F. SWANN, formerly account executive for Wm. Esty Co., to Norman Craig & Kummel, N. Y., in similar capacity. Other NC&K account executive appointments: **MARTIN ROCHEACH,** formerly sales manager for W. S. Grant Co., radio-tv representative; **HENRY L. HAYDEN,** formerly assistant to executive v.p., Buchanan & Co., and **DONALD H. STONE,** formerly copywriter with Ted Bates & Co.

NIEL C. TALMAGE, previously with J. Walter Thompson, N. Y., to Kenyon & Eckhardt, that city, as account executive.

RAYMOND MEOLA and **SEYMOUR THOMPSON** to Royer & Roger Inc., N. Y., as account executives.

JACK GILLIES, formerly manager of Capper Publications' west coast office, to BBDO, L. A., as account executive in Rexall Drug Co. group.

ROBERT L. MEISNER named director of program information for U. S. Broadcast Checking Corp. (tv monitoring), N. Y. He had been production manager for Radio Reports Inc.

JOSEPH P. BRAUN, media director, v.p. and board member of Kenyon & Eckhardt, N. Y., honored by his agency for his 25 years of service.

EDWARD MILLER, production supervisor at D'Arcy Adv. Co., St. Louis, elected president of Production Managers' Club, that city, installed at dinner Nov. 14. He succeeds **DON HERMANN,** Arthur R. Mogge Inc. Other new officers: **BERNIE LEOPOLD,** Gardner Adv. Co., v.p.; **HENRY HOESTER,** B. J. Teach & Assoc., secretary, and **MADELEINE KELLY,** Kelly, Zahrndt & Kelly Inc., treasurer.

ROBERT R. BURTON, v.p. and manager of Chicago office of Kenyon & Eckhardt Inc., appointed chairman of publicity and advertising committee for 52d annual Christmas Seal sale drive conducted by Tuberculosis Institute of Chicago and Cook County, which started Nov. 14. **WILLIAM W. WILSON JR.,** manager of tv-radio department, Young & Rubicam, Chicago, placed in charge of broadcast media.

FILM

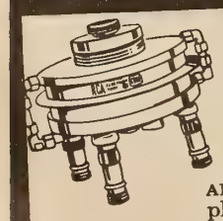


MR. SCHOTTENFELD

HERBERT T. SCHOTTENFELD, member of legal department of United Artists Corp., to v.p. of United Artists Television Inc. (UA subsidiary) as well as counsel. **JOHN J. MULVIHILL,** account executive at General Teleradio and formerly sales manager of radio-tv department at General Artists Corp., to UA-TV as general sales executive specializing in network and national advertiser presentations.

FREDERICK C. HOUGHTON, associate counsel for Loew's Inc., appointed v.p. and resident counsel for Jack Wrather Organization, tv-radio program production-distribution company. **EDWARD TISCH,** v.p. and treasurer of Jack Wrather Organization, also named financial v.p. of Independent Television Corp., international tv film production-distribution organization formed by JWO in association wth Associated Televison Ltd., London.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON RCA 6806

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.



See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6800

PAUL N. ROBINS, former v.p. of United Factors Corp. and Manufacturers Trust Corp., to president of Permafilm Inc. (Perma Film Protection, Perma-New Scratch Removal System), N. Y., succeeding late **PIERRE CLAVEL.**

ALAN HARTMAN, formerly with sales staff of RKO Radio Pictures, N. Y., appointed v.p. of sales for Jayark Films Corp., N. Y., covering North and South Carolina, Kentucky, Alabama and Ohio.

WALT PLANT, eastern division manager for Independent Television Corp., and before that eastern division v.p. of TPA, has resigned to open his own production firm in Hollywood. First effort will be dramatic series called *Tundra.*

LEE SAVIN, former executive v.p. of California Studios and United Television Programs, to Desilu Productions as director of its commercial film division. **ED HILLIE,** recently transferred to commercial division from production department, will serve as production manager under Mr. Savin. **FRED BALL** has also been assigned to division as administrative consultant.

WILLIAM ALLAND, Hollywood film producer specializing in science fiction themes, named to produce *World of Giants,* CBS-TV half-hour film series.

KENNETH DANIELS, former sales director of KPOL Los Angeles, has joined Warner Bros. Tv Commercial & Industrial Film Div. as western sales representative. **ART LIEBERMAN,** formerly with commercial department of MGM-TV, has also joined Warner Bros. division as production coordinator.

NETWORKS

VINCENT MURRAY and **JOHN P. FENDLEY,** appointed account executives in sales department of ABC-TV Central Div., effective today (Nov. 17) Mr. Murray joins the network from Hearst Adv. Service, of which he was manager of Chicago marketing and plans department. Mr. Fendley has been on sales staff of *Household* Magazine Dept. of Capper Publications Inc.

BERNARD F. (BEN) FLYNN, formerly with news and special events department, WNYC New York, to executive producer, CBS Radio News' Public Affairs Div., succeeding **RALPH T. BACKLUND,** resigned to join American Heritage Foundation as assistant managing editor, *Horizon* magazine.

EDWARD J. ROTH JR., formerly program manager of WGN-TV Chicago and WNDU-TV South Bend, Ind., to NBC International Ltd. as station consultant in Latin America.

STATIONS

MRS. A. K. REDMOND, sales and business manager, WHP-AM-FM-TV Harrisburg, Pa., elevated to general manager of CBS-affiliated stations. Other appointments: **HARRY HINKLEY,** radio program director; **JOHN V. GROVE,** radio sales and promotion manager; **JOSEPH HARPER,** tv program director; **GEORGE GOTTSCHALK,** tv sales and promotion manager, and **E. DANIEL LEIBENSPERGER,** chief engineer.





MR. BELL

CHARLES E. BELL, formerly director of television of WBTV (TV) Charlotte, N. C., and national sales manager of WSPA-TV Spartanburg, S. C., since 1956, promoted to general sales manager of WSPA-TV. **JOHN P. SHOLAR,** formerly sales manager of WNOK-TV Columbia, S. C., appointed local and regional sales director of WSPA-TV.

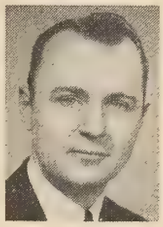


MR. SHOLAR

GEORGE CARROLL, formerly program director, WFBG-AM-TV Altoona, Pa., and manager of WNHC New Haven, Conn., named to newly-created post of station manager of WNBF-AM-TV Binghamton, N. Y., Triangle Publications stations.

DONALD MacLACHLAN, formerly general manager of KANS Wichita, Kan., to KIKK Bakersfield, Calif., in similar capacity.

F. GEER PARKINSON, formerly program manager of WBNS Columbus, Ohio, to WCAE Pittsburgh as station manager, effective Nov. 24, replacing **R. CLIFTON DANIEL,** severely injured in auto accident.



MR. TRAGESER

DONALD J. TARGESER, sales manager of KDKA-AM-FM Pittsburgh since 1956, adds duties as assistant general manager of stations. Mr. Trageser joined KDKA as account executive in 1952.

ALEX BONNER named local sales manager of WHBQ-TV Memphis, Tenn.

LINCOLN L. (LINK) HILBERT promoted to merchandising manager of WLW-AM-TV Cincinnati today (Nov. 17), succeeding **FRED WILSON,** resigned to join Leo Burnett, Chicago, as merchandising and promotional representative of media department.

RICHARD (CACTUS) PRYOR promoted to newly-created post of program manager, KTBC-AM-TV Austin and KRGV-AM-TV Weslaco, both Texas. **DAN LOVE,** KTBC-TV sports director, adds duties as program director. **JIM MORRISS** named KTBC program director and **JAY HODGSON,** KTBC chief announcer, adds duties of night operations director.

BARRY NEMCOFF, with WCAU-TV Philadelphia since 1955, named news editor. Mr. Nemcoff has also been assigned to public affairs department and will edit new program, *The Face of Philadelphia.*

STEVE MARKO, WMET Miami Beach, Fla., d.j., promoted to program director. Other WMET appointments: **JOHNNY THOMAS,** formerly of WKAT Miami, to air personality and **GARY ALLEN,** formerly of WING Dayton, Ohio, to air personality. **FRED CAPOSELLA,** horse race broadcaster, has signed exclusive contract with WMET to give nightly race resume throughout turf season in south Florida.

JOE PATRICK, sports director, KFAB Omaha, adds duties as member of KMTV (TV) Omaha sports department.

LESLIE BANOS, formerly film editor, WIIC (TV) Pittsburgh, to WTAE (TV), that city, in similar capacity.

TONY PARKER, formerly sports director, WTVH (TV) Peoria, Ill., and presently chief announcer for KMSP-TV Minneapolis, named KMSP-TV sports director.

GLORIA BEST, formerly with WCHS-TV Charleston, W. Va., in continuity department, to WCAW Charleston as women's director. Miss Best will also head WCAW commercial production department.

JIMMY DUNNE, air personality and producer-director from Washington, to KNAF Fredericksburg, Tex., as head of AP news department and special programming. **CURTIS SHORT,** formerly sales representative with Columbia and Decca Records, to KNAF as commercial manager.

PARKE BLANTON, continuity and production direc-

New TRIPLE PARLAY TO PROFITS FOR RADIO STATIONS with . . .

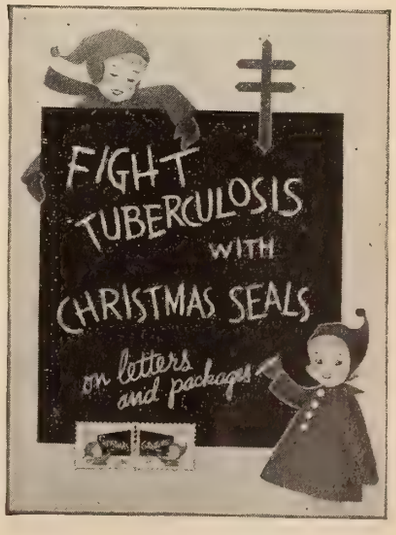


Proved the most potent promotional gimmick in years for radio stations from New York to Seattle. First test market station put out 8,500 sets last year—equal to $200,000 time sales on this plan—picked up its Pulse, too. How? You trade $100 worth of Newsette radios (5) for every $100 worth of time bought. You net $30 plus a time contract. Set no bigger than a king-size cigarette pack, weighs only 7½ oz. Improved triple-power RCA-transistor superheterodyne circuit with printed chassis. Long-life 9-volt battery. Feather-weight ear-speaker exclusively for personal reception. All top-quality guaranteed components.

BE FIRST IN YOUR AREA!

Write, wire, or phone for details. Or send $15.00 check for sample set. Same price applies for use by station personnel who carry Newsette to monitor programs on-the-run.

NEWSETTE MFG. CO. *Dept. B, 783 E. McMillan St., Cincinnati 6, O.*



tor of WBNS Columbus, Ohio, named program director.

BARTON FELLOWES, formerly with WITH Baltimore, to WMCA New York as account executive. **JOAN HEVERIN,** formerly with CBS Radio Spot Sales and Avery-Knodel Inc., to WMCA sales-promotion manager. **BONNIE BANTLE,** formerly of L. H. Hartman Co., named secretary to general manager.

RAY T. MILLER, president of Cleveland Broadcasting Inc. (WERE Cleveland), elected to 4-year term as Ohio state senator.

RAY MOTLEY, assistant general manager and commercial manager of Ft. Hamilton Broadcasting Co. (WMOH-AM-FM Hamilton, Ohio), elected to Ohio general assembly.

JOSEPH S. SINCLAIR, WJAR-TV Providence, R. I., station manager, has been elected to School Committee of Warwich, R. I. **WALTER H. COVELL,** WJAR-TV assistant program manager, elected to Town Council of Barrington, R. I.

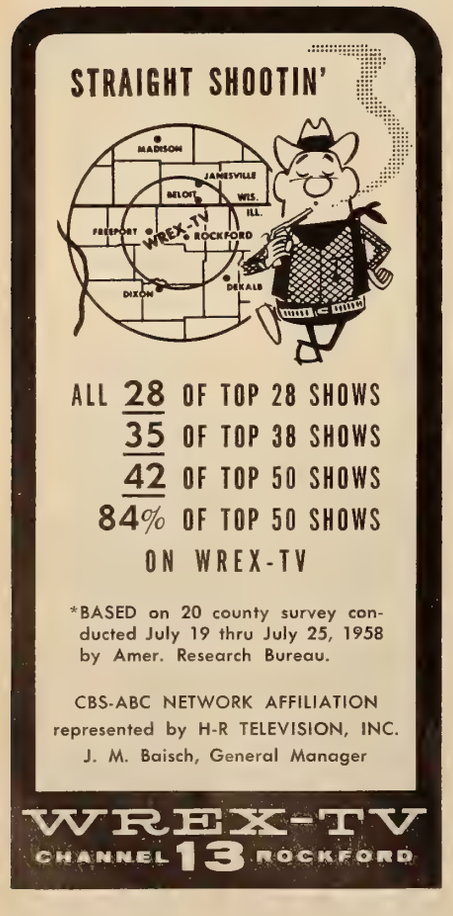
RICHARD S. CARTER, president-general manager, WAMM Flint, Mich., died Nov. 6 following heart attack.

HERBERT GLEITZ, board chairman of Cleveland Broadcasting Inc. (WERE Cleveland) died Nov. 7 in New York hospital following heart attack.

HARRY LeVAN, 63, known as Carny C. Carny, television clown over WCAU-TV Philadelphia, died Nov. 11 in U. of Pennsylvania Hospital following heart attack.

REPRESENTATIVES

NORMAN F. FLYNN, formerly with Radio Advertising Bureau account staff, has joined Broadcast Time Sales, N. Y., radio station representative, as account executive.



PROGRAM SERVICES



MR. MORTON

JOSEPH MORTON, formerly administrative assistant to v.p. in charge of sales for Wilding Picture Productions Inc., Chicago, named general manager of Wilding-Tv, newly-formed tv commercials subsidiary with headquarters in Chicago. **MIKE STEHNEY,** formerly executive v.p. and general manager of Chicago studio of Kling Films Div., to Wilding-Tv as executive tv producer. **CARL NELSON,** formerly editorial supervisor of Chicago studio of Kling, to Wilding-Tv in similar capacity.

DAVE BERNIE, formerly general manager of Famous Music Co.'s west coast office and Joy Co., named general manager of Bel Canto Music Co., Hollywood publishing organization headed by Liberace.

EARL E. FOWLER, formerly general sales manager of Don Allan Mid-Town Chevrolet, N. Y., appointed managing director of Sales Promotion Services Inc., subsidiary of Community Club Services Inc. Subsidiary was recently formed to handle distribution of "sweepstakes" in in-store supermarket promotion.

PROFESSIONAL SERVICES

JAMES COPE, formerly Chrysler Corp. v.p., elected president of Selvage & Lee, public relations, N. Y. **JAMES P. SELVAGE,** founder of organization in 1938, to chairman of board.

GERALD M. GOLDBERG, account executive with Brandt Public Relations, N. Y., which specializes in broadcast accounts, appointed v. p.

MANUFACTURING

JOSEPH P. GORDON, with DuMont Labs Inc., Clifton, N. J., since 1950, appointed general manager of tube operations. Mr. Gordon had been acting manager for past few months.

NORTON SPITZER, formerly with Admiral Distributors, Chicago Div., appointed advertising and sales promotion manager of RCA Victor Distributing Corp., that city.

JOHN R. HOWLAND, formerly general sales manager, Dage Television Div., Thompson Products Inc., Cleveland, appointed sales manager-closed circuit television and product control equipment for Philco Corp's Government & Industrial Div., Philadelphia.

W. G. FEE, manager of outside construction sales, Graybar Electric Co., N. Y., to manager of newly-reorganized Lexington, Ky., branch office. Other appointments: **W. J. HEWITT,** supervisor at Lexington, to operating manager there; **F. C. SWEENEY,** manager of Graybar's Queens Plaza, N. Y., district headquarters, to district sales manager, eastern district **H. V. BELL,** district financial manager, Minneapolis, transferred to Detroit in same capacity.

WILLIAM OTTO SCHONING, 59, pioneer electronics equipment distributor, and former treasurer of National Radio Products Distributors Assn., died Nov. 3 in Fort Myers, Fla.

TRADE ASSNS.

IRV KUPCINET, *Chicago Sun-Times* columnist; **FRANK ATLASS,** program director at WBBM-TV, that city, and **NED WILLIAMS,** Chicago Unlimited, elected to represent Chicago chapter on national board of Academy of Television Arts & Sciences. Messrs. Kupcinet, Atlass and Williams are president, first v.p. and secretary, respectively, of Chicago ATAS.

GOVERNMENT

ROGER G. KENNEDY, formerly in NBC radio and tv news and public affairs programming and sales, appointed director of Labor Dept.'s office of information, effective Dec. 15. Since 1957 he has been executive director of Dallas (Tex.) Council on World Affairs.

WOWO Sets Up History Award

High schools in Indiana have been invited to participate in a project designed by WOWO Fort Wayne to promote the study of history. Carl W. Vandagrift, WOWO station manager, announced the establishment of the WOWO Heritage Award to honor the student who has made the greatest effort to increase his or her knowledge of history during the regular school term. Each school will select its best qualified representative, who then must submit to WOWO an essay of not more than 150 words on what he or she personally gained from the classwork. The winning student will receive a trophy and an all-expense paid tour of historical places, and will be accompanied by the winner's history teacher. The teacher in each entering school will receive a certificate of merit to be presented during the school's annual "Recognition Day."

WABC Gives Clues in Times Sq.

WABC New York, in connection with its "Mystery Personality" contest, has installed an electric sign at 47th St. and Broadway, on which a daily "bonus" clue will be given through use of running letters. Clues are also given throughout the program day on the air. The Times Square sign will read: "Today's bonus clue in the WABC Mystery Personality Contest is. . . ." Grand prize winner, besides receiving a trip to Rio de Janeiro, will have his name "in lights" on the Broadway sign.

Listeners Respond to WEEP

WEEP Pittsburgh reports that 13,000 listeners responded to the station's "All Day Giveaway" promotion. For a 10-day period WEEP listeners were told that the station would, on a certain day, give away all the records played on the station, one record per listener in an all day drawing.

Farm Youths Compete at KCMO

In a calf contest open to 4-H and Future Farmers of America members in Kansas and Missouri, KCMO Kansas City will award contestants whose beef calves show the most efficient and fastest rate of gain. Entrants have until Jan. 1 to enter their calf projects through local county extension



HOLIDAYS IN TULSA

To promote international understanding, KTUL Tulsa, Okla., has extended an invitation to a Russian family to spend the Christmas and New Year holidays in Tulsa as guests of KTUL.

"This is a sincere gesture of goodwill, designed to promote deeper understanding between the peoples of the United States and Russia," said James H. Schoonover, KTUL general manager. "The invitation was tendered by telephone [Nov. 7] . . . through the director of Moscow Radio, and it was requested that the Soviet station select the family. KTUL will make arrangements for air travel, accommodations and incidentals. I feel there is no better way to express our desires for world peace than through having a Russian family with us during our most joyous seasons."

agents or vocational agriculture instructors. Prizes of $250, $150 and $100 in college scholarships, or a cash award to be applied towards their farming program, will be made on the basis of a 240-day feeding period. The KCMO Calf Contest is offered as a means to help young beef producers learn more about productive feeding factors.

WTOP Books Two for Paris Trip

Between Nov. 3 and Dec. 20 listeners to Eddie Gallaher's two daily shows on WTOP Washington will hear clues in a contest which will award an all-expense paid trip for two persons to enjoy New Year's Eve in Paris. To compete for the trip, entrants must estimate the total amount of money which will be contributed this year in the station's annual Christmas season Dollars for Orphans campaign. Earliest postmarks on the post card entries will decide the winner in the event of a tie. The winning entry will be announced Dec. 22. The winner and his or her guest will fly to Paris via British Overseas Airways from New York on Dec. 28 and will return on Jan. 3.

KGO-TV Airs Show From Park

More than 4,000 youngsters answered the call of "Miss Nancy," hostess of KGO-TV San Francisco's *Romper Room,* to attend the first annual "Romper Room Day" Nov. 1 in Oakland's Fairyland Park. Free tickets for the outdoor event were obtainable at J. J. Newberry stores, sponsor of the weekday morning show. The day's activities included puppet shows, park rides, free gifts and a live telecast of *Romper Room.*

KAKC Stars in Halftime Show

Extra points were scored by KAKC Tulsa, Okla., during halftime ceremonies at a recent U. of Tulsa football game. Before the game started KAKC's "Big 7" disc jockeys handed a lollipop to every fan. At halftime a high fidelity record player and record albums were awarded. Winners were announced after the university band played the popular song, "Lollipop," while the d.j.'s held up cards spelling out KAKC and Tulsa U.

KENT Covers Movie-Making

Film actors William Holden and John Wayne, stars of the Mahin-Rackin Production of "The Horse Soldiers" now on-location in Louisiana, have been featured in special coverage by KENT Shreveport. KENT was on hand to air welcoming ceremonies during which keys to the city were presented to the new picture's stars. KENT has scheduled a five-week series of on-location broadcasts. "The Horse Soldiers," directed by John Ford, depicts a raid by Union cavalry 600 miles through Confederate territory.

WIBG Extends Bulletin Service

Organizations having something to buy or sell, or wanting to publicize their meeting dates, have a new advertising source in the Greater Philadelphia area. More than 500 community bulletin boards are being installed in grocery stores and supermarkets in a public service project sponsored jointly by WIBG Philadelphia and Seiler's Meat Products Inc. The free service is an outgrowth of WIBG's *Bulletin Board* program, also sponsored by Seiler's, which covers community meetings and events of clubs, churches and civic groups. All food stores in the area are eligible to participate, WIBG announced.

ETV Center Offers Art Series

Art and Artists: Great Britain, a National Educational Television series of eight films, will be presented by U. S. educational tv stations in the coming months. Produced by BBC-TV in cooperation with the Educational Television and Radio Center, Ann Arbor, Mich., the series is offered exclusively in the U. S. by the Center. Some of the programs have been awarded certificates of merit at Edinburgh, Venice and Cannes Film Festivals, it was reported.

Jaycees Raise Funds at KBCS

The Jr. Chamber of Commerce of Grand Prairie, Tex., has celebrated its second annual Jaycee Radio Day on KBCS, that city. Club members sold advertisements and carried out all announcing duties in return for a share of the day's proceeds, which will be used in the organization's non-profit projects.

WDSU-TV Spotlights Heart Job

A telecast of a heart operation from New Orleans' Charity Hospital has been shown over ch. 6 WDSU-TV in that city, reports the station. The program, in black and white, was viewed by 6,000 physicians attending the Southern Medical Assn. meetings which had begun the previous week. Surgeons and physicians explained to viewers the various procedures involved during the operation.

WWJ-TV Adds Oriental Flavor

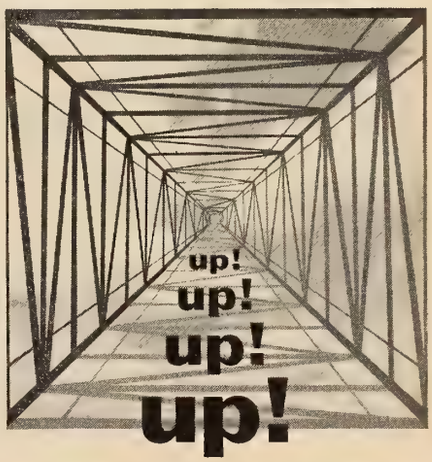
Promotion cards filled with Chinese characters were used by WWJ-TV Detroit to announce an hour-long remote telecast from a Chinese restaurant, Victor Lim's, which was celebrating its eighth anniversary. The cards were translated by an announcer. The Nov. 2 telecast featured the preparation of Chinese foods, music and dancing. Detroit civic and business leaders as well as WWJ-AM-TV personalities were in attendance.

Check Artists Foiled by KOIL

Bad check artists beware! Don't operate in the Omaha area! That is if you want to continue to ply your nefarious trade in freedom. KOIL Omaha broadcasts the names of rubber check writers as well as other allied information regarding worthless checks for the benefit of local businessmen, every weekday in the morning and afternoon. KOIL notes that phony checks cause merchants to be "bilked out of millions of dollars" and considers its *Check Alert* a "vital public service."

WGAR to Air Concerts for CBS

CBS Radio, for the second successive year, will broadcast a 20-week series of concerts of the Cleveland Orchestra on Sundays 1:05-2 p.m., starting Dec. 28. The broadcasts are originating from WGAR Cleveland, which is offering the series in cooperation with the board of directors of the Cleveland Orchestra. The Peoples Broadcasting Corp., owner of WGAR, is donating $10,000 to the Music Arts Assn. to help make the broadcasts possible.



WNEP-TV now delivers the best possible coverage of the prosperous Scranton-Wilkes-Barre trading area at the lowest cost-per-thousand. In North Eastern Pennsylvania's 21-county area, WNEP-TV now hits a total of 336,157 TV homes (plus about 65,000 more reached by two satellites)...blanketing a booming industrial center with annual retail sales of over $2 billion. Add ABC-TV's top-rated shows...fine new local programming from studios in both Scranton and Wilkes-Barre...and WNEP-TV makes the "prettiest picture" for advertiser and viewer!

REPRESENTED BY AVERY-KNODEL, INC.

WNEP-TV | CHANNEL 16 SCRANTON/ WILKES-BARRE

A TRANSCONTINENT STATION

WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton—Wilkes-Barre

Symbol of Service

Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 6 through Nov. 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Harrisburg, Ill.—Turner-Farrar Assn.—Granted ch. 3; ERP 100 kw vis., 50 kw. aur.; ant. height 880 ft. P.O. address % O. L. Turner, 21-23 W. Poplar St., Harrisburg. Announced Nov. 12.

Pittsburgh, Pa.—Metropolitan Pittsburgh Television Station—Granted ch. 16* (482-488 mc); ERP 138 kw vis., 69.2 kw aur.; ant. height 710 ft. Estimated construction cost $149,520, first year operating cost $40,000. P.O. address 4337 Fifth Ave., Pittsburgh. Studio location Pittsburgh. Trans. location Allegheny County. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Trans.-ant. RCA. Legal counsel Fischer, Willis & Panser, Washington, D. C. Station will be operated as educational in conjunction with **WQED (TV) Pittsburgh**, owned by Metropolitan Pittsburgh. Announced Nov. 12.

Translators

Headwaters Television Translator Corp. (% Emmet R. O'Meara, Box 83), **Bemidji, Minn.**—Granted cps for 6 new tv translator stations to serve Bemidji (ch. 72 and 75), Deer River (ch. 70 and 74), and Cass Lake (ch. 78 and 82) by translating programs of KDAL-TV (ch. 3), Duluth, Minn., and WDSM-TV (ch. 6), Superior, Wis. Announced Nov. 12.

New Am Stations

ACTIONS BY FCC

Williamsburg, Ky.—Whitley County Bcstg. Co.—Granted 1440 kc, 500 w D. P.O. address H. T. Parrott, Campbellsville, Ky. Estimated construction cost $14,600, first year operating cost $27,375, revenue $40,150. Owners are **H. T. Parrott, R. D Ingram, J. W. Pickett** and **John H. Reynolds** (25% each); Mr. Parrott owns 8.8% of **WLOC** and 1.61% of **WTCO**, both **Campbellsville, Ky.** Mr. Ingram owns 5.3% of WLOC and 7% of WTCO. Mr. Pickett is general manager, **South Central Ky. Bcstg. Corp.** Mr. Reynolds is florist. Announced Nov. 12.

Ellsworth, Me.—Coastal Bcstg. Co.—Granted 1330 kc, 1 kw D. P.O. address Donald E. Knowles, 20 Harthorn Ave., Bangor, Me. Estimated construction cost $13,575, first year operating cost $40,000, revenue $45,000. Owners are **Milton C. Chapman, Donald E. Knowles** and **Nicholas P. Brountas** (each one-third). Mr. Chapman is handling personal investments; Mr. Knowles is sales manager of **WABI-AM-TV Bangor, Me.**; Mr. Brountas is attorney. Announced Nov. 12.

Kanab, Utah—Harold J. Arnoldus—Granted 1240 kc, 250 w unl. P.O. address 40 East 100 North, St. George, Utah. Estimated construction cost $15,844, first year operating cost $25,000, revenue $30,000. **Mr. Arnoldus**, sole owner, is in loan business. Announced Nov. 12.

APPLICATIONS

Tucson, Ariz.—Grabet Inc. Radio Enterprises, 940 kc, 250 w unl. P.O. address Box 933, Beverly Hills, Calif. Equal partners are **Richard Grand,** attorney, and **Betty Ann Pettit,** sec.-treas., KINK Phoenix, Ariz. Announced Nov. 12.

Thomaston, Ga.—Thomaston Radio, 1590 kc, 500 w D. P.O. address % **Mike McDougald,** WCHK Radio, Canton, Ga. Estimated construction cost $16,605, first year operating cost $50,000, revenue $75,000. Equal partners are Mr. McDougald and **Robert D. Peterson,** each owner of 20% of WCKK. Announced Nov. 12.

Evanston, Ill.—Skokie Valley Bcstg. Co., 1550 kc, 1 kw D. P.O. address 11516 Oxnard St., North Hollywood, Calif. Estimated construction cost $17,950, first year operating cost $52,000, revenue $72,000. Ownership: **Gordon A. Rogers** (80%), owner of **KBLA Burbank, Calif.,** and **John Pave** (20%), student. Announced Nov. 6.

Granite City, Ill.—East Side Bcstg. Co., 920 kc, 500 w D. P.O. address 1939 Delmar Ave., Granite City. Estimated construction cost $60,565, first year operating cost $110,000, revenue $100,000. Applicant is owned 97.8% by **Quad City Publishing Co.,** publisher of *Granite City Press Record.* Announced Nov. 12.

Lansing, Mich.—Herbert T. Graham, 1010 kc, 500 w D. P.O. address Box 965, 4215 Glenwood Ave., Lansing. Estimated construction cost $37,530, first year operating cost $62,900, revenue $84,240. Mr. Graham, sole owner, is contractor. Announced Nov. 10.

Winchester Va.—Frederick County Bcstrs., 1480 kc, 1 kw D. P.O. address % Station WPAQ, Mt. Airy, N. C. Estimated construction cost $24,060, first year operating cost $36,000, revenue $42,000. Applicants are **Mr.** and **Mrs. Ralph D. Epperson.** Mr. Epperson owns WPAQ. Announced Nov. 12.

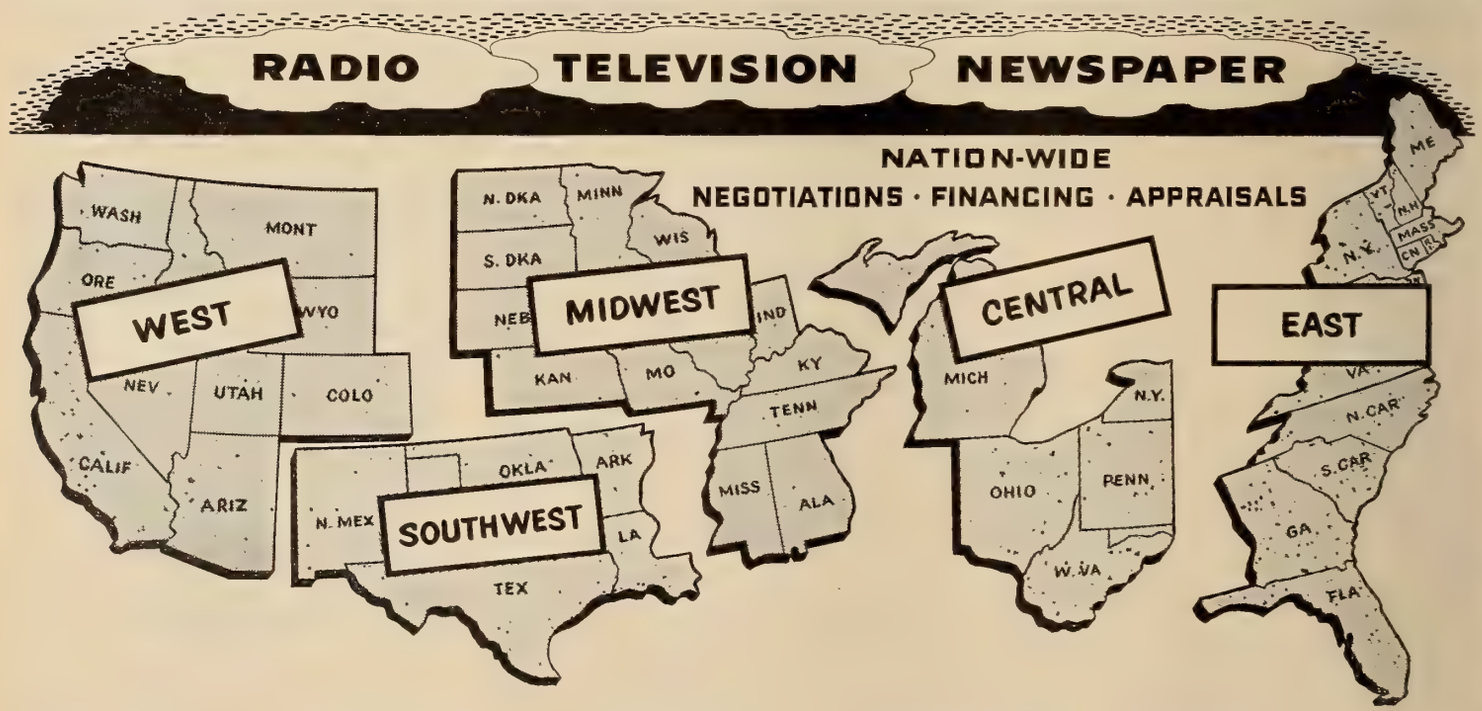
Existing Am Stations

ACTIONS BY FCC

(Announced Nov. 12)

KAHI Auburn, Calif.—Granted increase of power on 950 kc from 500 w, DA-D, to 1 kw, DA-D; engineering conditions.

KYNO Fresno, Calif.—Designated for hearing application to increase daytime power on 1300 kc (now 1 kw, DA-2, U) to 5 kw with non-directional antenna during daytime hours and present directional array at night; made **KFRE** and KMAK, Fresno, parties to proceeding.



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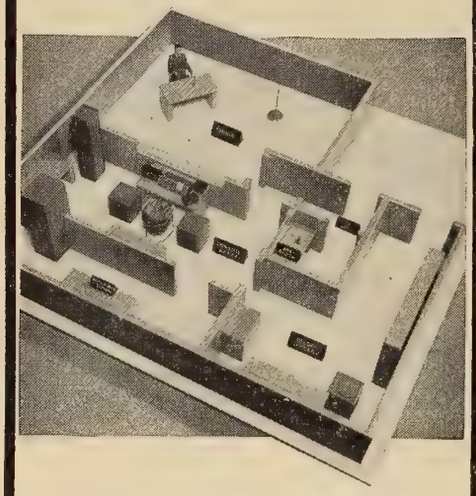
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KXLA Pasadena, Calif. — Granted increased daytime power on 1110 kc from 10 kw to 50 kw; engineering conditions; no change in 10 kw nighttime operation.

KGMS Sacramento, Calif.—Granted modification of daytime pattern with engineering conditions; operates on 1380 kc, 1 kw, U, DA-2.

KCOY Santa Maria, Calif.—Granted increase of power on 1400 kc from 250 w, U, to 1 kw, DA-N, U; engineering conditions.

KCHA Charles City, Iowa—Granted increased power on 1580 kc from 250 to 500 w, continued daytime operation; remote control permitted.

WADP Kane, Pa.—Granted increase of power from 500 w to 1 kw, continuing operation on 960 kc, D; remote control permitted.

WRKH Rockwood, Tenn.—Granted increase of power from 500 w to 1 kw, continuing operation on 580 kc, D; remote control permitted.

KFRD Rosenberg, Tex.—Granted mod. of license to change station location to **Rosenberg-Richmond.**

WCFR Fairfax, Va.—Granted nighttime operation on 1310 kc with 500 w, DA-N; engineering conditions; no change in 1 kw daytime operation.

APPLICATIONS

WMMS Bath, Me.—Cp to increase power from 500 w to 1 kw.

WAMD Aberdeen, Md.—Cp to change hours of operation to unlimited using power of 500 w; install directional ant. night and day (DA-2).

WCEM Cambridge, Md.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBEC Whitehall, Mich.—Modification of cp to increase daytime power from 250 w to 1 kw and install new trans.

KHOB Hobbs, N. M.—Cp to change frequency from 1280 kc to 1390 kc increase power from 1 kw to 5 kw; change ant.-trans. location; operate trans. by remote control from studio location; changes in ant. (dec. hgt.); changes in ground system and install new trans.

WALL Middletown, N. Y.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

KTMC McAlester, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Annapolis, Md. — Annapolis Bcstg. Corp. — Granted 107.9 mc, 4.04 kw unl. P.O. address Box 749, 25 School St., Annapolis. Estimated construction cost $11,670, first year operating cost $5,000, revenue $5,000. Applicant is also licensee of **WANN Annapolis.** Announced Nov. 12.

Waxahachie, Tex.—Richard Tuck Enterprises —Granted 93.5 mc, 350 w. P.O. address Box 731, Waxahachie. Estimated construction cost $2,685, first year operating lost $2,400, revenue $3,600. Applicant is owner of **KBEC Waxahachie.** Announced Nov. 12.

Madison, Wis.—Badger Bcstg. Co.—Granted 101.5 mc, 45 kw. P.O. address 3800 Regent St., Madison. First year operating cost $10,800. Applicant is licensee of **WIBA Madison.** Announced Nov. 12.

APPLICATIONS

Columbus, Ohio—Radio Columbus Inc., 95.5 mc, 26.24 kw. P.O. address % Radio Cincinnati Inc., 800 Broadway, Cincinnati. Estimated construction cost $16,550, first year operating cost $5,000. Applicant is licensee of **WTVN Columbus.** Announced Nov. 12.

Fort Worth, Tex.—Tarrant Bcstg. Co., 97.1 mc, 21.8 kw. P.O. address 4801 W. Freeway, Ft. Worth. Estimated construction cost $28,575, first year operating cost $1,200. Applicant is licensee of **KFJZ Fort Worth.** Announced Nov. 10.

Ownership Changes

ACTIONS BY FCC

(Announced Nov. 12)

WHEP Foley, Ala.—Granted assignment of license to **Southwest Alabama Bcstg. Co.** (WBCA Bay Minette, Ala.); consideration $45,000.

KBAB El Cajon, Calif.—Granted transfer of control from **University Motors, Snowflake Baking Co., Kinrok Co.** and **A. W. Carey** to **Dandy Bcstg. Co.** (WPEO Peoria, Ill., and KQEO Albuquerque, N. M.); consideration $204,000.

KWBR Oakland, Calif.—Granted assignment of licenses to **E. N. Warner** and **First Western Bank and Trust Co.,** as trustee to settle estate.

WAIN Columbia, Ky.—Granted transfer of control from **S. C. Bybee** to **Lindsey Wilson College**; latter to pay $22,000 for remaining 50.7% interest.

WADA Shelby, N. C.—Granted assignment of license from **Eugene Slatkin** and **Boyce J. Hanna** to **Cleveland County Bcstg. Co.** Mr. Hanna 66⅔%, **Harold J. Noles** 33⅓%, and **Martha Bookout Hanna**; consideration $5,000 and stock arrangement.

WABY Albany, N. Y.—Granted relinquishment of control by **David A. Kyle** through sale of 25.8% of stock to **Edward L. Trudeau** and **Toni Brady** for $30,000.

WIRY Plattsburg, N. Y.—Granted transfer of control from **Joel H. Scheier** to **WIRY Inc.** (**Charles B. Britt,** president, has interest in WLOS-AM-FM-TV Asheville, N. C.); consideration $175,000 and employment of transferor for five years for total sum of $25,000.

WDLA Walton, N. Y.—Granted relinquishment of negative control by **E. O.** and **Salenda C. Bush** through sale of 32.8% of stock to **Michael J. Cuneen,** general manager; no monetary consideration.

KFTV Paris, Tex.—Granted acquisition of control by **James F.** and **Dorothy Hendrix** through sale of 51.2% of stock by **D. W.** and **Leeta Brawner** for $30,000 to give Hendrix couple full ownership.

KPLT Paris, Tex.—Granted assignment of license to **Ron Litteral** of **Paris Inc.** (KGKB Tyler, Tex.); consideration $83,433.

APPLICATIONS

WICC-AM-TV Bridgeport, Conn.—Seeks acquisition of positive control of licensee **(Bridgeport Bcstg. Co.)** by **Philip Merryman,** individually, through purchase of stock from estate of **G. Gresham Griggs** for $42,000. Mr. Merryman increases ownership from 43.35% to 53.35%. Announced Nov. 10.

WMFJ Daytona Beach, Fla.—Seeks acquisition of negative control of licensee **(WMFJ Inc.)** by **Jack Siegel,** who increases his ownership from 25% to 50% through purchase of stock from **Dale S. Phares** for $2,000. Announced Nov. 12.

KWEB Rochester, Minn.—Seeks assignment of license from **Rochester Music City Inc.** to **Olmstead County Bcstg. Co.** for $75,000. Buyer is composed of six stockholders, all with under 20%. They also have interests in **WECL Eau Claire, Wis., KBIZ Ottumwa, Iowa, KDAL-AM-TV Duluth, Minn.,** and **WQUA Moline** and **WQUB Galesburg,** both **Illinois.** Announced Nov. 12.

WFVG Fuquay Springs, N. C.—Seeks assignment of license from **J. M. Stephenson** tr/as

Continued on page 110

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RADIO

Help Wanted

Needed, staff new station! Tape, resume, financial requirements first letter. Guy Christian, Bel Aire Motel, Sterling, Colorado.

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Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

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Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Thirty-forty year old salesman to sell and service television accounts in liberal Kansas. Preference given to stable, civic minded family man. Good salary and commission plan. Also need experienced announcer. Contact Wendell Elliott, Dodge City, at phone Hunter 3-6666.

Salesman—Sideline Deal—Make $30 to $45 a sale selling "Hollywood Produced" singing commercials to local merchants. Work through radio-tv stations. Traveling salesman only. Write Tel National, Inc., 5880 Hollywood Blvd., Hollywood 28, Calif.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Pleasant voice announcer with first phone for kw daytimer in small east Texas market. Send tape and salary requirements. Box 631G, BROADCASTING.

Announcer-personable board man who wishes to get into tv via booth work. South. Box 658G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

Texas "news" station needs man skilled in local news gathering. Small market man preferred. Rush resume and tape to Box 711G, BROADCASTING.

Texas music station needs deejay with first ticket. If you have that lost art of having something to say, rush tape and resume to Box 712G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

There's golden opportunity at KJAX—the happiest new station in the Golden State. Stake your claim with this brand spanking new 5 kw operation in Santa Rosa, the garden spot of California. If you're a bright, cheerful air salesman who can sell, sell, sell with a smile popular music programmed by the modern radio formula here's your chance to come to California and live like a millionaire while making your first million. First phone required. Send audition tape and complete details to Joseph Gamble, KJAX, Hotel Santa Rosa, Santa Rosa, California.

Need immediately staff announcer, adult deejay for night trick at KWKH, Shreveport, La. 40 hour week, good company insurance plan. Good salary and wonderful climate. Send tape, recent photo and complete background to Frank Page, KWKH, Shreveport, Louisiana.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Virginia kilowatt daytimer wants experienced staff announcer for all-around station work, primarily news and music shows. Some selling possible. Should have car but not imperative. No hot shots need apply. Present man headed for draft. Will consider radio school graduate who likes small town. John D. Wilson, manager, Radio Station WFLO, Farmville, Virginia.

New Jersey, Newsman-announcer. Experienced. WHTG, Asbury Park.

Salesman-announcer immediately. Proven sales record, strong pop dj. Send tape, particulars. WHYS, Ocala, Florida.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

A good announcer who is interested in sales work. Good job with many benefits. Please complete information and background to WVOP, Vidalia, Georgia.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Chief engineer. Heavy on maintenance, with announcing ability preferred. Central Alabama 1 kw considering fm. Furnish resume and salary requirement. Box 638G, BROADCASTING.

Immediate opening, experienced 1st class engineer for daytime independent. Permanent position, announcing, helpful. Box 692G, BROADCASTING.

Wanted: Experienced radio engineer, must be combo man and a good mechanic. Highest wages paid, must furnish reference. Cut or no notice. Write Box 705G, BROADCASTING.

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Desire engineer 1st phone. Will accept combination engineer-announcer, or engineer salesman. Contact Bill Parker, KBIX, Muskogee, Oklahoma.

Chief engineer, 1000 watt independent announcing or sales experience. Rush tape, references, photo, KSIB, Creston, Iowa.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, reference, salary requirements to WMIT, Charlotte, N. C.

Engineer wanted immediately for WMPM, Smithfield, N. C. No announcing, no sales. Call John Townsend at 9-6651 in Durham, N. C.

Immediate opening for engineer-announcer at 5 kw educational-gospel station. Must be capable maintenance man. Must have strong religious background. Contact John Townsend, P. O. Box 248, Sutherland, Nebraska.

Production-Programming, Others

KBKC, modern radio for Kansas City, is searching for a news director. Adequate news background, authoritative, smooth delivery. Have good pay for the right man. Send tape, picture and information to Roy Stanley, KBKC, Mission, Kansas.

Top rated news minded station KFOR, Lincoln, Nebraska, needs man for news department. Send tape, photo and details, immediately.

RADIO

Situations Wanted

Station representative wishes full details of Washington beeper or news service. Please include cost breakdown, long term discounts and method of operation in presentation. E. C. Hulon, P.O. Box 679, Washington 4, D. C.

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 677G, BROADCASTING.

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manger with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Now managing small market music and news indie. Looking for larger market to manager or sales manage, up to 25,000. Now making $8,000 a year, want to make 12, will work for it. Can do everything, sports, engineering. College grad. (Journalism). Professional radio and tv school. Interested in am-tv situation. First phone. Box 684G, BROADCASTING.

Manager for small-medium small market southern station Sales manager with 13 years experience all phases operation, 31, college, family, civic-minded. Best references. Box 685G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Miracles ceased at Galilee but management specialist ups audience ratings, operating in black fast, in exchange for permanency, feeding family, gas tank, bank account. Box 697G, BROADCASTING.

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Available immediately—good combination man. First phone, twenty years as manager, chief and announcer powers up to ten kilowatts. Familiar network relations, national agencies and station routine. Excellent installation and maintenance. Investigating is believing! Family, sober, 42. Ask for tape or telephone call. $125 minimum. Box 703G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Desire permanency with swinging "Gung Ho" type radio and/or tv operation. Authoritative newscaster; good commercial man; adult dj knows good music. 3 years radio—year tv. Dependable, references family, veteran. Please be specific. Box 574G, BROADCASTING.

Sportscaster-staff. Basketball-baseball-football. College graduate. Play-by-play tape available. Box 614G, BROADCASTING.

Stop! Ten years experience in radio-tv record show. Like to work both—will consider either. Minimum $150.00 or salary-talent. Prefer midwest or south. Box 634G, BROADCASTING.

DJ seeking position with active, growing independent. Successful past; bright future. Box 657G, BROADCASTING.

Sports minded western stations attention: Explosive sportscaster, announcer, salesman, six years experience. Box 663G, BROADCASTING.

Announcer-dj. 2½ years experience. Dependable and ambitious. Available immediately. Box 665G, BROADCASTING.

Overstaffed! Due to streamlining of staff, somebody had to go. The man who is going may be the answer to your prayers for an announcer who is industrious, sincere, and, what is more important, completely dependable. He is not the world's greatest air personality, but he is a very good staff announcer. We hate to lose him. For details, write Box 666G, BROADCASTING.

Announcer, smooth, resonant voice. Strong news, run board. Southern California only. Six years in large market. Box 671G, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative, reliable. Box 678G, BROADCASTING.

Announcer-dj; experienced, suitable larger market. Music, news commercials, copy. Box 679G, BROADCASTING.

Top man with commercials, news (gather and deliver), good music; 1st ticket. Southeast; no top forties. Box 683G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

S-S-Stutter off air, not on. Top-notch, production minded, conscientious dj. Unlimited modern radio knowledge. Capable of being asset to any station. Pulse proven. Don't be bashful—try me! ! Hurry! Box 699G, BROADCASTING.

Announcer, 1st phone, college, married, 3 years experience, $100, permanent. Box 700G, BROADCASTING.

Top morning man, 27-year-old air personality. First phone, college, 2½ years experience, excellent credit and character references. Recent change in ownership and program policy force me out of major southern California slot. Have increased ratings 100% in recent morning slot in 7 months. Would like to work with aggressive, imaginative station somewhere in the west coast area, but will travel anywhere for the right salary. Box 708G, BROADCASTING.

Disc jockey-fm and college radio experience. Desires job with commercial am station. College graduate. 21 years old. Like playing top 40 and rock and roll. Box 709G, BROADCASTING.

No world beater, but will slave for you. Experienced, intelligent and versatile. College. Knows music. Good appearance. Trained for tv. Box 710G, BROADCASTING.

Young man wants to work. Travel anywhere at once. Runs own board, and will write or sell. Tape and resume on request. Jack DuLong, 7731 Forest Preserve Drive, Chicago 34, Illinois. Tuxedo 9-4091.

Sports announcers: Are you good enough for the big money of the big time? Get an objective appraisal from an experienced big leaguer—Ernie Harwell, voice of the Baltimore Orioles. Mail tape of your play-by-play with check of $20 to: Ernie Harwell, 12 Blithewood Road, Baltimore 10, Maryland.

Young dj promotion minded, wanting to connect with small station. Reply to Tom Johnson, 33 Sprague Rd., Scarsdale, New York.

Announcer dj, 1st ticket, no experience. Bill Lambert, 911 W. Poplar Avenue, Porterville, California.

Top flight personality available—can sell a product—can make 'em laugh—call collect, Rip Rogers Newtown 9-3678. Wire or write 54-08 Roosevelt Avenue, Sunnyside, Long Island, New York.

4 years experience, deep resonant voice, prefer late evening or all night show with better music station. Contact Bob Whitson, 4202 Elkins Ave., Nashville, Tenn. Phone CY 8-1459.

Technical

Experienced engineer-announcer. Maintenance. Box 687G, BROADCASTING.

Engineer, 1st phone. North central states. Transmitter experience. Top references. Box 691G, BROADCASTING.

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

First phone, wants work in Michigan. Prefer no announcing. Louis Smith, MVS, R#3, Plainwell, Michigan.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G. BROADCASTING.

Program director twelve years. Offer dynamic community radio, special events, public affairs, features, creative commercial sell, listener loyalty. Top references. What do you offer? Box 651G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Top-notch research-promotion man (radio & tv) widely experienced all phases of radio-tv research, promotion and sales development. Emphasis on the hard to find answer to a tough competitive sales pitch. Network station representative, station presentations. Head time buyer for large advertiser. Resume and references available. Box 643G, BROADCASTING.

Copywriter, 10 years radio, versatile, strong on hard sell, desires radio or tv position. Box 664G, BROADCASTING.

Southern California only. Program director to set up operation to compete with top 40. Also pull air shift, good news and dj. Box 670G, BROADCASTING.

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Never topped on tv. #1 rated newscaster, 7 years big eastern market am-tv. Network exclusives, creative writer documentaries. College through masters—34, married, excellent voice, appearance, character. Power-boost for your station. Box 690G, BROADCASTING.

TELEVISION

Help Wanted

Sales

Account executive—for full-power vhf local and regional. South. Box 659G, BROADCASTING.

The number one station in a competitive three-station market desires a young, aggressive salesman. Some experience in broadcasting is essential. A sound station with sound policies, located in an excellent community to raise a family. This position offers security and a sound basis on which to build a future. Base salary plus commission. Please send a brief resume and a recent photograph. Replies held in confidence. Box 713G, BROADCASTING.

Announcers

Announcer who wants to learn directing. South full-power vhf. Box 660G, BROADCASTING.

Announcer—midwest television station. Television experience not necessary, but radio background is a must. Prefer man from Illinois, Indiana, Iowa, Missouri area. Young, willing to learn and grow with top rated, progressive station. Salary open, based on experience and ability. Send pictures and complete background, including available date to Box 668G, BROADCASTING.

TV staff announcer: good appearance and personality. Send pictures, tape, and details to Don Stone, KTIV, Sioux City, Iowa.

Technical

Assistant chief engineer for midwest operation. Excellent opportunity for good technical man who can accept responsibility. A chance for the right man to grow with a growing organization. Box 592G, BROADCASTING.

Engineer for transmitter control room. VHF. TV experience not necessary but preferred. South. Box 662G, BROADCASTING.

Wanted, north central California vhf needs transmitter maintenance engineer. RCA equipment. $135 plus weekly. Box 686G, BROADCASTING.

Maintenance supervisor: for tv station increasing power. Must have experience in installation of equipment and good maintenance man. Leadership needed to train inexperienced personnel. Opportunity to grow with growing station. Box 704G, BROADCASTING.

Immediate opening for experienced video engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Engineer with first phone. Write WSYE-TV, Box 314, Elmira, New York.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.00 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Director who can announce. Full power vhf. South. Box 661G, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily with desire to return to tv. Good radio background, too. Box 669G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

TV announcer. First phone, vet, news and commercials. Can do a real selling job for you. Know tv operations. Prefer mid or southwest. Box 674G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 676G, BROADCASTING.

Hard-hitting news editor can be your top personality. Audience builder. Powerful, authoritative style radio and television. Network and local news background. Family man. Radio and/or television. Box 688G, BROADCASTING.

Experienced announcer-director, presently employed, mature, quality type-booth, on camera, news, weather, commercials, program host. Married, veteran, theatrical background. Box 689G, BROADCASTING.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Technical

Engineer, 1st phone. North central states Transmitter experience. Top references. Box 691G, BROADCASTING.

1st phone engineer experienced in all phases of tv, am studio and film operations wishes to relocate permanently. Write M. S. Kaufman, WLW-T, Cincinnati, Ohio, or call Blackburn 1-5837 mornings.

Production-Programming, Others

Photographer: Well experienced and educated. For last two years have handled all news and commercial photography for midwest station. Excellent references. Will locate anywhere. Box 656G, BROADCASTING.

Production manager-director, presently employed directing bulk of live shows. Five years experience in all phases of commercial television productions. Creative, eager to learn more, capable, stable. College. Single. Desire to settle. Seeking more progressive station in southeast market, not necessarily major. Complete resume and references. Box 667G, BROADCASTING.

TV cameraman. First phone, college, vet. Also handle control room operations and film. Prefer mid- or southwest. Box 673G, BROADCASTING.

Need news editor? Have seven years tv experience newscasting, gathering, writing in million metropolitan market. SDX member. Box 696G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 675G, BROADCASTING.

Top tv program and production director, also excels in announcing. Five and half years tv. Age 34, single. Eleven years same station. Currently employed as program production director. Excellent references from present employer. Interested in Rocky Mountain, Southwest or West. Tape and photo available on request. Owen C. Moore, Jr., Box 670, Roswell, N. M.

FOR SALE

Stations

Will consider trading our interest in competitive market for smaller area. Box 605G, BROADCASTING.

Majority interest. Metropolitan, daytimer. Low down payment. Ideal for owner-manager. Box 606G, BROADCASTING.

FOR SALE—(Cont'd)

Stations

Carolina small market stations (4), prices ranging $25,500 to $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Southwest high profit single market daytimer. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Upper south small market stations (2), $60,000 and $70,000; medium market stations (3), $45,000 to $190,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

What radio or tv do you want to buy? Let's talk turkey. Lee Hollingsworth, Lic. Bkr., IV 1-8482, 514 Hempstead Ave., West Hempstead, N. Y.

Oklahoma single daytimer. Making money. $55,000 29% balance ten years. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Northwest small and medium market stations (2), $150,000; $165,000; terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

Thirty McAlister double boards, two socket each socket rated 1000 watts with glass and silk diffusers and diffuser holders. Cost $85.00 new, will sell for $35.000 each. No stands. Also thirty-five double or single board hangers $5.00 each. Box 655G, BROADCASTING.

Make best offer new Schafer remote unit and standard library good condition. Box 694G, BROADCASTING.

Like new Schafer remote control system 400-R, including General Radio modulation monitor 1181-A. Everything you need. Original price $2900.00. Will sell fob Aberdeen $1750.00. Also two, almost new, Berlant series 30 tape recorders. KXRO, Aberdeen, Washington.

Magnecord 816 continous 8-hour tape player used only few weeks, also Magnecord 814, year old; both for $800 or sell separately. Background Music Company, 360 Clardell, Benton Harbor, Michigan.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Two RCA 70D turntables, one converted to 45 operations. Robert Tilton, Storz Stations, Omaha, Nebraska.

WANTED TO BUY

Stations

One of southwest's most capable managers wishes to buy all or majority of medium or small market am station. Box 599G, BROADCASTING.

Equipment

One secondhand fm frequency and modulation monitor. State condition and price. Box 632G, BROADCASTING.

Console wanted. Good quality important. Must be reasonable. KRPM, San Jose, California.

Used RCA 3 kw fm transmitter BTF3B or RCA fm exciter and power supply. State price and condition. Reply Good Neighbor Stations, 155 Front Street, Manchester, New Hampshire.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO STATIONS FOR SALE

NORTHWEST

Exclusive. Full time. Network. Absentee managed. Gross $65,000 year. Stock purchase. **$29,000 down.**

Full time. Exclusive. Gross around $34,000 year. **Only $10,000 down.**

Gross over $120,000 year. Earns between $30,000 and $35,000. Full time. Exclusive. **$58,000 down.**

ROCKY MOUNTAIN

Full time. Good growing market. Gross close to $70,000 first six months. Corporation purchase includes valuable land. **$50,000 down.**

Exclusive full time. Captive market. Gross $3,000 month. **Asking $40,000 with 29% down.**

MIDWEST

Daytimer in exclusive market. Grosses $5,000 month. Can do considerable more. Absentee owned. **$75,000 with 29% down.**

Having management trouble. Exclusive daytimer. **$45,000 with $15,000 down.**

SOUTHWEST

Number one daytimer in one of the bigger and fastest growing markets. **Will take $100,000 down.** Excellent dial position.

Full time. Good and fast growing market. Gross over $175,000 a year. **Takes $100,000 down.**

Exclusive in a growing town of 8,000. Daytimer. **Asking $100,000 with 29% down.**

Small exclusive market. Daytimer. **Asking $35,000 with $10,000 down.**

CALIFORNIA

Exclusive. Daytimer. Well established. Studio and transmitter together. Growing part of state. **$20,000 down.**

We have several FM stations in the greater Los Angeles area which can be bought at a fair price.

SOUTH

Daytimer in competitive market. Gross close to $3,700 a month. Non radiooperator owned. **$65,000 asking but will negotiate.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Help Wanted

Announcers

TV & RADIO ANNOUNCER

to do top grade commercial radio-TV air work in market of over 550,000 sets. TV experience preferred, but will consider TV potential if no experience. Send tape, photo, qualifications data to Program Manager, WAVE-TV, 334 E. Broadway, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

BROADCAST EXECUTIVE

Extremely able and capable broadcasting executive with 18 years experience in Radio and Television available due to station sale.

Experience includes *Sales, Sales Manager* and *General Manager* in medium and metropolitan markets. Now living in midwest but willing to relocate. Top references, 42, married, college graduate, seeking permanent position with station or group of stations. Willing to invest if desired. All replies confidential. Resume available.

Box 680G, BROADCASTING

WANTED TO BUY

Stations

Eminently successful radio staff including management, sales, top DJs interested in purchasing or investing in radio station. Proven record in major competitive market. No brokers please.

All replies strictly confidential.

Box 702G, BROADCASTING

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

EMPLOYMENT SERVICE

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Chief Engineer Program Managers

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NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

FOR THE RECORD *Continued from page 106*

Radio Station WFVG to **James F. Flanagan** (45%), **Gale P. Lewis (45%)** and **Dr. Robert G. Currin** (10%), for $42,000. Mr. Flanagan is manager, WOXF Oxford, N. C.; Mr. Lewis is engineer, WTVD (TV) Durham, N. C., and Dr. Currin is pediatrician. Announced Nov. 12.

KWRW Guthrie, Okla.—Seeks assignment of license from **Weldon Sledge** to **Farrell M.** and **Norma Sue Brooks** for $46,000. Mr. and Mrs. Brooks were with Hill County Music Co. Announced Nov. 6.

KFLY Corvallis, Ore.—Seeks acquisition of positive control of licensee **(Mid-Land Bcstg. Co.)** by **David E. Hoss** (president-50% owner) through purchasee of 2% from **Leander Quiring** for $500. KFLY employes **Leon C. Boner** and **Douglas Whipple** are each buying 24% from Mr. Quiring for $12,500 each. Announced Nov. 12.

KSIJ Gladwater, Tex.—Seeks assignment of license from **Helen** and **C. A. Lee,** executors of estate of **T. W. Lee,** deceased, to **Frank O. Myers,** tr/as **Gregg County Bcstg. Co.,** for $60,000. Mr. Myers also owns 7½% of **KAMD Camden, Ark.** Announced Nov. 6.

KBCS Grand Prairie, Tex.—Seeks transfer of control of licensee **(Three Cities Radio Inc.)** from **Earl N. Bodine** to **C. R. Sargent Sr.** Mr. Sargent is purchasing 35% from Mr. Bodine for $42,000, thus increasing his ownership to 50.25%. Mr. Bodine retains 25%. Announced Nov. 6.

KSEL Lubbock, Tex.—Seeks assignment of license and cp from **Lubbock Bcstg. Co.** to **Lubbock Bcstrs. Ltd.** for $185,250. Buyers are **David R. Worley** (50%), owner of **KLEA Lovington, N. M.,** oilman **George H. W. Bush** (30%), and others. Announced Nov. 6.

WIVI Christiansted, V. I.—Seeks transfer of control of licensee **(Radio American West Indies Inc.)** from **Hazel M. Higdon** (present 55% owner) to Mrs. Higdon (36.7%). **Mr.** and **Mrs. F. K. Foster** (31.6%) and **Raymond E. Higdon** (31.6%) through issuance of new stock. Announced Nov. 12.

KLUK Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Francke McDole Enterprises Inc.** for $25,500. Purchasers are equal partners **Walter Francke,** physician, and **Robert H. McDole,** former employe, KPRK Livingston, Mont. Announced Nov. 10.

Hearing Cases

FINAL DECISIONS

By decision, Commission denied application of **Huntington-Montauk Bcstg. Co.,** to change location of trans. site and main studio of WGSM (740 kc, 1 kw D) from Huntington, L. I., N. Y., to Deer Park, L. I. Comr. Bartley dissented. Initial decision of Oct. 25, 1957, looked toward grant. Announced Nov. 12.

By decision, Commission granted application of **Knorr Bcstg. Corp.** to increase day power of station WKMF Flint, Mich., from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc with 1 kw N. Comr. Bartley dissented. Initial decision of Dec. 27, 1956, looked toward this action. Announced Nov. 12.

By order, Commission adopted and made effective immediately Sept. 24 initial decision and granted application of **Annapolis Bcstg. Corp** for new Class B fm station to operate on 107.9 mc in Annapolis, Md.; engineering condition. Announced Nov. 12.

INITIAL DECISIONS

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **Guinan Realty Co.** for new am station to operate on 1300 kc, 1 kw DA, D in **Mount Carmel, Pa.,** and denying application of **Louis Adelman** for same facilities in **Hazleton, Pa.** Announced Nov. 10.

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **Lion Bcstg. Co.,** for new am station to operate on 1510 kc, 1 kw DA unl., in **Dover, N. J.** Announced Nov. 10.

OTHER ACTIONS

Commission on Nov. 12 directed preparation of document looking toward denying petition by Crawfordsville Bcstrs. Inc., Crawfordsville, Ind., to reopen record in proceeding on its application and that of J. E. Willis, Lafayette, Ind., for new am stations to determine financial qualifications of Mr. Willis. Initial decision of Mar. 19 looked toward grant of Willis application and denial of Crawfordsville.

By memorandum opinion and order, Commission denied petition by **Henderson County Bcstg. Co.** to amend issues in proceeding on its application to change facilities of station KBUD Athens, Tex., from 1410 kc, 250 w D to 1150 kc, 500 w D, and application of **University Advertising Co.** for new station on 1150 kc, 500 w D, in Highland Park, Tex.

By memorandum opinion and order, Commission denied motion by **Jane A. Roberts** for bill of particulars in connection with hearing on her application for license of am station KCFI Cedar Falls, Iowa. Comr. Cross not participating.

Commission scheduled oral argument on Dec. 5 on following tv proceedings:

Oregon Radio Inc. (KSLM-TV, ch. 3), Salem, Ore.

Atlantic Coast Bcstg. Corp. of Charleston (WTMA-TV, ch. 4), Charleston, S. C.

Commission designated for consolidated hearing applications for new tv stations in Miami, Fla., area to operate on ch. 6 of Publix Television Corp., Perrine, South Florida Amusement Co., Perrine, Coral Television Corp., South Miami, and Gerico Investment Co., for mod. of cp of WITV (ch. 17, Fort Lauderdale) to operate on ch. 6 in Miami contingent upon Gerico filing amendment within 40 days specifying site meeting all technical requirements of rules, and failure to so amend will result in Gerico application being dismissed nunc pro tunc of today's order.

Tucumcari Tele. Co., San Jon, N. M.—Designated for hearing application for new tv translator station on ch. 70 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.; denied request of applicant that application be disposed of without hearing.

Routine Roundup

UHF CHANNEL CHANGES

The following changes in uhf television assignments have been made in communities in three states within 200 miles of the U. S.-Mexico border, in line with the agreement between the two countries last summer [GOVERNMENT, July 21]. None of the changes involve channels that have been granted. The changes were announced Nov. 6 and are effective today (Nov. 17). They are:

Arizona

Ajo—Substitute ch. 19 minus for 14 minus; Bisbee—Substitute ch. 54 for ch. 15; Coolidge—Substitute ch. 36 plus for ch. 30 plus; Douglas—Add ch. 35; Nogales—Delete ch. 17 minus and add chs. 16, 32 and 44 plus; Yuma—Add chs. 22 plus and 60.

California

Brawley—Substitute ch. 16 for ch. 25 plus; El Centro—Delete chs. 16 and 56 and add chs. 26 minus and 48; Palm Springs—Substitute ch. 19 plus for ch. 14; San Diego—Delete chs. 21 and 33 and add ch. 51.

Texas

Brownsville—Delete ch. 36 and add chs. 26 and 44; Crystal City—Substitute ch. 44 plus for ch. 28 plus; Del Rio—Add ch. 52 plus; Eagle Pass—Delete ch. 26 and add chs. 22 minus and 64; Edinburg—Substitute ch. 60 for ch. 26 minus; El Paso—Delete ch. 20 plus and add chs. 38, 50 and 62; Laredo—Add chs. 27 minus and 39; Mercedes—Substitute ch. 66 for ch. 32; Mission—Substitute ch. 70 plus for ch. 14; Raymondville—Substitute ch. 64 minus for ch. 42.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on November 5

Granted petition by Deep South Bcstg. Co. for extension of time to Nov. 12 to file replies to oppositions to petition for rehearing in proceeding on mod. of cp of WSLA, ch. 8, Selma, Ala.

By Hearing Examiner Charles J. Frederick on November 5

Extended time within which to exchange applicants' direct written cases to noon, Nov. 12, and dismissed as moot request by Iowa-Illinois Television Co., for extension of time and for oral argument in Moline, Ill., ch. 8 proceeding.

By Hearing Examiner Millard F. French on November 6

Scheduled prehearing conference for 9 a.m., Nov. 18, in proceeding on am application of Cherokee Bcstg. Co., Centre, Ala.

PETITIONS FOR RULE MAKING FILED

WATR Inc., Waterbury, Conn. — Requests amendment of table of assignments for tv stations by reallocation of ch. 18 from Hartford, Conn., to Waterbury, Conn., and, if deemed appropriate, reassignment of ch. 53 from Waterbury to Hartford. Further requests issuance to WATR Inc. or order to show cause why its cp and special temporary authorization should not be modified to specify operation on ch. 18 for WATR-TV. Announced Nov. 7.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 7

KOHU Hermiston, Ore.—Granted license covering increase in power and installation new trans.

WMCA New York, N. Y.—Granted license covering installation new trans. as alternate main trans. at present main trans. site.

KAGE Winona, Minn.—Granted license covering change of frequency from 1570 kc to 1380 kc.

WKAI Macomb, Ill.—Granted license covering installation new type trans.

WTCN Minneapolis, Minn.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site; remote control permitted.

WMAM Marinette, Wis.—Granted license covering installation new type trans.

KYW-FM Cleveland, Ohio—Granted license to increase ERP to 27 kw, ant. height, change trans. location, make changes in ant. system and installation new type trans.

KXLY-TV Spokane, Wash.—Granted cp to change type of ant. and other equipment (main trans. and ant.).

WRIP Rossville, Ga.—Granted mod. of cp to change type trans.

WSBA-TV York, Pa.—Granted extension of completion date to Dec. 22.

KDWT Stamford, Tex.—Granted authority to sign-off at 7 p.m., daily.

Actions of November 6

WMT-TV Cedar Rapids, Iowa—Granted acquisition of positive control by **American Bcstg. Stations**, through purchase of stock from **William B. Dolph.**

KNBC San Francisco, Calif.—Granted license covering installation new type trans. as aux. trans. at present main trans. site; condition.

KVIP-TV Redding, Calif. — Granted cp to change ERP to vis., 115 kw, aur. 57.5 kw; make changes in ant. system and other equipment; ant. 3620 ft.

KITT San Diego, Calif.—Remote control permitted (2nd remote control point).

KCRG Cedar Rapids, Iowa—Remote control permitted while using non-directional ant.

WSB-TV Atlanta, Ga.—Granted extension of completion date to 5-6-59, (aux. trans.).

Actions of November 5

WONG Oneida, N. Y.—Granted assignment of license to **Madison County Bcstg. Corp.**

KAYE Puyallup, Wash.—Granted assignment of license to **Henry Perozzo.**

WLAW Lawrenceville, Ga.—Granted assignment of cp to Radio Gwinnett Inc.

WBET-AM-FM Brockton, Mass.—Granted involuntary transfer of control from **Charles L. Fuller**, individually and as trustee for **Alice M. Dunbar** to **Home National Bank of Brockton** and **Louise P. Sampson**, executors of estate of **Charles L. Fuller**, deceased, and **Home National Bank of Brockton**, trustee for **Alice M. Dunbar.**

WHFI Detroit, Mich.—Granted license for fm station.

KAGR Yuba City, Calif.—Granted license covering installation of new type trans.

WGRM Greenwood, Miss.—Granted license covering installation of new type trans.

WRC-FM Washington, D. C.—Granted license covering change of aux. ant. location and decrease ERP to 3.9 kw; condition.

KRAK-FM Stockton, Calif.—Granted cp to replace expired cp for new fm station.

WLAV-FM Grand Rapids, Mich.—Granted cp to install new type ant.; condition.

Tomah-Mauston Bcstg. Co., Tomah, Wis—Granted mod. of cp to make changes in ant. system; specify studio location and remote control point and change type trans.

WSRO Marlborough, Mass.—Granted mod. of cp to change type trans.; conditions.

KJRG-FM Newton, Kan.—Granted mod. of cp to change frequency from 96.7 mc to 92.1 mc.

KEED Inc., Eugene, Ore.—Granted mod. of cp to increase ERP to 1.35 kw.

WAYL (FM) Silver Spring, Md.—Granted mod. of cp to change type trans. and type ant.; ant. 280 ft.; condition.

WMET-FM Miami Beach, Fla.—Granted mod. of cp to change sub-carrier frequencies to 67 kc and 41 kc; condition.

KGMO Cape Girardeau, Mo.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WSM-TV Nashville, Tenn., to 5-20-59; KJML (FM) Sacramento, Calif., to 2-5-59; WSCB (FM) (noncommercial educational fm) Springfield, Mass., to 1-30-59., and KASK Ontario, Calif., to 1-31-59.

Actions of November 4

KRKC King City, Calif.—Granted assignment of cp to KRKC Inc.

KDPS Des Moines, Iowa—Granted cp to increase ERP to 5.2 kw, ant. height to 285 ft., and install new type ant.

WXYZ-FM Detroit, Mich.—Granted cp to increase ERP to 27 kw, ant. height to 880 ft., install new type ant., change ant.-trans. and studio locations.

WFMD-FM Frederick, Md.—Granted mod. of cp to change type trans.

WSEN Baldwinsville, N. Y.—Granted mod. of cp to move ant., specify studio location, delete remote control and change type trans.

Following stations were granted extensions of completion dates as shown: WKBM-TV Caguas, P. R., to 1-31-59; KAVE-TV Carlsbad, N. M., to 12-31, and KBCO (FM) San Francisco., to 5-19-59.

Actions of November 3

KLOR-TV Provo, Utah—Granted mod. of cp to install new trans., new ant. system, and make equipment changes; ERP vis. 3.09 DA, aur. 1.55 DA, ant. height 2840 ft.

WRIM Pahokee, Fla.—Granted mod. of cp to change type trans., studio location (same as trans. location); remote control permitted.

KVFM (FM) San Fernando, Calif.—Granted mod. of cp to change type ant.

KCMO-FM Kansas City, Mo.—Granted mod. of SCA to change subcarrier frequency from 67 kc to 65 kc.

WVCG-FM Coral Gables, Fla.—Granted mod. of cp to change type trans.; conditions.

KASK-FM Ontario, Calif.—Granted extension of authority to remain silent for period beginning Oct. 31.

License Renewals

The following stations were granted renewal of license: WMUZ Detroit, Mich.; WAXX Chippewa Falls, Wis.; WBAY & aux., Green Bay, Wis.; WBEL South Beloit, Ill.; WBIZ Eau Claire, Wis.; WCCN Neillsville, Wis.; WCUB Manitowoc, Wis.; WFHR Wisconsin Rapids, Wis.; WFOX Milwaukee, Wis.; WFRL & aux., Freeport, Ill.; WGEZ Beloit, Wis.; WHBL Sheboygan Wis.; WIBV Belleville, Ill.; WIZZ Streator, Ill.; WJBD Salem, Ill.; WKBH La Crosse, Wis.; WKRO Cairo, Ill.; WLBK DeKalb, Ill.; WLIP Kenosha, Wis.; WMNE Menomonie, Wis.; WMIX Mt. Vernon, Ill.; WMOK Metropolis, Ill.; WPDR Portage, Wis.; WPRS Paris, Ill.; WVLN Olney, Ill.; WFHR-FM Wisconsin Rapids, Wis.; WMIX-FM Mt Vernon, Ill.; WPRS-FM, Paris, Ill.; WNIC DeKalb, Ill.; WNUR Evanston, Ill.; WBAY-TV main & aux. trans. & ant., Green Bay, Wis.; WREX-TV Rockford, Ill.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 12

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	37	101	569
FM	543	19	114	64
TV	432[1]	78[2]	108	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 12

	VHF	UHF	TOTAL
COMMERCIAL	429	81	510[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPS ON AIR (new stations)	37	19	76[2]
CPS NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPS DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.



JAMES W. COAN, President

Like Hundreds of Broadcasters . . .

President
JAMES W. COAN
of
WTOB
Winston-Salem, N. C.
and
Chief Engineer
JAMES H. HOKE

Selected STAINLESS TOWERS



JAMES H. HOKE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

no matter how you figure it...

KLZ-TV is still number one

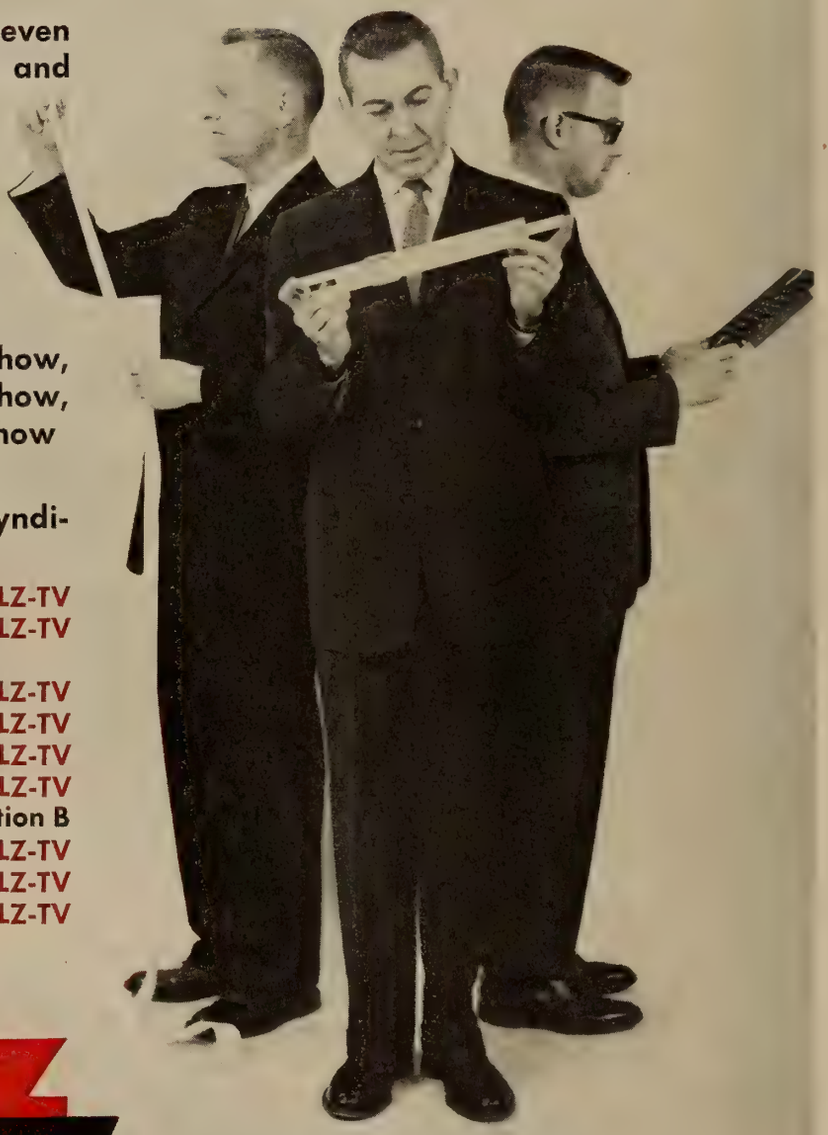
in DENVER!

Highest share sign on to sign off seven days a week in both one week and four weeks

12 out of the top **15** shows...
53 out of the top **100**

Out of the top 100 shows **29** are **KLZ-TV** non net-work shows

Highest rated:
News, Weather, Sports, Remote Show, Local Show, Syndicated Show, Weekend News, Network Show



KLZ-TV has **9** out of the top **10** syndicated shows:

Target	29.5	KLZ-TV
Whirlybirds	28.2	KLZ-TV
Men of Annapolis/ Death Valley	26.7	KLZ-TV
Frontier Doctor	26.4	KLZ-TV
Harbor Command	25.8	KLZ-TV
Sheriff of Cochise	25.6	KLZ-TV
Highway Patrol	23.3	Station B
Sea Hunt	22.5	KLZ-TV
Decoy	21.4	KLZ-TV
Boots & Saddles	18.8	KLZ-TV

*based on September ARB.

KLZ TELEVISION
CBS in DENVER
Channel 7

Represented by KATZ Agency

winner of . . .

George Foster Peabody Award

The Colorado State Medical Society Award

RTNDA Achievement Award

CBS Television Film Award

Sigma Delta Chi Journalistic Award

MONDAY MEMO

from **ARTHUR M. HOLLAND,** *owner-account executive, Malcolm-Howard Adv. Agency, Chicago*

One way to an armistice in Chicago

No less a personage than the Hon. Richard J. Daley, mayor of Chicago, took to the speaker's rostrum to declaim against the evil men allegedly responsible for the state of idleness inflicted upon Chicago's darlings of the airlanes, the talent lads and lassies. Their vehicles, the programs, were being lopped off entirely, or were taking flight to New York and Hollywood.

In so doing, his honor, in his righteous indignation, was adding his official voice to a swelling chorus of protest from worthy Chicago groups, including Broadcast Advertising Club, American Federation & Television & Radio Artists, Chicago Unlimited, and the new-born Chicago chapter of the Academy of Television Arts & Sciences. The latter's very birth cries were almost drowned out by the clang of the executioner's axe as more tv talent heads rolled.

Local live programs were and are continuing to vanish from the Chicago scene, with syndicated and feature film replacing most of the departing shows. Some network programs extended their feed time into Chicago and thereby added more woe to live talent and live program producers. Higher costs, mounting almost without surcease, rolling over the sponsors like a tidal wave —higher time and facility costs, higher talent rates and greater competition for audiences via heavier promotion, have all contributed their share toward driving some advertisers into less expensive media. Other advertisers retrenched completely.

True, general economic conditions, including worsened consumer sales, have in no small way taken their toll, but the local tv advertiser has virtually been pushed into using less, or no live programming and fewer live personalities, announcers, models, etc., in his commercials. "Tv is for the big fellows" has become the local complaint. Costs just keep getting out of reach, with the hurdles getting higher and higher.

There is no quarreling with the desires of those aforementioned organizations or the fired up individuals. They mean the right thing for everyone concerned, being well intentioned and, no doubt, sincere.

However, one must face the facts squarely.

Formation of more and more groups to fight the erosion has not accomplished anything. The deterioration has continued and even increased, despite the greater organized effort and louder protests.

Let's face it. The live programming as it has been constituted has not won sufficient audience to give an adventuresome advertiser, in most instances, the kinds of return he rightfully expects from his expenditure.

Cry all we will about ratings not properly reflecting the actual audience size, the one rating that cannot be denied is the ring, or lack of it, of the advertiser's cash register. If the pay-off for the sponsor is not there, the good fairy vanishes.

It would be unfair to lay the blame on the talent or the producer entirely when a limited budget and restricted physical facilities make it almost impossible to create a product that can compete favorably with expensive film or even live network programming.

Closer examination and analysis of the situation by the talent and their representing organizations would result in betterment for this vital segment of tv which merits encouragement and nurturing. By making it easier and less costly to use less experienced or lower echelon talent, overall use would increase the amount of work for the veteran professionals, and not destroy it.

Methods should be devised for broadening the use of "extras," greater numbers of "live" models, without creating a staggering burden for the program producer or advertiser. Look at the relatively little difference in cost now between the rate for use of local Chicago tv talent and what it would cost to use the same, or comparable talent, coast-to-coast. And this should not be distorted into being a plea for higher network rates. What chance has a local sponsor who tries to step out with a first rate live show using more than two or three people?

Much of the so-called "rehearsal time" required is a myth, being both unnecessary and unused (and unavailable). Keep in mind, this is a Chicago story, the writer not claiming this is a universal situation.

Chicago traditionally has unequalled sources for a wealth of the finest talent in our great country, but we stifle its use on tv, because we make it too costly to utilize. Talent should have a right to work and to be paid well for good performance, but it seems some adjustment is in order to make it possible to use more than the bare minimum of announcers, models and performers with the resultant "flops," inadequacies and downright bad shows, which make for short runs, advertiser fatality, and lower talent incomes.

Perhaps if stations, together with talent, technicians and musician representatives, with a sincere desire to aid, were to sit down together with a view toward developing formulas and concessions by each where substantial live talent is used, this would be a solid step toward really accomplishing something.

A package that is not too hazardous to the sponsor would increase the possibility of use. Keep the present hurdles high, and most jumpers won't try to leap.

To do the job right, to get good live programs that will attract sufficient audiences, it will take contributions of time, money and effort on the part of those who expect to benefit.

Let's quit pointing to the bogeymen who are accused of wanting to injure us, and let's take steps to nurture a great city's important commodity—our live tv talent. If it's good enough for export, it should certainly be worth keeping at home. And from good little acorns, the properly developed local vehicles, big network oaks will be grown.



Arthur M. Holland, b. July 10, 1907, Chicago. Attended Northwestern U., Evanston, Ill., 1925-27. First job: assistant advertising manager, End-O-Corn Labs, 1927; later promoted to advertising manager. Filled same post with Western Mfg. Co., 1929-30, then became media director of Earl Noyes Agency. In 1933 co-founded Malcolm-Howard Adv. Agency, assuming full ownership following year. His Chicago firm considered leading agency specializing in local broadcast accounts in below-$5 million group. Among active local tv clients: Courtesy Motors, Fair Store, Mages Stores for Sports, Evans Fur, Royal Lumber. Most of them strong on feature films on Chicago stations. National director of City of Hope; director of Variety Club. Active in Chicago Broadcast Advertising club, Chicago Unlimited, Press Club; v.p. of now defunct Chicago Television Council. Married with one son, Max Gene, M-H account exec.

No. 1 Target

LAST week we carried two stories which ought to inflame responsible broadcasters to revolt.

One story described the political broadcasting questions submitted to the FCC during the recent campaigns and told how they were disposed of—mostly by FCC staff members. The story quoted FCC officials as saying that the 1958 campaigns provoked the most Sec. 315 problems of any political season in history.

The other story quoted an article written for a Harvard U. publication by Richard S. Salant, CBS Inc. vice president. Mr. Salant argued eloquently for repeal of Sec. 315. It was his thesis that although the law was written to assure fairness and maximum debate in the broadcasting of politics, it has achieved the opposite effect. It so hamstrings broadcasters that they cannot do a sensible job of presenting political candidates to the public.

The argument advanced by Mr. Salant is not unique, although we cannot remember its having been advanced more persuasively. His network has been on record for some time in opposition to Sec. 315. The NAB, through its president, Harold E. Fellows, has officially asked the Congress to repeal the section.

But the statements of CBS and the NAB, plus a scattering of individual broadcasters, are as far as the opposition to Sec. 315 has gone. It is not a cause that has attracted the unanimity or vigor which broadcasters would accord to, say, a defense against an attempt by government to set rates for radio and television.

We report this with regret, for we cannot imagine a cause that could lead to a more rewarding end for radio and television.

If these two media are to approach their true potential as the primary information vehicles, they must be free to grow. Like all too many government regulations, Sec. 315 inhibits growth.

It installs the FCC as the editorial board which directs the political coverage of all the broadcasting stations and networks in the nation. There aren't seven men in the whole United States, let alone on the FCC, who are omniscient enough to carry out that assignment successfully.

The record of Sec. 315 during the 1958 campaigns is a record of helpless broadcasters appealing for advice from men unqualified to give it. Every decision, every piece of advice conveyed by the members and staff of the FCC was yet another guarantee of sterility in political broadcasting.

To be sure, there are those who take comfort in sterility because of the risks it avoids. Regrettably, there are some broadcasters who use Sec. 315 as an excuse to dodge the responsibilities of practicing journalism.

For different reasons, there are two other groups who like Sec. 315 just the way it is. They are that minority of communications lawyers who think more of their fees than their clients and the uninformed politicians who believe the law gives them the key to prime radio and television time.

Opponents of Sec. 315 have little chance of recruiting on their side the decision-dodging broadcasters or the near-sighted lawyers.

They do have a chance, and a splendid one, to inform the uninformed among the politicians who have the power to repeal Sec. 315. But that is a job of education that will require more than an occasional statement, however eloquent, by a network or the head of the NAB. It will take a consistent, well-organized campaign by all the brains and influence that broadcasting can muster.

Wallach's Cream Puff Wallop

MILES Wallach said his piece last week and the first indications were that nobody was taken in.

As readers of this journal know, it is Mr. Wallach's contention that in-home interviewing, while the tv set is on, shows that television sponsors are not getting their money's worth. Perhaps he isn't quite that blunt. What he says is that "30% of the audience" as reported by existing rating services "is either not watching or only partially watching the sponsor's program" and that therefore current cost-per-thousand figures are invalid.

This is talk calculated to chill a sponsor's heart, but no such symptoms were observable after Mr. Wallach presented his report to the Radio-Tv Workshop at the Assn. of National Advertisers' fall meeting (see story elsewhere in this issue).



Drawn for BROADCASTING by Sid Hix

"Gentlemen, there's been a dreadful mistake."

To be sure, Mr. Wallach said that Chrysler, one of the four sponsors of the study, reacted "favorably" and that more than a score of other advertisers are interested in similar in-home studies. And George Abrams said he was "impressed." Mr. Abrams represents Revlon, another of the sponsors, heads the ANA Radio-Tv Committee, headed the session at which Mr. Wallach spoke, and had a personal financial interest in launching the new Wallach service.

It's conceivable that, despite the apathy Mr. Wallach seems to have generated, his audience later will start to think about what he said. If they do, we hope they will consider it in context with all the other research that has been done on this subject, and—most importantly, as we suggested last week—in context with all the case histories which prove with facts and figures television's superiority as a salesman.

There are features of Mr. Wallach's study, such as the "audience profiles" of given programs, which could be beneficial to sponsors, although they are not particularly new. More to the point, any pluses he has to offer were overshadowed by what seemed to be preoccupation with downgrading current audience data. This "debunking," we could not help feeling, was bait with which he hoped to attract subscribers.

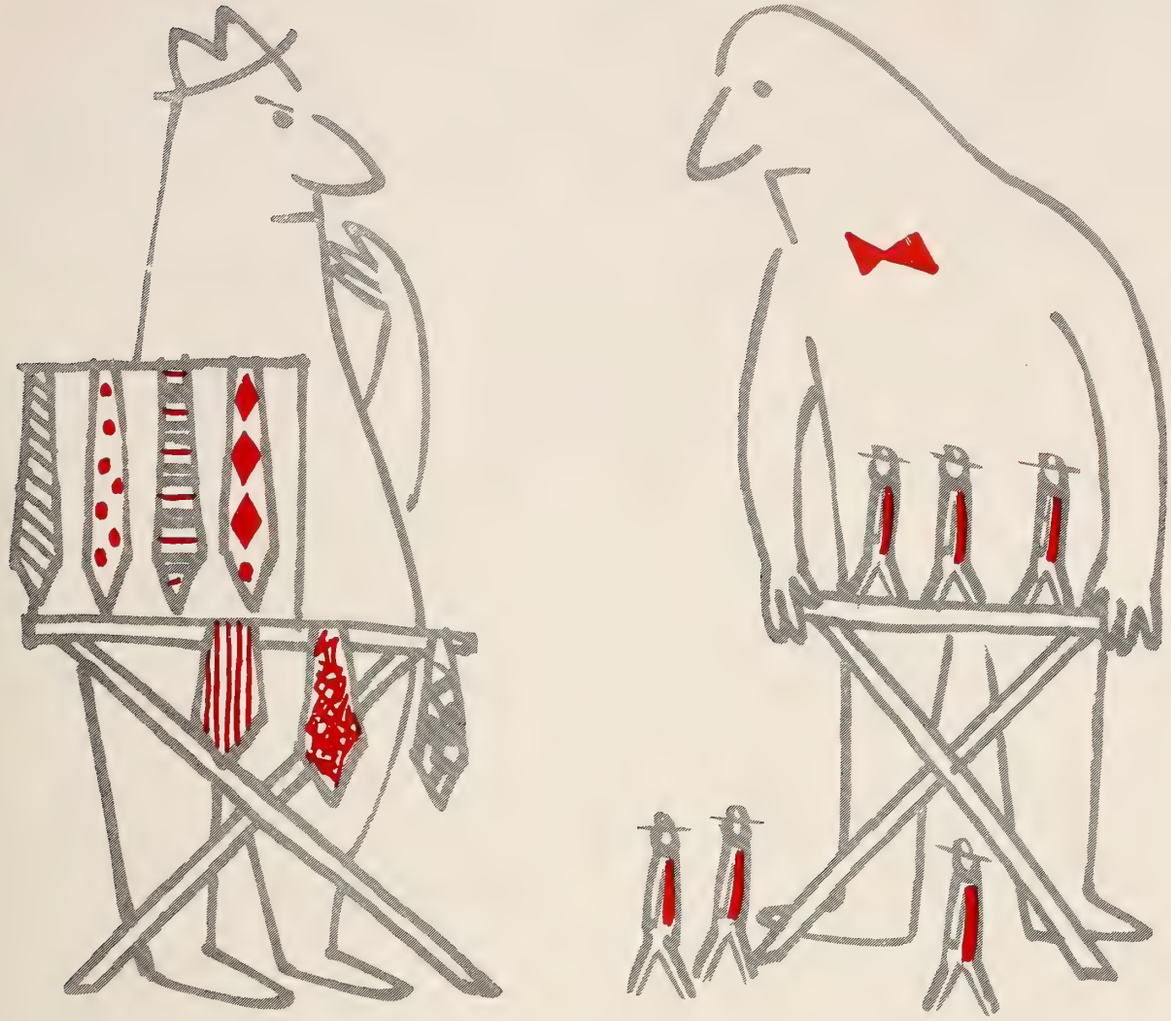
While Mr. Wallach was making such a big point about inattentiveness, we could not help wondering how many in his audience were giving undivided attention to his speech. Would he think it impossible that some of them had their ears open, merely because their eyes were closed?

Tv on Tv

THE first organized effort to sell television via television is under way. Member stations of NAB and Television Bureau of Advertising last week received separate kits of animated film spots. NAB sells programming impact; TvB naturally exploits the medium's sales power. The two campaigns are designed for National Television Week, which started Sunday (Nov. 16).

Both NAB and TvB are working on the premise that television stations should use tv the same way advertisers use it—by attention getting spots that will help make the public aware of television's place in the national scheme.

NAB is planning a package of 10 IDs, including the two released for Television Week. If these fast-moving spots click, the NAB Tv Board may decide at its meeting next February to undertake a major campaign at a cost of $100,000, using one-minute spots. In any case, the Tv Week spots, based on the theme, "Nothing brings it home like tv," deserve frequent spotting in prime time.



Even Two's A Crowd

(OR WHY DOESN'T WJR DOUBLE SPOT?)

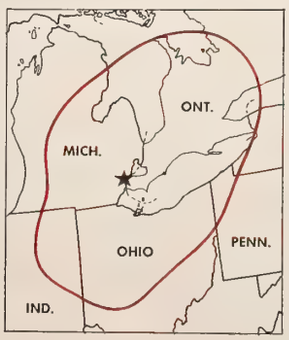
Any good salesman knows that one spot is too small for two selling operations. They get in each other's way and create more distraction than sales.

The same goes for commercial announcements. An announcement loses much of its appeal when it's packaged with another commercial or sandwiched between a pair of them. This practice of double and triple spotting may produce more immediate income for a radio station . . . but considerably less impact for the advertiser.

WJR does *not* double spot or triple spot. On WJR every advertising message stands alone, thereby gaining far more attention, stature and listener response. This way an advertiser gets a fair shake for his advertising dollar.

What's more, WJR's programming is specially tailored for adults, the people who have the money to buy what your client has to sell.

Sound interesting? See your Henry I. Christal representative and get all the facts on WJR, the No. 1 station in the fifth richest market in America.



WJR DETROIT

760 KC 50,000 WATTS CBS

RADIO WITH ADULT APPEAL



GET SALES
IMN-Pact
WITH THE NATION'S
No. 1
REGIONAL NETWORK

KALL
SALT LAKE CITY
No. 1
PULSE - JULY '58
HOOPER - MAY-AUG. 1958

KLO
OGDEN, UTAH
No. 1
PULSE - FEBRUARY 1958

KOVO
PROVO, UTAH
No. 1
PULSE - FEBRUARY 1958

KMON
GREAT FALLS, MONT.
No. 1
PULSE - 15 COUNTIES FEB. 1958

KOPR
BUTTE, MONTANA
No. 1
PULSE - 9 COUNTIES FEB. 1958

KLIX
TWIN FALLS, IDAHO
No. 1
PULSE - FEBRUARY 1958

KGEM
BOISE, IDAHO
No. 1
PULSE - FEBRUARY 1958

KYSN
COLORADO SPRINGS, COLORADO
No. 1
HOOPER - SEPT 1958
PULSE - SEPT 1958

SALT LAKE METROPOLITAN MARKET
KALL-KLO-KOVO
No. 1
PULSE - JULY 1958

IMN-Pact Throughout the growing Intermountain West with 45 Home Town Stations, where people LIVE, LISTEN & BUY!

INTER-MOUNTAIN NETWORK

146 SO. MAIN ST.
Salt Lake City, Utah

Ask your
AVERY-KNODEL
Representative

NOVEMBER 24, 1958

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Is the President entertaining ideas of a super-FCC? — **Page 68**

WJR doesn't like CBS Radio's changes, severs 23-year-old tie — **Page 98**



Courtesy of RADIO CORPORATION OF AMERICA

SEE THE DIFFERENCE KPRC-TV MAKES

Food looks so real you more than see the difference—you almost taste it.

Sports *come alive.* Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved.* KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!



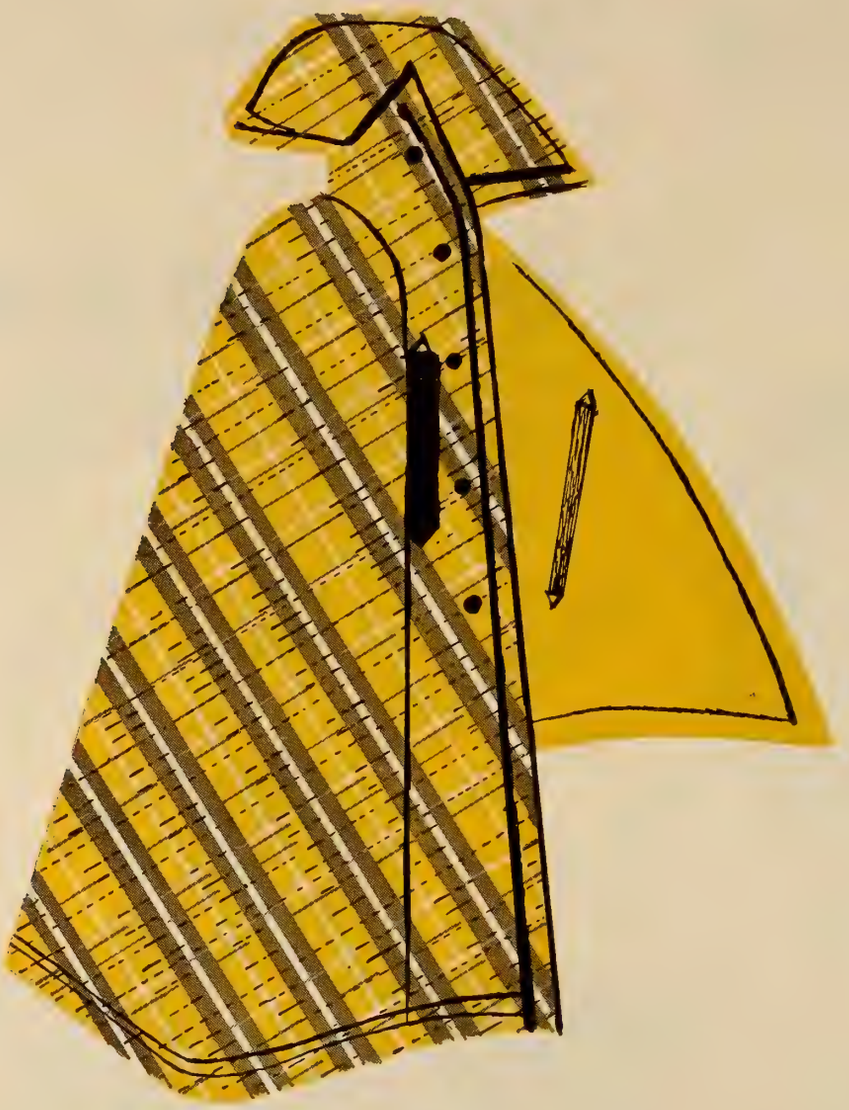
KPRC-TV

KPRC-TV IN HOUSTON, TEXAS

THE STATION YOU CAN TRUST

multi-city buying is in fashion, too

Capes are the last word in menswear fashion, but buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.



STEINMAN STATION
Clair McCollough, Pres.



316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

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closed circuit.

JWT RIDES A BOOM • J. Walter Thompson which this year became biggest radio-tv agency (see story page 35) has firm grip on radio-tv billing dominance, its officials anticipating no slackening in its continuing upward drive. Assuming JWT's structure of major radio-tv accounts remains fairly stable and U.S. economy suffers no setback, agency's broadcast billing should go higher still in 1959 on momentum alone. It's known, moreover, that from its huge stable of accounts, agency plans to come up with additional tv business from accounts now not so committed.

•

Broadcast media are providing greater share of overall billing among most top agencies. Annual billing survey underscores this particularly among top 15 radio-tv agencies. Of top 15, share of nine was up (six of these 8% or more), share of three remained at same level while only three were down only slightly.

•

FASTER THAN SOME EYES • That Telecommunications Advisory Committee appointed last week by OCDM to advise President (page 68) caught trade associations by surprise. Electronic Industries Assn. had inkling that committee formation was in process because it had been asked to recommend some names (none of whom, incidentally, was chosen), but NAB was caught flatfooted. Both EIA and NAB officials are fretful and little bit alarmed. That's because there isn't wholly-oriented electronics manufacturer or broadcaster in group—although Gen. Corderman is vice president of electronics firm Litton Industries Inc. and Dr. Kear may be considered associated with broadcast business through his consulting engineering firm.

•

Non-broadcasting interests of new committee were further emphasized at its first meeting last Tuesday, it's understood. There was talk of "inconsistency" in fact that FCC spends so much of its time on broadcast matters although other services and licensees far outnumber broadcasters and use much more spectrum space. This was one of many subjects discussed with FCC Chairman John C. Doerfer who spent most of first day's meeting with committee.

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PCP'S REACTION • It was no surprise to CBS Radio officials, according to inside sources, that WJR Detroit chose disaffiliation instead of network's new "Program Consolidation Plan" (story page 98). It's said key network officials predicted WJR would refuse to go along and believe some other affiliates will take same action. Contracts embodying principles of new plan went out to affiliates last Thursday (Nov. 20). Network officials have assured stations they'll make no "special deal" with anyone to entice acceptance.

Planning ahead of Jan. 5 effective date of "Program Consolidation Plan," CBS Radio executives see good chance that, despite project's cutback in network programming, CBS Radio Div. will wind up with not fewer but more employes than in past. This is on theory that owned stations will need more personnel for local programming. So-called personalities, it's reported, are getting harder to find.

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OVERSIGHT • If Legislative Oversight Subcommittee is renewed by 86th Congress, as indications are it will be (story page 74), look for basic changes in its staff. One high-level subcommittee source said last week staff would have to be improved "both in quality and quantity." From outset, subcommittee has had staff troubles, most spectacular of which was ouster of first chief counsel, Bernard Schwartz.

•

One thing is sure—future of subcommittee is not included in future of Stephen J. Angland, top attorney on staff experienced in FCC matters. Mr. Angland has informed Chairman Oren Harris of plans to to enter private practice. Chief Counsel Robert W. Lishman has indicated willingness to stay on but emphasized: "I don't plan to make this my career." At present staff is well below full strength because of resignations and economy cuts.

•

NEW PAPERS • Proposal to revise broadcast license renewal forms—which has been up and down several times during past year—finally got green light from FCC last week. Notice of proposed rulemaking will be issued this week or as soon as plates of forms can be printed to accompany notice. It's understood revised forms, particularly those dealing with listing of spot announcements and program categories, follow pretty closely recommendations of broadcast committee.

•

Technical headaches that delayed widespread use of fm subcarriers to multiplex functional music and other paid nonbroadcast services have now been supplanted by development of ingenious new gadget—multiplex adapter that enables normal fm receivers to pick up special signals. Appearance of adapters on West Coast has multiplexing stations wondering if "pirating" of subscriber services will become popular because of low-cost adapter.

•

LITTLES AND BIGS • Small Chicago advertising agency (Rocklin Irving Assoc.) has been visited by Washington investigator past fortnight in connection with pattern of local tv advertising, reportedly among network tv stations. Agency, which specializes in tv use by small advertisers, won't identify government body involved, but claims local clients have been squeezed out of prime viewing hours by stations in favor of national spot advertisers.

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Mutual, which long has felt handicapped because of its location in New York's Times Square area, is reported to be shopping for new headquarters in Madison Ave. sector. Present lease expires next June and new management is on lookout for quarters on East Side, where closer liaison can be effectuated with agencies.

•

LOCAL LOOKS • To get first-hand familiarity with their affiliates' local practices affecting network operations—to see whether triple-spotting exists, for example, and whether affiliates are carrying network promotional material—all three television networks understood to have signed for 75-market monitoring service by Broadcast Advertisers Reports. Each market is to be monitored regularly under one-year contracts.

•

Junior editions of Nielsen Coverage Service No. 3 expected to be available shortly, designed for smaller agencies and stations which do not feel able to afford regular NCS No. 3. It'll consist of market-by-market data, reportedly at nominal price, with buyers permitted to purchase data on any number of markets.

•

AFTER EFFECTS • Temperature of quiz scandal may have cooled but its effects linger on: Pharmaceuticals Inc., which dropped *Twenty-One* quiz on NBC-TV Thursday night, and soon afterward replaced it with *Concentration,* game show, is unhappy. Reason: Reported ratings difficulties which also made advertiser call quits on *Twenty-One.* Possible replacement for *Concentration,* which is said to be about to go, is *It Could Be You,* audience participation package (Ralph Edwards-owned) that was summer replacement this season. Parkson Adv. is agency.

•

Co-production of tv film series reportedly set between Associated Artists Enterprises (merchandising for United Associated Artists) and studio in Australia. Series would use animation and live action with story line of explorations for prehistoric findings against background of bush country. Designed for children viewing, tv series was initiated by its merchandising possibilities in U. S.

•

TWO IN TIJUANA • New tv station across Mexican border from San Diego in Tijuana is reportedly ready to begin operation on ch. 12 under Azcarraga-O'Farrill ownership, identical with that of ch. 6 XETV, also Tijuana. Question is whether it will be English-language, like XETV, or Spanish.


EVERY WEEK IS RATING WEEK!
RKO
WARNER BROS.
MGM
UNITED ARTISTS
ROCKET 86
SCREEN GEMS
SCREEN GUILD
MPTV
WSPD-TV is TOLEDO with its star-spangled top feature films...
Buy WSPD-TV... and you buy Toledo across the board!
Ask your Katz man
Storer Television
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
"Famous on the local scene"
WSPD-TV
CHANNEL 13 • TOLEDO

THE WEEK IN BRIEF

The Year's Top 50 Radio-Tv Agencies and JWT's Sweep—J. Walter Thompson is No. 1 with $113.5 million in broadcast billing, comes close to Ted Bates in combined spot and hits record high in tv-only. Page **35.**

Profile—Who handles which major broadcast accounts at JWT. Page **39.**

'Fortune' Scorches Tv—Magazine's December issue charges television is in season of "second-rate programming" and a "self-destructive cycle," says pay-tv may be "curative force." Page **48.**

No One Spared—Emil Mogul directs fire against tv programming, station rates and schedules, program rates and rating services. Page **54.**

Tongue-in-Cheek Subliminal Messages—New Butter-Nut Coffee commercial does humorous take-off on advertising aimed at the subconscious. Page **58.**

Radio Successes Highlight RAB Clinic—How-to-do-it reports on successful use of radio are presented in RAB's fourth annual session. Creativity in commercials is explored and agency people answer broadcasters' questions. Page **61.**

Spectrum Inspectors—Telecommunications Advisory Committee appointed by President with mission to look into administration and use of spectrum. Report asked by Dec. 31, leading to belief President intends to suggest measures to Congress. Five-man committee headed by former Bell System executive. Page **68.**

McConnaughy Fires Back—Denies soliciting or accepting bribe for his vote in Pittsburgh ch. 4 case as House subcommittee remains unsuccessful in efforts to learn who started the rumors. Congressmen undecided on whether any more testimony will be taken. Page **74.**

Harris Switched Signals—Recommendation to be made that Legislative Oversight Subcommittee be continued in some form during 86th Congress. Committee receives staff report accusing Attorney General of failure to prosecute "gross violations" in form of *ex parte* contacts made to FCC. Page **74.**

Meeting of the Minds—Oversight Subcommittee hears panel of outstanding lawyers, educators and government officials discuss ways to cure the ills of regulatory agencies. Page **76.**

Craven Bows Out of Ch. 13 Case—FCC acts on appeals court mandate and orders new oral argument on Indianapolis ch. 13 concurrently with statement by Comr. T.A.M. Craven that he won't take part in further proceeding. FCC lets Crosley continue operating WLWI (TV) Indianapolis pending new decision, denying request by contestant WIBC Indianapolis for joint operation. Page **80.**

BPA Redhot in St. Louis—Annual convention-seminar of promotion executives marked by flurry of inter-media statistics and admonitions to broadcasters to intensify promotional activities. Wilson named association president for coming year. Page **84.**

Broadcasters in SDX—WBAP-AM-TV's Bryon nominated for presidency of journalism fraternity. Sevareid named fellow. Page **88.**

Rebuke for RAB—Western States Advertising Agencies Assn. lashes out at Kevin Sweeney's proposal that advertisers bypass agencies and let RAB set up advertising. Page **91.**

How Mighty the Confederate Dollar?—Fremantle Overseas' President Paul Talbot volunteers to underwrite production of exportable tv film series giving prominence to Negroes to whatever amount producers feel would be lost by Dixie boycott. Other tv news made at International Advertising Assn. luncheon meeting in New York. Page **93.**

UA Gets More United—It's an eventful week at United Artists as (A) it gets tough with newspapers resulting in bigger radio-tv allocations in Chicago. (B) Solidifies its tv feature film sale operation by tossing its kitty of 163 post '48 films into a big U.A. hopper. (C) Strengthens its tv film series operations by promising prospective clients use of parent UA's ballyhoo department. Page **94.**

WJR Drops CBS Radio—Move to disaffiliate after 23 years attributed by station management to network's new "Program Consolidation Plan." WJR officials attack network "barter plan," say "pure program service" is "only healthy way" for network radio to live and grow. Page **98.**

Upbeat Note for ABC-TV—Primary affiliates meeting gets plans for fall and spring, is assured that daytime ratings will "build," heard reports of business gains. Page **99.**

AFTRA—Networks Make Progress—Hopes for an agreement on a new contract between the radio-tv networks and increase as networks make new contract proposal. Page **102.**



MR. HILL

Plea for Practical Selling—It's time for national advertisers to stop and reappraise ivory-tower advertising techniques, says Ivan Hill, executive vice president of Cunningham & Walsh, an agency which has practically made a career of studying selling at the source. If national accounts don't adopt some of the direct methods of their local retailing brethren, they may lose the evolutionary race, Mr. Hill warns in MONDAY MEMO. Page **119.**

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BIG BEAR CITY
SAN BERNARDINO
POMONA
ONTARIO
RIVERSIDE
BEAUMONT
CORONA
PALM SPRINGS
LONG BEACH
SANTA ANA
The Fastest Growing Market in the World
LAGUNA BEACH
SAN JUAN CAPISTRANO
WARNER
OCEANSIDE
ESCONDIDO
JULIAN
ENCINITAS
RAMONA
Most people in San Diego prefer KCBQ to all other radio — by all ratings.
Now KCBQ brings Bartell Family Radio to 3½ million people with its new 50,000 watts.
LA JOLLA
kcbq
1170 in SAN DIEGO
CHULA VISTA
CAMPO
BARTELL FAMILY RADIO
COAST TO COAST
kya
1260 SAN FRANCISCO
woky
920 in MILWAUKEE
wake
1340 in ATLANTA
kcbq
1170 in SAN DIEGO
wyde
850 in BIRMINGHAM
AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

at deadline

Nielsen to Offer Stock; Financial Details Bared

Radio-tv measurement services of A. C. Nielsen Co. operated in red from inception until fiscal 1957, but returned "modest profit" in 1957 and 1958. Details were disclosed Friday in preliminary prospectus filed with Securities and Exchange Commission for registration of proposed public stock offering.

Capital developed will be used for expansion plans including instantaneous tv rating service and local broadcast service in Canada as well as other countries where Nielsen subsidiaries operate.

Prospectus also said another company recently has offered service using device which furnishes instantaneous report of tv viewing in key cities through leased wire system (ARB has such system, Arbitron), but Nielsen "believes such device infringes its patents and has filed suit seeking to enjoin any infringement." ARB Friday said it had heard of possible suit but knew of no court filing. Nielsen officials could not be reached for comment.

Nielsen, stemming from business founded by Board Chairman Arthur C. Nielsen in 1923, was reincorporated Nov. 14 in Delaware with stock distribution reorganized on 60-to-1 basis, prospectus showed. Week earlier company paid dividend of $6 per share and Nov. 17 board declared new quarterly cash dividend of 25 cents per share payable next Feb. 2. Two groups of new $1 par common stock are being offered public through Smith, Barney & Co., New York, at price and date yet to be established. First group consists of 62,280 shares culled from among holdings of present 30 stockholders who, besides Mr. Nielsen, and company officials, include Edgar Kobak, onetime president of MBS and now broadcast consultant. Culling was required to help offering of 64,500 unissued shares in second group produce sufficient parcel for initial over-counter public offering.

Mr. Nielsen will retain 100% of 480,000 shares Class B special issue stock with par value of 2 cents per share. His common share holding is 35%. Officers and directors hold aggregate of 64%. Firm now has 750,000 shares common authorized with 570,000 shares to be outstanding after offering.

Prospectus showed current income of Mr. Nielsen at close of fiscal year Aug. 31 was $85,000 (plus retirement estimate $20,836); income of President Arthur C. Nielsen Jr., $44,979 (retirement $13,593).

Corporate net profit after taxes in 1958 was $1.1 million on gross of $24.3 million. Firm has 3,350 fulltime workers, 450 parttime.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

PIZZA FOR CHRISTMAS • American Home Products Corp. (Chef Boy-Ar-Dee pizza), N. Y., understood to be launching pre-Christmas spot radio campaign in about 75 markets from Dec. 15-30, using up to 12 spots weekly to reach teen-age market primarily. Agency: Young & Rubicam, N. Y.

TAREYTON STARTS YEAR CAMPAIGN • American Tobacco Co. (dual filter Tareyton cigarettes), N. Y., understood to be placing 52-week tv spot campaign in undetermined number of markets, starting this week. Agency: Lawrence C. Gumbinner Adv., N. Y.

WINE SPOTS • Monsieur Henri Wines Ltd. (wine importers), N. Y., names Product Services Inc., N. Y. Spot tv and trade media to be used initially.

Cunningham Denies KISD Request To Drop Protest in KIHO Sale

FCC Chief Hearing Examiner James D. Cunningham has denied request of protestant to withdraw protest. Decision issued against KISD Sioux Falls, S. D., which had protested August 20 FCC approval of sale of KIHO Sioux Falls from James A. Saunders to William F. Johns Jr.

Seems because of protest action, KIHO sued KISD and vice versa in local court. Suit was settled out-of-court and terms included dropping of FCC litigation and payment by Mr. Johns to KISD of $10,000 over 10 month period beginning June 30, 1959—with proviso that unpaid monthly payments would be forgiven if Mr. Johns withdrew from KIHO ownership and Sioux Falls market. Examiner Cunningham termed this agreement private settlement, while protest is matter of public interest.

Union, Networks Negotiations Back on Formal Basis Today

Negotiators for radio-tv networks and American Federation of Television & Radio Artists had no formal meetings scheduled for this weekend but it was reported unofficially there would be at least one informal session prior to resuming full-fledged talks today (Nov. 24). Although AFTRA's strike deadline was Nov. 15, union has instructed its members to remain on job until further notice (see page 102).

Networks and union agreed earlier in week that "considerable progress" has been achieved in main issue of videotape rates and conditions, but specifics still have to be worked out. AFTRA also is insisting on "unfair station clause" whereby networks would agree not to feed live programming to affiliates on union's "unfair list."

Carlock Joins BDA As Chairman

Merlin E. (Mike) Carlock, former vice-chairman of Calkins & Holden, today (Nov. 24) becomes board chairman of Burke Dowling Adams Inc., New York-Atlanta, confirming reports to this effect ever since Mr. Carlock, following management split, resigned from C&H. B. D. Adams, who founded agency in 1939 along with senior Vice Presidents Thomas Dixcey and Edward C. Hoffman, will relinquish chairmanship to devote full time to presidency.

Mr. Carlock resigned from C&H in early October, reportedly over agency's failure to effect merger with Adams agency [ADVERISERS & AGENCIES, Oct. 13]. He said he had "no vest-pocket accounts," but there exists possibility that he might woo New York Stock Exchange account, with which he was closely identified and which he placed in tv test in upstate New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 14-20 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 14	*Phil Silvers* (9 p.m.)	CBS-TV	23.7
Sat., Nov. 15	*Gunsmoke* (10 p.m.)	CBS-TV	34.2
Sun., Nov. 16	*Loretta Young* (10 p.m.)	NBC-TV	29.5
Mon., Nov. 17	*Desilu Playhouse* (10 p.m.)	CBS-TV	28.8
Tues., Nov. 18	*Rifleman* (9 p.m.)	ABC-TV	24.2
Wed., Nov. 19	*Milton Berle* (9 p.m.)	NBC-TV	24.6
Thurs., Nov. 20	*Zorro* (8 p.m.)	ABC-TV	21.9

at deadline

Tv Must Return the Fire Of Print Media, TvB Told

When broadcast station is "sold out" it's "either a monopoly or underpriced," Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va., board chairman of TvB, declared Friday (Nov. 21) at TvB annual meeting in New York (see page 92).

"It behooves all of us to re-examine our rate structures and our package-plan discounts. . . . We simply must not give away our birthright by selling too cheaply the greatest impact medium ever devised."

Mr. Rogers said that "allegations of too many commercials were brought on in most instances by abuse of program standards in pursuit of a fast buck. And today station after station finds itself either 'sold out' or inviting advertiser reprisal by jamming up commercials. . . . I sincerely believe that a careful scrutiny of the many 'plans' and 'bulk discounts' into which we rushed at the first sign of a soft market are now responsible for many of our woes."

But these problems, he said, "pale by contrast with the concentrated and ever-increasing onslaught of television by the purveyors of print. . . . Sales must be really tough in print, because here comes *Fortune* with a nifty piece of Goebbels propaganda called 'Tv, The Light That Failed' (see page 48). If there is a light that fails in this most marvelous of all engines of communication, then it is we ourselves who will have thrown the switch. . . . Irresponsible claims and vicious slander will continue and increase so long as the television operators themselves maintain a passive attitude."

Both TvB and NAB are supplying stations with promotional films and slides, Mr. Rogers said, but stations must use not only this material but also develop their own crusades in their own ways.

"Television," he said, "is too great an instrument for the public good to take lying down the repeated bitter and untruthful attacks of publications."

In his annual report TvB President Norman E. Cash recounted tv's business growth in past year and detailed TvB activities. He said TvB's current monthly income of $76,531, up 5.5% from year ago, is spent thus: sales 39%; sales promotion 23.4%; sales research 17.1%; general administration 15.1%, and membership 5.4%.

Mr. Cash said combination of TvB and its members deserved credit for "record turnabout from a recession to a boom within the last 10-month period."

Hyde Addresses Farm Directors

FCC Comr. Rosel H. Hyde believes that when station hires people with special knowledge for benefit of station's audience this has more significance to FCC than all lists of classifications "of uninspired programs." Mr. Hyde commended stations which do this type of "public service." He made these observations in speech to be delivered Saturday in Chicago before National Assn. of Radio-TV Farm Directors.

Hill Re-Opens Ch. 4 Hearings To Learn If Rumors Deliberate

Congressional investigators will re-open Pittsburgh ch. 4 hearing today (Nov. 24) in effort to ascertain if rumors of bribe offers, or solicitations, to former FCC Chairman George C. McConnaughey totaling $250,000 were deliberately started (see earlier story, page 74). Legislative Oversight Subcommittee completed several days of hearings on bribe rumors last Monday (Nov. 17) without learning who started rumors or if solicitations actually were made, and if so by whom. Hearing starts at 10 a.m. in Rm. 1334 of New House Office Bldg.

"We now have to look into the further possibility that these rumors may have been deliberately started as part of a plan to bring about McConnaughey's disqualifying himself from the case," Chairman Oren Harris (D-Ark.) said in announcing this week's session. He said subcommittee would receive testimony today from George Sutton (who already has testified twice), former attorney for Tv City Inc., which got ch. 4 grant after merging with Hearst-WCAE Pittsburgh. William Matta, one of three applicants for Pittsburgh facility who withdrew following merger of Tv City-Hearst, also will testify.

Clipp Heads TvB Board

Roger Clipp of WFIL-TV Philadelphia elected chairman of board of TvB at annual meeting Friday in New York, succeeding Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va. Norman E. Cash re-elected president; Otto Brandt, KING-TV Seattle, named secretary, and Payson Hall, Meredith Publishing Co. stations, treasurer. Louis Read, WDSU-TV New Orleans, and Don Davis, KMBC-TV Kansas City, were elected to board, while Messrs. Brandt and Hall, Robert Tincher of WHTN-TV Huntington and A. W. Dannenbaum of Westinghouse Broadcasting Co. were re-elected directors.

New Protests of AT&T Increase

NAB, the news wire services, American Newspaper Publishers Assn. and others Friday protested revised (modified) increases in tariffs for private line teletypewriter services, scheduled by American Telephone & Telegraph Co. and Western Union to go into effect Dec. 1, and asked statutory 90-day suspension of increases. FCC will act on protests this week. [AT DEADLINE, Nov. 17]. NAB said revised tariffs are same or only slightly less than those proposed in September and that increased costs ranging as high as 100% would "undoubtedly" be passed on to broadcasters from news agencies serving them.

PEOPLE

HARVEY STRUTHERS, general manager of ch. 18 WHCT (TV) Hartford before station was sold by CBS, moves to CBS-TV Stations Div. as director of station services. CBS announced last month it intended to darken Hartford u, then sold station to Edward D. Taddei, former general manager of Triangle-owned WNHC-AM-TV New Haven [STATIONS, Nov. 17].

HOWARD SHANKS, previously with Benton & Bowles, to Grey Adv., as vice president and creative director.

EDWARD E. VOYNOW, executive vice president and partner in Edward Petry & Co., station representative, Chicago, appointed by Illinois Gov. William G. Stratton to state race board. Mr. Voynow has bred and owned race horses past 22 years and races in partnership with **STANLEY HUBBARD,** president and general manager, KSTP-AM-TV Minneapolis.

CHALMERS H. MARQUIS JR., director of development at WTTW (TV) Chicago, non-commercial station, named programming director. He succeeds **JAMES ROBERTSON,** who becomes station relations director at Educational Television & Radio Center, Ann Arbor, Mich.

MICHAEL A. WIENER, formerly with Television Bureau of Advertising's film production department, named sales development production supervisor of ABC-TV, effective today (Nov. 24).

$529,246 Net, 40¢ Dividend Declared by WJIM-AM-FM-TV

Net income of $529,246 for nine months ending Sept. 30 has been reported by Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich. This compares to net income of $502,003 for same period last year.

Report, sent to stockholders with payment of 40¢ quarterly dividend, showed following for first nine months this year:

Operating revenues, $1,994,496; costs and expenses, $962,100; other income, $61,606; provision for federal income tax, $564,756. Same period last year operating revenue was $1,970,767; costs and expenses, $970,648. Report stated $285,000 has been paid out in dividends for first nine months this year, leaving net earning of $244,246 retained in business. Gross Telecasting Inc. has 200,000 shares common and 200,000 Class B common outstanding.

Heublein Honors DSI Air Ban

Heublein Inc. (Smirnoff vodka), Hartford, Conn., would try air media if liquor ad promotion could be done "within DSI framework."

Thus, Heublein, which is member of Distilled Spirits Institute, will abide by DSI ban on radio-tv liquor ads (see page 66). Spokesman was Heublein's Edward G. Gerbic, advertising vice president, at Nov. 21 news conference in New York called by Heublein to hail DSI reversal of former policy banning women in liquor ads. Heublein uses radio-tv for non-liquor divisions.

WSLS

announces the appointment of

JOHN BLAIR & COMPANY

as national representatives

effective December 11, 1958

WSLS·TV

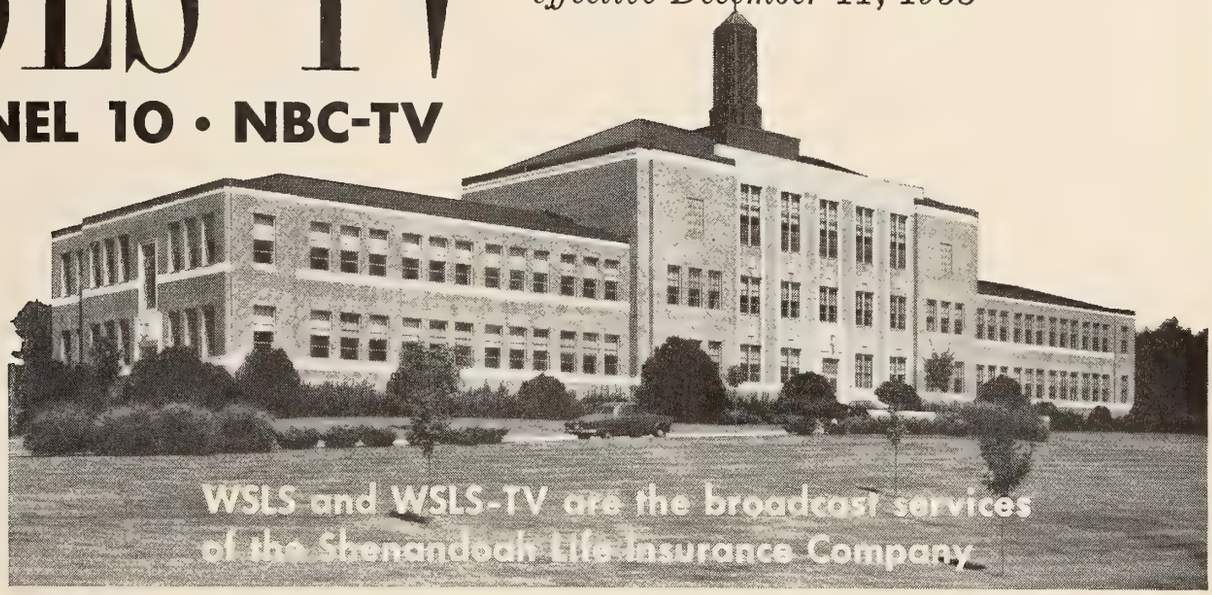
CHANNEL 10 · NBC-TV

announces the appointment of

BLAIR TELEVISION ASSOCIATES

as national representatives

effective December 11, 1958



ROANOKE

Blue-chip Market of the South East

Steady industrial and commercial growth, especially since 1950, have made Roanoke one of the three great market-centers of Virginia—a market rating and receiving individual consideration by major advertisers.

And the broadcast facilities of WSLS and WSLS-TV provide the advertiser with the economical means of developing business in the Roanoke market at a substantial profit.

Ever since 1940 WSLS has been building friends in the Shenandoah Valley. Programmed by an enlightened organization with the interests of its region close at heart, WSLS enjoys a strong listener-loyalty in the broad area covered by its 5,000-watt signal at the advantageous 610 frequency.

As early as possible, the Shenandoah Life expanded its broadcast services to include television. On the air since '52, WSLS-TV holds a dominant position in the greater Roanoke area. NBC affiliation and alert program policies have combined to make it a tremendous buy for the advertiser.

With full power of 316,000 watts on Channel 10, WSLS-TV has welded a 58-county area into the greater Roanoke market of 548,200 homes, in which WSLS-TV reaches 83,290 more homes than the combined audience of two other stations in the area.

Yes, the greater Roanoke market merits special consideration in your marketing plans. For data essential to those plans, check with your nearest Blair office.

NOW IN PRODUCTION

2nd GREAT YEAR

9 MONTH AVERAGE OF 50 MAJOR MARKETS

delivers 49.5% SHARE OF AUDIENCE!

in 2, 3, 4, 5, and 7 Station Competition! ARB, Jan. thru Sept. '58



"SEA

Starrin

SMASH
SHARE AND RATING
figures from coast-to-coast!

5-Station KING-TV SEATTLE-TACOMA	4-Station WSPD-TV TOLEDO	3-Station WTVJ MIAMI	7-Station WCBS-TV NEW YORK CITY
45.3% SHARE OF AUDIENCE	72.1% SHARE OF AUDIENCE	66.2% SHARE OF AUDIENCE	72.8% SHARE OF AUDIENCE
25.8 Rating ARB, April '58	17.3 Rating ARB, Feb. '58	25.7 Rating ARB, July '58	37.5 Rating ARB, July '58
2-Station WBRC-TV BIRMINGHAM	**3-Station WBAL-TV BALTIMORE**	**2-Station KSLA-TV SHREVEPORT**	**4-Station WGN-TV CHICAGO**
61.7% SHARE OF AUDIENCE	56.4% SHARE OF AUDIENCE	82.9% SHARE OF AUDIENCE	33.4% SHARE OF AUDIENCE
29.2 Rating ARB, June '58	25.1 Rating ARB, Aug. '58	26.3 Rating ARB, May '58	20.3 Rating ARB, Aug. 58



ARBITRON
ARB's Instantaneous Electronic Audience Measurement, rates
"SEA HUNT"
In 7-Station
NEW YORK
WCBS-TV
61.5%
SHARE OF AUDIENCE
30.4 RATING
ARBITRON, SEPT. 1 THRU 28, '58
#1 in NEW YORK among all shows, all stations, all week!
ARBITRON, Sept. 1 Thru 28, '58

HUNT"

LLOYD BRIDGES

3-Station WJW-TV **CLEVELAND** **42.4%** SHARE OF AUDIENCE 22.0 Rating ARB, Aug. '58	3-Station WGR-TV **BUFFALO** **68.7%** SHARE OF AUDIENCE 23.5 Rating ARB, Feb. '58	4-Station WJBK-TV **DETROIT** **74.8%** SHARE OF AUDIENCE 17.8 Rating ARB, Aug. '58	3-Station WDSU-TV **NEW ORLEANS** **54.8%** SHARE OF AUDIENCE 28.1 Rating ARB, June '58
3-Station KCRA-TV **SACRAMENTO** **67.3%** SHARE OF AUDIENCE 39.9 Rating ARB, Feb. '58	2-Station WBTV **CHARLOTTE** **60.2%** SHARE OF AUDIENCE 28.1 Rating ARB, May '58	2-Station WHAS-TV **LOUISVILLE** **66.6%** SHARE OF AUDIENCE 34.8 Rating ARB, June '58	2-Station KDKA-TV **PITTSBURGH** **80.9%** SHARE OF AUDIENCE 35.5 Rating ARB, Mar. '58

ZIV Television

custom tailored representation...

working partners

The distinctive style of customized radio and TV station representation established and maintained throughout the years by the Working Partners of H-R, can be precisely tailored to the selling needs of any station. Particularly those who recognize the value of maturity, experience and selling know-how in the presentation of their most important features to buyers of time.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"

H-R TELEVISION, INC. H-R REPRESENTATIVES, INC.
RADIO TELEVISION

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · DALLAS · DETROIT · ATLANTA · HOUSTON · NEW ORLEANS

ALCOA THEATRE

Although—or because—*Alcoa Theatre's* "Eddie" carried no speeches by the D. A., Mickey Rooney's earthy portrayal of a two-bit gambler-racketeer last Monday (Nov. 17) was one of the most potent "crime doesn't pay" lessons in quite a while.

To the accompaniment of a ticking clock plus great rhythm and trombone backing, Mr. Rooney shouted, cajoled, sweated and extemporized his way through an afternoon in the life of a man faced with raising a thousand dollars.

Most of the literary tricks were basic: having to sell the clock given by his mother; the news coming over the radio that another gambler, unable to pay his debts, had been beaten to death. But with the imaginative camera angles and the tailor-made part of Eddie, experienced-trouper Rooney provided an intriguing half-hour.

Production costs: Approximately $45,000. Sponsored alternating Mondays on NBC-TV, 9:30-10 p.m. EST, by Aluminum Co. of America through Fuller & Smith & Ross. Started Oct. 6; play "Eddie" telecast Nov. 17.

Executive producer: William Sackheim; producer: William Froug; teleplay by Alfred Brenner, Ken Hughes; director: Jack Smight.

CONTINENTAL CLASSROOM

This may be uncompromised education, but at the same time it's a pretty good show.

The physics class has high visual interest, smooth production, a compelling personality in charge and even guest-stars—showmanly elements any program would be glad to boast. Other assets are an audience of guaranteed interest (they wrote in and said so), local promotion by institutions giving class credit and a corps of sponsors who get air credits instead of commercials in return for paying production bills (NBC-TV donates the time).

Dr. Harvey E. White of the U. of California runs a polished, if tough, class on tv. The polish is the obvious result of minutely detailed preparation by professor and production staff. When they go on the air, they are ready with a fast-paced act, highlighted by compelling demonstrations, graphs and electronic visual aids.

It didn't take many daily classes to show the dilettante student that you get out of a course what you put into it. And after all, this was designed for high school teachers. But the nice thing for the non-credit crowd is that it is possible to cut class several times a week, neglect homework and still find out something about light and motion and maybe even atoms next semester.

Continental Classroom is an awesome contribution to a cause that has always been of wide concern but lately has been turned into a national emergency.

Sustaining on NBC-TV, Monday-Friday, 6:30-7 a.m. EST. Presented in partnership with American Assn. of Colleges for Teacher Education. Series is made possible through cooperation of Bell Telephone Cos., Ford Foundation, Fund for the Advancement of Education, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, California Oil Co. and U. S. Steel.

Producer: Dorothy Culbertson; associate producer: Robert Rippen; director: Marvin D. Einhorn.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Nov. 24-28, Dec. 1-3 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Nov. 24-28, Dec. 1-3 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 24, Dec. 1 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Nov. 24, Dec. 1 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 26, Dec. 3 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Nov. 26, Dec. 3 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Nov. 27 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson Co.

Nov. 27 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 28 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Nov. 29 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 30 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through Wm. Esty.

Nov. 30 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Greyhound through Grey and Timex through Peck Adv.

Nov. 30 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 2 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

ATLANTA
Pulse, June, 1958

SERGEANT PRESTON	20.0
State Trooper	19.5
Honeymooners	19.5
Silent Service	12.5
Sea Hunt	11.7

BOSTON
Pulse, March, 1958

SERGEANT PRESTON	24.5
Harbor Command	23.5
Sheriff Cochise	22.5
Highway Patrol	22.2
State Trooper	21.2

BURLINGTON
ARB, April, 1958

SERGEANT PRESTON	43.8
Whirlybirds	34.4
Sea Hunt	29.3
Highway Patrol	29.1
Silent Service	13.8

DAYTON
Pulse, May, 1958

SERGEANT PRESTON	31.0
Highway Patrol	29.5
Silent Service	29.3
State Trooper	27.8
Sea Hunt	19.8

JACKSONVILLE
ARB, March, 1958

SERGEANT PRESTON	39.1
Sea Hunt	32.6
Sherift of Cochise	31.6
Whirlybirds	24.9
Silent Service	21.3

LOS ANGELES
ARB, April, 1958

SERGEANT PRESTON	15.3
Honeymooners	13.0
Sea Hunt	12.4
Highway Patrol	9.0
Silent Service	4.6

SAN LUIS OBISPO
ARB, March, 1958

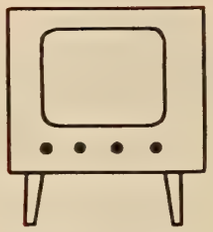
SERGEANT PRESTON	44.4
Harbor Command	43.8
Highway Patrol	41.9
Sheriff of Cochise	35.0
Sea Hunt	31.9

ITC INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. · N.Y. 22 · PLaza 5-2100

WHAT DO tel'e

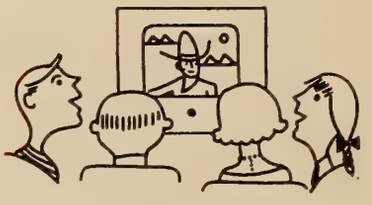
(A Primer of Prime Facts

1



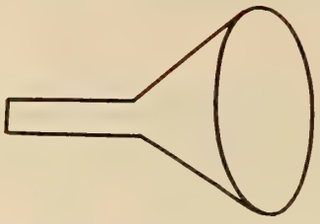
This is a television set.
Today 43 million U. S. homes have one (or more) of them.

2



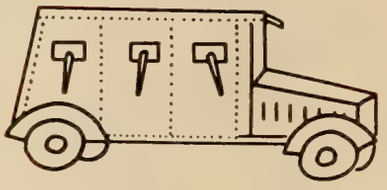
This is a typical family.
Over 98% of all U. S. families are within the range of today's television stations.

3



This is a television picture tube.
On it, during 1957 have appeared the messages of 4,447 advertisers – regional and national – carried right into family living rooms.

4



This is an armored car.
It would take 750 of them to transport the gold equivalent of the more than 1¼ billion dollars spent with television last year by all its advertisers.

5



This is an ear.
During an average week the television medium reaches the ears of over 40 million U. S. families.

NOTHING HAS EVER GROWN SO FAST! In 1951, American families spent 54 million hours a day watching television in some 10 million TV homes. During January of 1958 alone, *259 million hours a day* were spent with television in 42½ million-plus TV homes! Within the same period, advertising expenditures in the television medium soared from about ⅓rd of a billion dollars to well over 1¼ billion!

These things don't just happen. Realistically, it attests to TV's universal appeal throughout all of what Mr. Shakespeare called the seven ages of man (as well as women who, statistics show, live even longer). Television has enticed people out of their beds at dawn to hear a discourse on Thomas Wolfe. It keeps them up far after midnight to see how a movie ends. It assembles an audience for a single program within a single hour that is many times greater than Broadway's longest-running hit could have played to in a century of performances. Television is the 20th century phenomenon that lets a fan in Wyoming be at a ball game in Milwaukee and see it better than from the best box seat in the park. Television is the biggest purveyor of news in today's world . . a reporter that makes eye-witnesses of everybody – and regularly makes news itself.

And television is America's most forceful salesman. It sells face-to-face, right in the family circle. It sells as a friend, not a stranger. It sells with the triple persuasion of voice, sight, and motion. Skilfully used, it sells at an unbeatable level of efficiency and economy.

Television is for advertisers who want to go places. Television itself today goes about everywhere. The corollary is obvious.

WE *BELIEVE* IN TELEVISION

That's why we are publishing this advertisement in its behalf. Since 1931 (when TV was only a glimmer in engineering eyes), BROADCASTING Magazine has been *THE* authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field . . the most extensive background of knowledge about every phase of broadcasting . . and the prestige of having literally "grown up" with this multi-million dollar business – it is only logical for BROADCASTING to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Television (and Radio).

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

YOU KNOW ABOUT -vi'sion?

About America's Most Amazing Advertising Medium)

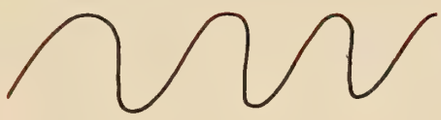
(tĕl'ĕ•vĭzh'ŭn; tĕl'ĕ-; tĕl'ĕ•vĭzh'ŭn), *n.* The transmission and reproduction of a view or scene by any device which converts light rays into electrical waves and reconverts these into visible light rays.—**tel'e•vi'sion•al** (-ăl), **tel'e•vi'sion•ar'y** (-ĕr'ĭ *or, esp. Brit.,* -ēr•ĭ), *adj.*

6



This is an eye.
Television has the eyes of the average U. S. family for 5 hours and 56 minutes every day.

7



This is movement.
Among all major media, only television combines the fascination of motion with voice and visual impact.

8



This is a sale being rung up.
The chances — most conservatively — are one in three that television helped to make it.

9



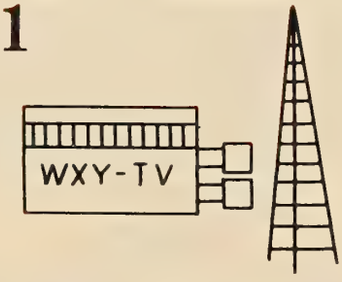
This is an advertiser.
He is a sleek, happy one because he's found how television, properly used, sells more of what he makes.

10



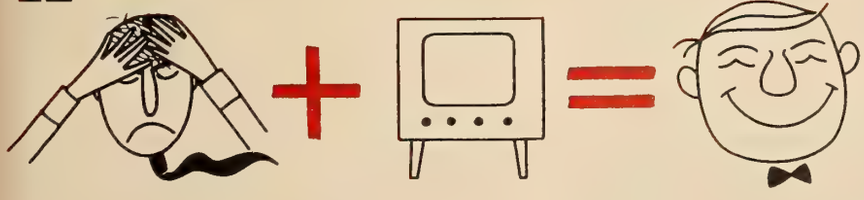
This is also an advertiser.
He is not very happy, poor fellow. He doesn't believe in television (or that it's *really* responsible for his competition's success).

11



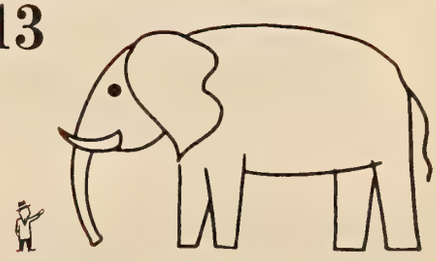
This is a television station.
There are now over 500 commercial television stations in the country today — with more than 100 others a-building.

12



This is a formula.
It is a simple one that keeps working for more and more advertisers. Local, regional or national advertiser, *you* can cut the fabric of television to fit your needs. After all . . .

13



Anything so big can't be ignored!
And television is one of the biggest, most compelling forces in the lives of today's consumers. Come into their living rooms. It pays!



BOOKS

MORE IN ANGER: Some Opinions, Uncensored and Unteleprompted by Marya Mannes. J. B. Lippincott & Co., Philadelphia. 189 pages. $3.50.

CBS Newsman Eric Sevareid, referring to the columns of Marya Mannes, ex-*Vogue* feature editor and now a radio-tv critic for *The Reporter,* feels her talent to be "a precious rarity in today's America." Probably because Miss Mannes is a sharp, witty and often furious commentator on the social scene. Her anger, she says, is not one of bitterness but of indignation.

She thinks television is a useful contribution to our present day structure of life, but only if taken in moderation and then with some forethought. For Americans, she believes (pointing to a glut of westerns, giveaways and inane daytime serials) are suffering from "a spiritual leukemia . . . an invasion by the white cells of complacency and accommodation. . . ." This book contains just a sampling of Miss Mannes' output for *The Reporter* over seven years, but this small amount is worth reading.

COLLEGE TEACHING BY TELEVISION edited by John C. Adams, C. R. Carpenter and Dorothy R. Smith; published by American Council on Education, 1785 Massachusetts Ave., N.W. Washington 6, D.C. 235 pages. $4.

What does college faculty think about television in relation to teaching and learning?

To find out, the American Council on Education organized "Conference on Teaching by Television in Colleges & Universities" last year at Pennsylvania State U. *College Training by Television* mainly is a verbatim report of papers delivered at that four-day session.

The meeting brought together "the varied and sometimes conflicting experience of those who have worked with the medium in its experimental stages and who are or have been directly engaged in teaching." In reproducing the panel discussions, informal sessions, demonstrations and papers delivered at the conference, *College Training by Television* deals with what must be every facet of etv. Rounded off by a selected bibliography on the subject, the book proves a meaty one for teachers and administrators interested in the potentialities of television for instruction.

'MERGER' DIVIDENDS

ABC Vice President Sterling C. Quinlan has completed negotiations with Producer John Wildberg for theatrical and motion picture production of his book, *The Merger.* The novel [IN REVIEW, Oct. 13] is in its third printing and is the basis for a projected lecture tour by Mr. Quinlan, vice president in charge of the network's WBKB (TV) Chicago. The lecture topic: mergers. Mr. Wildberg is perhaps best known for his Broadway production of *Anna Lucasta.*



The tale of the Cool Muffler

Once upon a time there was a man named Max Ross who was distributor in a town called Muskegon for mufflers called Midas.

Now, Max was no ordinary distributor, content to lean on national advertising to sell his mufflers. Max was one of those fellows sometimes called a "go-getter". When the man from WOOD-TV called, he popped.

But you know about those go-getters. They're tough — keep asking for things like imagination, interest, sell. And in local TV production, sometimes these elements are a little tricky to find.

But, did he have troubles at WOOD-TV? Not a minute. Without a lot of huffing and puffing he got local commercials that had (1) imagination (2) interest (3) sell.

The week of the World Series, staffman Melvoin characterized Casey Stengel; when Elfrida Von Nardroff went to defeat on "21", Melvoin was Elfrida Von Midas. Here he does a takeoff under the moniker of Jazzmo Midas.

Now, because he's a go-getter and because he uses WOOD-TV-produced commercials that have (1) imagination (2) interest (3) sell — Max is distributor for Midas Mufflers in Muskegon (pause) Grand Rapids (pause) and Kalamazoo.

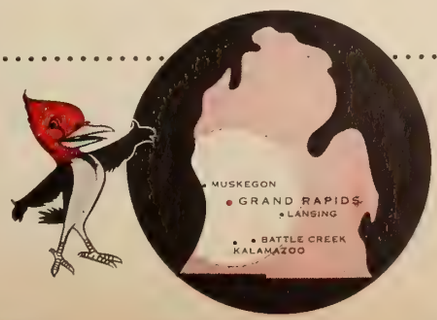
If you have a client who is a go-getter, tell 'im about WOOD-TV and he'll prosper like Max. If he's a meat head, tell 'im anyway. Together, we might make him successful in spite of himself.

Now, call that Katz cat that's been hanging around your door.

WOOD-TV is first - morning, noon, night, Monday through Sunday - May '58 ARB Grand Rapids

WOOD-AM is first - morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.



encore!

...and just as BIG as before!

The enormous audience response to MGM features in their first runs is now being repeated in the record breaking re-runs! These are the ratings that are rocking the trade as Leo does it again and again in city after city!



encore!
in New York
57%
share of the audience
with "HONKY TONK" re-run!
WCBS-TV, Late Show, Sept. 25

encore!
in Atlanta
46%
share of the audience
with "THE SEARCH" re-run!
WSB-TV, 5 to 7 P. M., Sept. 6

encore!
in Baltimore
50%
share of the audience
with "BATAAN" re-run!
WJZ-TV, Early Show, Sept. 11

encore!
in Miami
58%
share of the audience
with "WHITE CLIFFS OF
DOVER" re-run!
WCKT-TV, Midday Movie, Sept. 9



Write, wire or phone: Richard A. Harper, General Sales Manager 1540 Broadway, New York 36, N. Y. · JUdson 2-2000

KBIG
SELLS
234
SOUTHERN CALIFORNIA COMMUNITIES FOR
71%
LESS COST

Profitable radio coverage of a mature, *convincible* audience . . . the "refreshing sound" of KBIG attracts regular listeners in *all* 8 Southern California counties. 91% are adults (Pulse, Inc.). And you reach them with KBIG for a cost averaging *71% less* than competitive stations. Ask your KBIG or WEED representative for proof!

KBIG

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

Radio Catalina
for all Southern California
740 kc, 10,000 watts

National Representatives:
WEED & COMPANY

©1958 John Poole Broadcasting Co., Inc



OPEN MIKE

Digestive Tract

EDITOR:

It was quite a surprise to open the Nov. 17 BROADCASTING to find my digestive difficulties displayed in a lead article under the caption, "Why John Cunningham Ate His Own Words."

Nevertheless, we much appreciate your fine handling of our 11th Videotown report as well as your tribute to our Gerald Tasker, the father of Videotown [OUR RESPECTS, same issue].

May I add that it was not a wholly unpalatable operation to eat my own words, because it was so reassuring to find that tv, despite the current plethora of pallid and repetitive programming, is maintaining and even increasing its vigor as an advertising medium.

John P. Cunningham, President
Cunningham & Walsh
New York

Relief for Broadcasters

EDITOR:

I can't begin to express my gratitude for coverage of my article on Section 315 [GOVERNMENT, Nov. 10] and for the really superb editorial in the Nov. 17 issue. Of course, I am in hearty and total agreement with the editorial and, as usual, you hit the nail right on the head.

If we keep working on this, perhaps sooner or later we can get relief, and radio and television can do the kind of job in the field of politics that they were really born to do. With your good offices, I am sure that sooner or later we are going to win this one.

Richard S. Salant, Vice President
CBS
New York

Madison Ave.'s Book-of-The-Year

EDITOR:

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding,
New York

. . . The 1958 YEARBOOK is a very useful volume.

Harry Parnas, Media Director
Doyle Dane Bernbach,
New York

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott
N. W. Ayer & Son
New York

. . . I know I will find the 1958 YEARBOOK extremely useful as an authentic reference source over the coming months.

Sally Allen, Account Executive
Gotham-Vladimir Advertising Inc.
New York

. . . I find the YEARBOOK very helpful . . .

Frank Moriarity,
Dancer-Fitzgerald-Sample
New York

. . . YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keesely, Senior V.P.,- Radio-Tv
Lennen & Newell
New York

. . . I will be putting the 1958 YEARBOOK to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

. . . YEARBOOK will be frequently used.

Marie Coleman
Donahue & Coe
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

. . . In Fact, Read Everywhere

EDITOR:

My sincere compliments . . . on the much improved YEARBOOK. I am glad that WKMI had its sales message in this very excellent publication.

Howard D. Steers, President
WKMI Kalamazoo, Mich.

. . . "The ABCs of Radio & Television" in the 1958 YEARBOOK is valuable for preparing the inevitable club and service group talks.

Dale Kirk
KATY San Louis Obispo, Calif.

Put to Good Use at Best

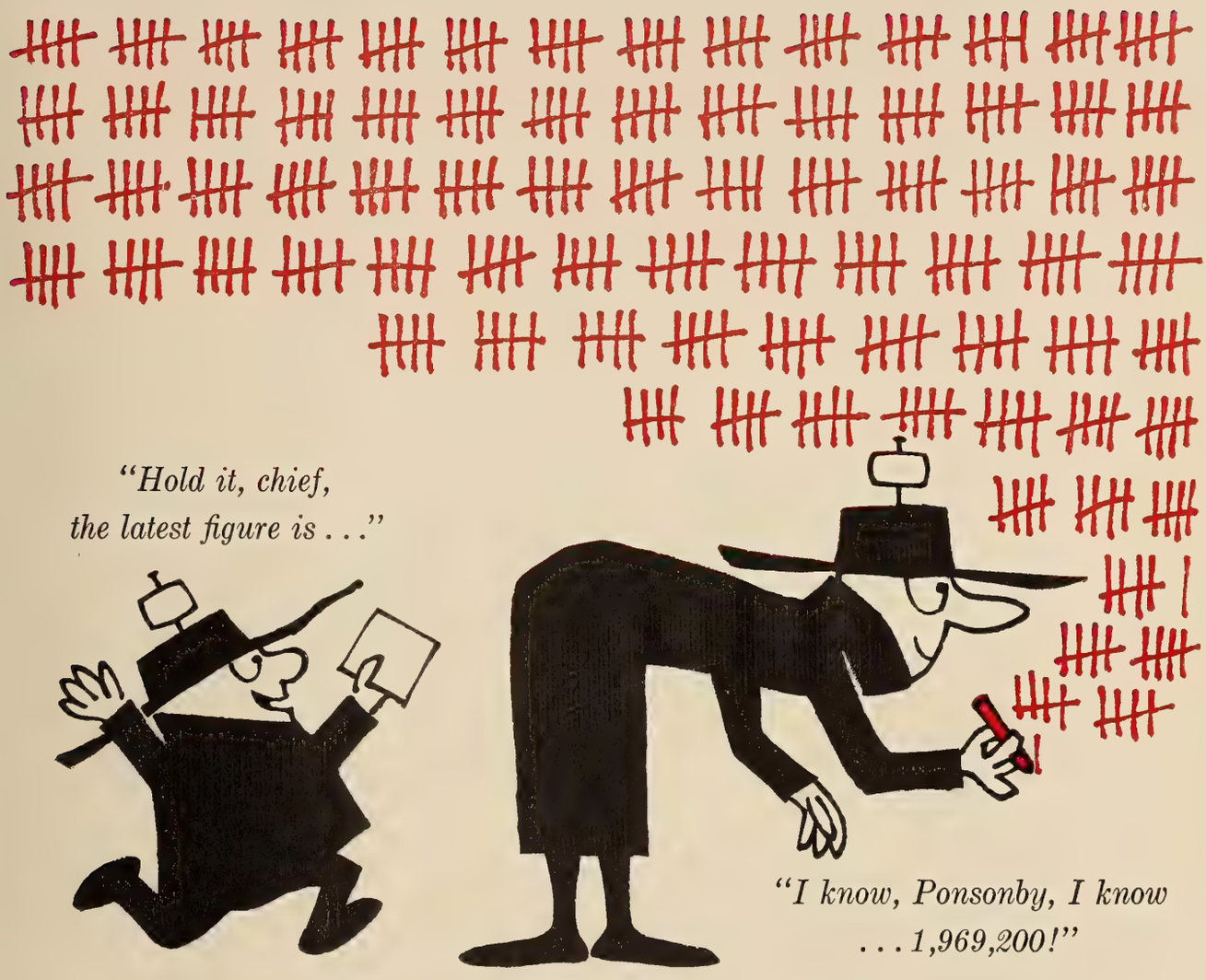
EDITOR:

In your Oct. 6 issue you ran a list of special programs for CBS and NBC through October, November and December. This list has been very helpful and I wonder if you have such a schedule for after the first of the year?

R. M. Kirtland, V.P.
Gordon Best Co.
Chicago

[EDITOR'S NOTE: This information appears in our quarterly network showsheets. Next issue: Jan. 5, 1959]

Another thriller-diller from **WJRT**



Now for the first time: WJRT brings you a single-station TV wrap-up of the mid-Michigan market—1,969,200 consumers strong. Complete facilities and services, too, including ABC primary affiliation and strong local live and film programming. Look into the new efficient way to sell the big mid-Michigan market, with grade "A" coverage of Flint, Lansing, Saginaw and Bay City.

Represented by

HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit
Boston • San Francisco • Atlanta

WJRT
CHANNEL **12** FLINT



The Thirst to Know

The quest for opportunity is nowhere more promising than here in Central Ohio. Industry and agriculture have fashioned a land of plenty, and a carnival spirit pervades the countryside.

But don't think it's all soda pop and skittles for the kids, because like kids everywhere, they have to go to school. To apprise them of their bewildering world, Central Ohio provides extra seats, extra classrooms, extra teachers, extra courses, and some unique teach ing aids created by television station WBNS-TV.

We call them "Telementaries," and they are kine scopes of specially created public service program available for classroom use. By combining the magi of sight, sound and motion, we illuminate some dar corners with such award-winning films as IMAGI NEERING (the need for engineers), WHEELS O DESTINY (highway safety), AIR HARBOR (Cen tral Ohio and air progress). The latest, YOU AN SURVIVAL, produced for Civilian Defense with al Columbus television stations participating, has bee



equested for special showings by more than thirty public, private and parochial schools.

There is little likelihood that TV will dislodge the McGuffey Reader, Horace Mann, or Mr. Chips from our minds and hearts. Yet, the increasing acceptance of TV as a valued aid to education prompts us to make available our energies and resources.

This integration of a TV station that was born and raised in Central Ohio, with its neighbors and their problems also creates a perfect selling climate. Marketers sum it up like this: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

The WBNS-TV weather reports also have a touch of ivy. Weatherman Bob McMaster is a full-fledged Ph.D.

Sell The ENTIRE DETROIT METROPOLITAN MARKET by including

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT

VENARD RINTOUL & McCONNELL, INC.

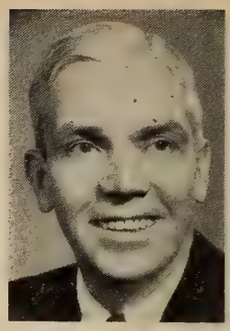
Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Nathan Lord



If there were those who expected to hear a yes-man for the networks when Nathan Lord, vice president and general manager of WAVE-AM-TV Louisville, appeared before the FCC last May to tell why he liked having his stations repped by NBC Spot Sales, they were set straight in a hurry.

Testifying on the Barrow Report, Mr. Lord informed a grinning FCC that NBC Spot Sales merely happened in his opinion to be the best representative for his stations at that time and the minute he thought differently he would switch to another, especially if stations are added to the list that he thinks are beneath the calibre of the Louisville stations.

FCC members questioning this distinguished looking station executive of 55 found that behind a somewhat courtly demeanor and a disarming Kentucky drawl lies a whiplash, sometimes withering wit. After listening to Mr. Lord tell how he once tried without success to get a group of high-powered southern and midwestern radio and tv stations to form their own rep organization, one FCC member asked him: was this a sort of "must buy" idea?

"A 'must sell,' perhaps," Mr. Lord said. Describing the mode of communication between his stations and NBC Spot Sales, he told another FCC member: "We use three-cent stamps and they use the telephone." Did his station ever obtain feature films on a "barter" basis? "No," said Mr. Lord, "we don't trade time for anything except money." Should the FCC decide to prohibit network rep activities, how many years would he allow a station to make the transition to another rep? "How about 50?" was the bland comeback.

Nate Lord has been running WAVE Radio with the same kind of self-assurance since it went on the air 25 years ago this Dec. 30 and he took over in the same way at WAVE-TV when it become Kentucky's first tv station 10 years ago today (Nov. 24). He has been president of WFIE-TV Evansville, Ind., since WAVE Inc. acquired that station in July 1956.

Born in Louisville, Mr. Lord went to grade school in Tennessee, returned to Louisville and started to high school, then moved with his parents to a ranch in Canada's Alberta Province, coming back to his home town in 1920 to become a reporter for the old *Louisville Post* and later the *Courier-Journal* there. He left the newspaper as dayside city editor in 1928 to become advertising manager for the Girdler Corp. (fittings for pipe-welding, helium gas, heat exchangers); in 1933, he joined the old *Louisville Herald-Post* under Girdler ownership, but left the same year to head the new basic NBC affiliate, WAVE.

Mr. Lord helped form the Louisville Area Development Assn., has served on chamber of commerce committees and in Red Cross, Community Chest and other civic drives. He helped found St. Francis in the Fields Episcopal Church. Under his hand, WAVE pioneered in local amateur contests in 1934, helped "send a boat" during the Ohio Valley flood of 1937, was cited during World War II by the Army, Navy, Coast Guard and War Production Board and in 1946 began airing a children's concert series by the Louisville Philharmonic. WAVE has won national awards for "imagination in programming" and in 1949 pioneered in radio college courses for credit with the U. of Louisville.

WAVE-TV was first to telecast the Kentucky Derby in 1949 and in 1955 began a weekly program from its own experimental farm. Since 1956 its *Bid for Kids* telethon with the Jaycees has turned over an average $72,000 yearly to the local Children's Hospital. WAVE-TV claims a first in telecasting college courses for credit with the U. of Louisville in 1950. WAVE-TV helped educational WFPK-TV Louisville to go on the air last September, furnishing studios and technical personnel. WAVE-TV telecast 13 operas by the Kentucky Opera Assn. in the 1952-53 season, 6 the next season and WAVE Inc. has granted $25,000 to commission an original opera by the KOA to be simulcast when the new $1.5 million WAVE-AM-TV radio-tv center is dedicated in the fall of 1959.

Mr. Lord has served as a director of NAB, helped reorganize it in the mid-thirties to cope with a threatened musicians' strike, has served on NAB's Legislative Committee and twice was on an all-industry committee to negotiate ASCAP contracts. He has been a member of the NBC Radio Affiliates Committee and helped form the NBC-TV Affiliates Committee.

Mr. Lord married Ruth Kammerer of Louisville in 1928 and they have three sons: Nathan Shrewsbury, 28, who practices law in Louisville; James Stephen, 25, a reporter on the *Louisville Times*, and Jim Craik, 23, who attends the U. of Louisville. The family lives in an old restored farmhouse 40 minutes from Louisville at Brownboro, population about 50.



This is the
Distinguished Achievement Trophy
of the
Radio-Television News Directors Association
and the Medill School of Journalism
at Northwestern University...
It was awarded to WTOP News on Saturday,
October 18, 1958 at the
Sheraton-Blackstone Hotel in Chicago
for "the best coverage of a
news story broadcast in 1958."
WTOP News was honored for its coverage
of the launching of the first
United States satellite "Explorer"
at Cape Canaveral, Florida, January 31, 1958,
over WTOP Radio.
We are gratified to have won this
coveted award, but our gratification
is tempered by realization of
the continuing responsibilities
facing broadcast journalism
and determination to meet them
in the best interests of our
Radio and Television audiences.

WTOP
NEWS

Broadcast House
Washington, D. C.



TOP TV PERSONALITIES

mean

more viewer attention

WRAL-TV

Radiating effectively from the
RALEIGH - DURHAM
AREA

Here you see just six of the many good reasons why WRAL-TV has an unequalled rating record in the Raleigh-Durham area.
The best of the NBC network shows are supported in stellar style by popular WRAL-TV personalities and programs.
"Sports by Reeve" is one of Tarheel television's best-known features, with the "Dean of Southern Sportscasters". (Remember, too, Raleigh is the Sports Capital of the South, having the nationally known athletic teams of three large universities within 30 miles.) "Stateline" brings the Capital area news by Bill Armstrong to the urban and rural viewers. Weather shows and sales-sizzling commercials are the specialty of Bob Knapp . . . puppeteer and host of the popular Cap'n Five "Popeye" show is Herb Marks . . . pert and pretty Jo Ann Federspiel conducts the "Romper Room School" . . . stepping into the MC role in the variety show "Tempus Fugit" is veteran Fred Fletcher . . . and so it goes, through a long line-up of capable folks who make WRAL-TV tops for viewing—tops for buying!
Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS



WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.

KDKA-TV Exposes 'Public Enemy' In Program for Health Service

The story of the U. S. government's fight against lung cancer and other diseases attributed to industrial smoke is told in a new documentary, *Public Enemy*, produced by KDKA-TV Pittsburgh.

This 30-minute public service program, produced at the request of Dr. Leroy E. Burney, U.S. surgeon general, was broadcast live in Pittsburgh Nov. 10. KDKA-TV's previous production for the U.S. Public Health Service, *The Silent Invader* (dealing with Asian flu), received more than 300 nationwide telecasts. The National Conference on Air Pollution in Washington last Tuesday through Thursday (Nov. 18-20) saw a kinescope of *Public Enemy* before copies were made for distribution to stations by the Public Health Service.

COMPETITIVE COOPERATION • CFCF, CBM and CKVL Montreal pooled time and talent to stage a seven-hour marathon radio campaign for the Springhill Relief Fund. Hundreds of professional performers from all phases of Montreal show business performed, while a fleet of cars circulated through the city collecting telephone pledges. The bi-lingual show, in English and French, produced $13,000.

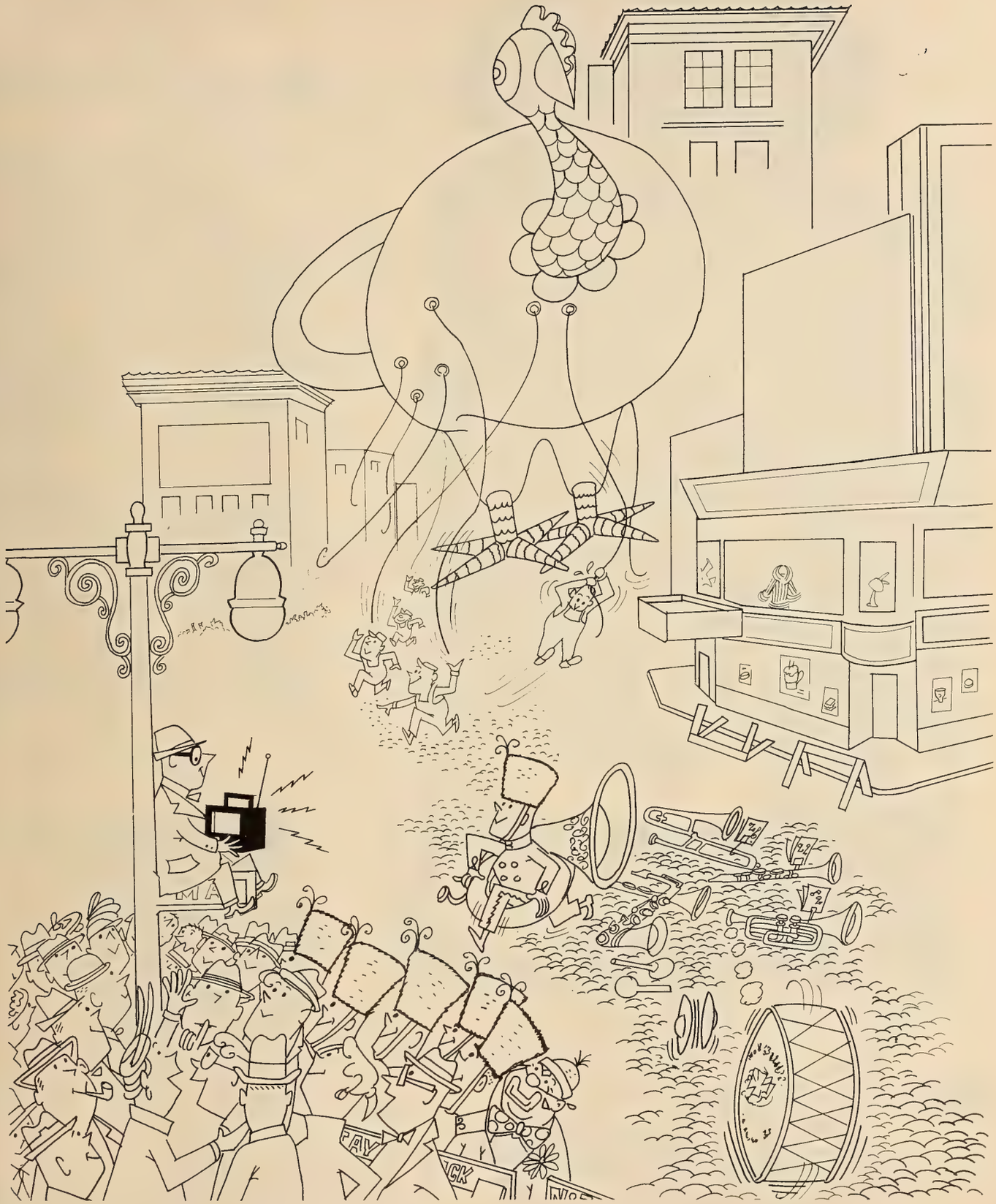
THANKSGIVING AID • WCUE Akron, Ohio is conducting a campaign to help a needy family at Thanksgiving. The "Dimes and Dollars for Dave" project is collecting money for the family of a 17-year-old boy who has had 17 major operations in his life so far. The family has been denied help by local relief agencies reportedly because it has not lived in Akron a full year.

HOT RODS • WHB Kansas City, Mo., is putting local car thieves on the spot through a new feature called *Hot Car Report* on Eddie Clarke's morning show. Mr. Clarke broadcasts information, provided by the local police department, on stolen vehicles. The first broadcast brought fast results as an elert listener heard the report, spotted the car, and called the police department as directed. Police picked up the car and returned it to its owner within an hour after the broadcast.

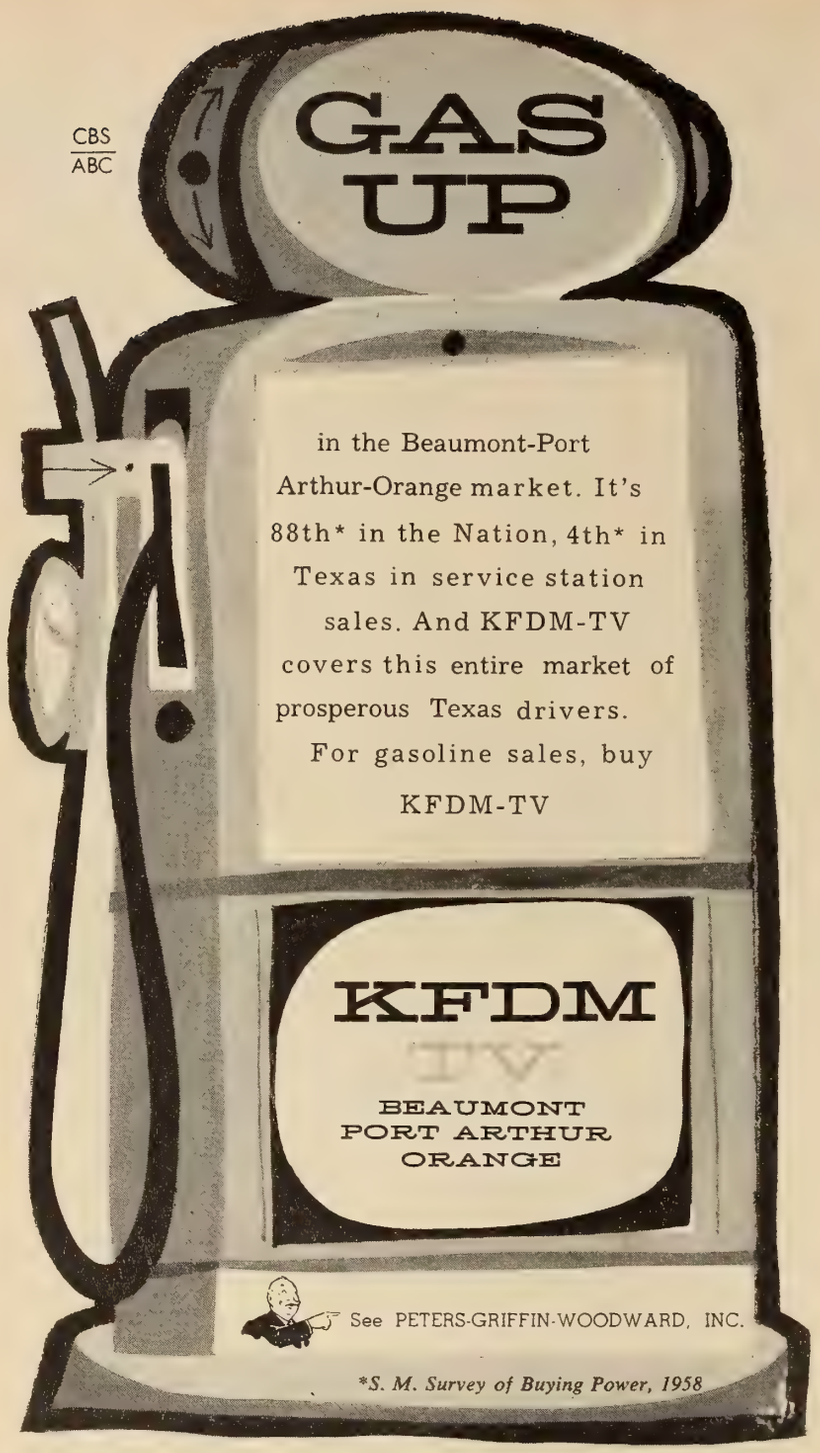
PHONY CHECKS • WDGY Minneapolis-St. Paul has inaugurated *Check Alert*, a new method of combating bogus checks and forgers. Twin Cities' police officials have expressed gratitude for the new feature calling it a quick and effective way to warn and educate the public against worthless checks.

CHILDREN'S CRUSADE • WHAS Louisville, Ky., reports its "1958 Crusade for Children" set a record high of $188,751.37 for collections, with a record low of only 7½ % for expenses. The funds will be made available for use by handicapped children's agencies in Kentucky and southern Indiana.

BEHIND GLASS • WJBK Detroit conducted an entire day's programming from the show window of a downtown store to stimulate interest in the local United Foundation fund drive.



They're All Listening to **AP** *News*



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

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*Reg. U. S. Patent Office

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as basic as the alphabet



EGYPTIAN

Remember the Biblical story of Moses in the bulrushes? The Egyptian picture-sign for *rush* is considered the forerunner of our modern letter K.



PHOENICIAN

When the Phoenicians ruled the Mediterranean trade-lanes from their legendary cities of Byblos, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it *kaph* (palm of the hand).



GREEK

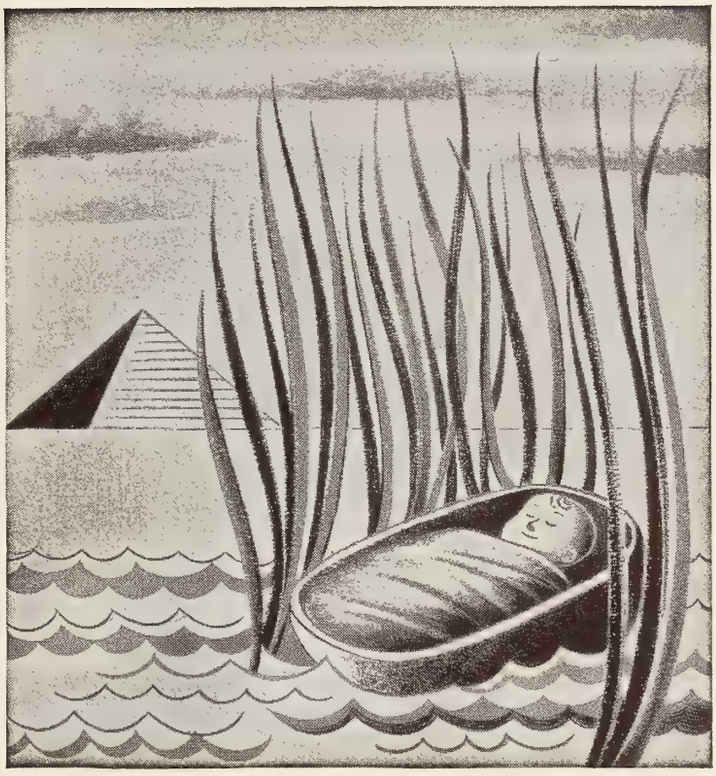
Long before the majestic Parthenon crowned the Acropolis in Athens, the Greeks took over the mark from visiting merchants and made it their letter *kappa*.

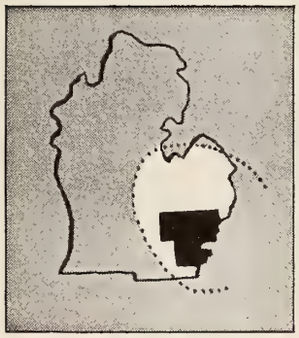


ROMAN

Rome was not yet a large city when dwellers along the Tiber took the Greek letter from the Etruscans and gave it substantially the form we use today.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University





Key station for Michigan sales and profits

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power—pleases listeners with its hi-fi sound and up-to-the-minute service.

Keen personalities like WWJ Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the *basic* thing to do!

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

RENEWED

2nd Big Year! Another 39 Half Hours in Production

MICKEY SPILLANE'S

MIKE HAMMER STARRING

DARREN McGAVIN

now available...78 of television's highest-rated mystery thrillers



The No. 1 Mystery Series Nationally with a 17.1 Rating*

Who likes Mike? Just about everybody!
Take the viewers. They've already pushed
MIKE HAMMER right up to the top — highest-rated
of all syndicated mystery shows. Take the local sponsors.
The minute MCA TV broke the big news on the
second series, more than a score renewed for 1959!
A word to the wise — better get there fustest
with the fastest action show on TV!



. . . in Signet editions alone! One title — "I, The Jury" — had the largest pre-publication print order in publishing history (4,500,000).

Write, wire, phone your
MCA TV representative today.

mca tv
FILM SYNDICATION

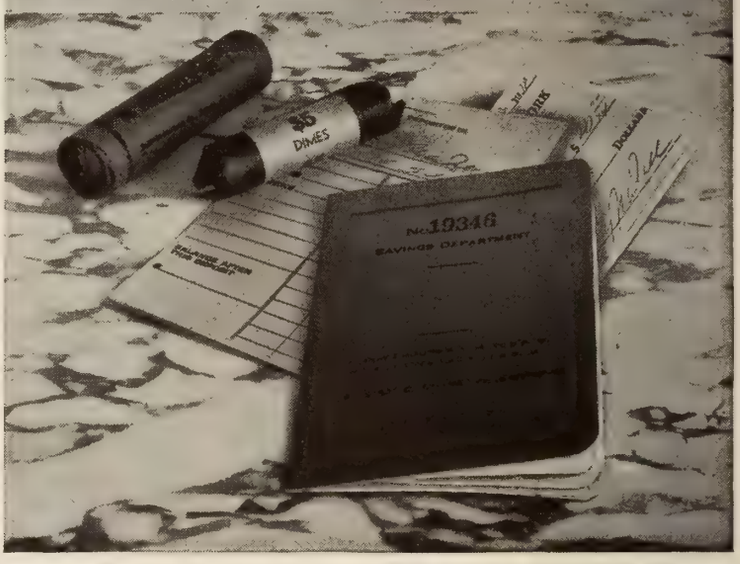
598 Madison Avenue
New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

**Latest available ARB ratings thru October, 1958*

"WRC RADIO *for many years has consistently produced business for WOODWARD & LOTHROP."*
–HARWOOD MARTIN ADVERTISING



"WRC RADIO *is a long-time favorite of FIRST FEDERAL SAVINGS AND LOAN for reaching the Washington audience."* *–HENRY J. KAUFMAN & ASSOC.*



More and more D.C. advertisers are turning to WRC RADIO

"WRC RADIO *has been selling merchandise for SAFEWAY in Washington for more than 13 years and continues to be an effective selling medium."*
–J. GORDON MANCHESTER, INC.





WRC RADIO
gets results for all kinds of advertisers in Washington, D.C., because it commands every segment of the adult, buying-powered, capital audience.

WRC·980
NBC LEADERSHIP STATION IN WASHINGTON, D.C.
SOLD BY NBC SPOT SALES

...because WRC RADIO gets results!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 21 NOVEMBER 24, 1958

THE TOP 50 AGENCIES IN RADIO-TV

- **J. Walter Thompson leads with all-time record billings**
- **McCann-Erickson, Young & Rubicam slip to second, third**
- **Ted Bates again is biggest agency in spot broadcasting**

J. Walter Thompson is the top radio-tv agency in 1958 with $113.5 million in broadcast billing, an all-time high for any agency.

This is more than four times the broadcast total that JWT billed in 1952 and $10.5 million above the 1957 mark of McCann-Erickson, which was the No. 1 agency in broadcast billing last year.

Total 1958 broadcast billings of the 50 agencies included in the survey came to $1.3 billion.

It was evident a year ago that JWT was coming up fast. Its radio-tv billings in 1957 were $22 million bigger than those in 1956. More startling was that the agency did it again in 1958, shooting ahead of 1957 by $21.5 million or nearly 24%.

According to BROADCASTING's seventh annual survey of the top broadcast agencies in the U. S.:

McCann-Erickson slipped from first place in 1957 to second in 1958, with a $1 million drop in its heavy broadcast billings. But its $102 million total placed it well ahead of this year's No. 3 agency, Young & Rubicam. Y&R, which was second to McCann-Erickson in 1957, had $95 million in broadcast billings in 1958, a $5 million drop from its 1957 level.

BBDO, in fourth place, came up with $88 million, an increase of $3 million; Ted Bates was fifth at $84 million (an advance of $7.5 million) and for the fourth straight year was tops in radio-tv spot, tallying $41 million (a drop of $2.5 million from last year). The runnerup in combined spot billing, which can be considered to be an important factor in this year's upset: J. Walter Thompson with a combined radio-tv spot figure of $40 million. (Ted Bates, however, has been following a policy of increasing its network tv, and, in fact, was split 50-50, network and spot, in television.) Others in the top 10: Benton & Bowles at $66.5 million; Leo Burnett at $54.3 million; Dancer - Fitzgerald - Sample at $48.7 million; Compton at $47.2 million, and N. W. Ayer at $45 million.

In tv-only billings, J. Walter Thompson was first with $101.5 million, and set another record: it was the only agency to break through the $100 million mark in total tv. As expected, McCann-Erickson was the runner-up tv agency, followed by Y&R, Bates and BBDO. JWT nearly capped the honors in radio-only, ending in a three-way tie with BBDO and N. W. Ayer, each with $15 million.

In a special interview last week with BROADCASTING, JWT President Norman H. Strouse credited his agency's remarkable showing to three basics: (1) the resurgence of the U. S. economy (and faith of the advertiser in it), (2) a "natural result" of a "strong television departmental facility," and (3) the quality of broadcast work performed by the agency (see box, page 39).

He noted that since 1946, total advertising expenditures have been going up faster than the U. S. economy; that the JWT advertising volume generally has been going up at a faster pace than the general rise of total advertising, and television billing at JWT now is moving up at a higher rate than its total advertising volume.

The figures represent expenditures for time and talent in both network and spot during the calendar year but do not include commitments made for next year. Following is a summary of the year's activity in each of the agencies listed:

J. WALTER THOMPSON: *Combined tv-radio billing $113.5 million; $101.5 million in television ($84 million in network, $17.5 million in spot); $12 million in radio ($5 million in network, $7 million in spot); tv-radio share of overall billing: 39%.*

JWT is not only the largest billing agency in the world, it now also is tops in radio-tv. It became No. 1 this year with a radio-tv billing $21.5 million higher than 1957's estimated total, the greatest single jump recorded by any of the agencies.

Thompson's radio-tv total possibly is underestimated. The agency was not quite certain at BROADCASTING's press time as to how high December radio-tv billing (in recent years a big radio-tv billing month) might go. The best informed slide-rule estimate is that the $113.5 million figure, impressive as it is, may be "conservative." Only six years ago JWT billed $27 million in the broadcast media. It now bills nearly that in combined radio-tv spot alone.

The increase at JWT is attributed to a number of factors: more tv spending by clients already big in television; more spot tv spending and increases in network tv allocation in budgets. The Eastman billing on CBS-TV's *Ed Sullivan Show* was entered in the ledger only late last year. Other top national advertisers and shows: Scott and Lever alternating on *Father Knows Best* (now CBS-TV, was NBC-TV in the

THE BILLINGS OF ALL 50: pages 36-37
WHAT MAKES THOMPSON TICK: page 39

last tv season); Quaker Oats alternate sponsorship of ABC-TV's *Naked City;* Ford Div.'s alternate week on *Wagon Train* (NBC-TV) and weekly *Ford Show* (NBC-TV), plus short-term network segments for auto introduction; Eastman Kodak and Quaker Oats alternating on *Ozzie & Harriet* on ABC-TV; Kraft Div. of National Dairy Products weekly on NBC-TV with *Music Hall* (Milton Berle) and *Bat Masterson* (Sealtest Div. of National Dairy also shares); 7-Up alternating on ABC-TV's *Zorro;* Sylvania's *Real McCoys* (ABC-TV); Lever alternating on CBS-TV's *Jackie Gleason Show;* Lever alternating with Schlitz on *Playhouse* on CBS-TV; Lever alternating on *Have Gun, Will Travel* (CBS-TV); Pan American on NBC-TV's *Meet the Press* and Aluminum's part sponsorship of NBC-TV's *Omnibus.*

Add to that lineup: about 30 quarter-hours per week of daytime network television with the advertiser list including such stalwarts as Lever, Scott Paper, Chesebrough-Pond's, Libby, McNeill & Libby, Standard Brands and still others. Each of these advertisers uses spot tv: Ford Div., Lever Bros., Shell Oil, Ward Baking, Northeast Airlines (new account), Champion sparkplugs, Scott and American Home; Ford, Shell, Lever and Ward are in the more than $1 million class. Stauffer Foods billing is picking up with the impact of the new account to show up next year. American Home Products is a recent account. Ford and Lever are the big network radio clients, with radio spot provided by such majors as Lever, Scott, Ford, Shell and Coldene.

McCANN-ERICKSON: *Combined tv-radio billing $102 million; $87 million in television ($61 million in network, $26 million in spot); $15 million in radio ($1 million in network, $14 million in spot); tv-radio share of overall billing: 51%.*

McCann-Erickson passed the radio-tv billing baton to JWT this year. But indicative of the competition among the top agencies, M-E was off only a little under 1% from its 1957 total.

Though radio stood up well, it was tv in which M-E took its billing loss. Some of this loss, or actually failure to bill additionally, can be attributed to shifting accounts (Chrysler out and Buick in, Mennen out and Colgate in—but late in the year) and to some changes in media strategy (Bulova watch from spot to network, Chesebrough-Pond's from network to spot tv and other ins-and-outs by other broadcast clients).

Bulova, with *Frank Sinatra Show* on ABC-TV and in spot last season, changed gears, bought into NBC-TV shows *Dragnet, M-Squad, Ed Wynn, News, Jack Paar* and *Today.* Liggett and Myers is alternate sponsor of the *Eddie Fisher Show* (NBC-TV) and with Bulova of *Ed Wynn Show* (NBC-TV), with weekly underwriting on NBC-TV of *Brains & Brawn* and *Steve Canyon.* Last season, the tobacco firm was in *Club Oasis, Sinatra* and specials.

Westinghouse this year has *Desilu Playhouse* specials on CBS-TV (*Studio One* on same network last year). M-E is credited

CONTINUED PAGE 38

TOP 50 AGENCIES . . .

1.	J. WALTER THOMPSON
2.	MC CANN-ERICKSON
3.	YOUNG & RUBICAM
4.	BBDO
5.	TED BATES
6.	BENTON & BOWLES
7.	LEO BURNETT
8.	DANCER-FITZGERALD-SAMPLE
9.	COMPTON
10.	N. W. AYER
11.	LENNEN & NEWELL
12.	WILLIAM ESTY
13.	KENYON & ECKHARDT
14.	FOOTE, CONE & BELDING**
15.	SULLIVAN, STAUFFER, COLWELL & BAYLES
16.	CAMPBELL-EWALD
17.	CUNNINGHAM & WALSH
18.	GEOFFREY WADE
19.	MAXON
20.	NEEDHAM, LOUIS & BRORBY
21.	ERWIN WASEY, RUTHRAUFF & RYAN
22.	GREY
23.	PARKSON
24.	GRANT
25.	D'ARCY
26.	CAMPBELL-MITHUN
27.	NORMAN, CRAIG & KUMMEL
28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD
29.	GARDNER
30.	TATHAM-LAIRD
31.	BRYAN HOUSTON
32.	OGILVY, BENSON & MATHER
33.	D. P. BROTHER
34.	FULLER & SMITH & ROSS
35.	MAC MANUS, JOHN & ADAMS
36.	NORTH ADVERTISING
37.	GUILD, BASCOM & BONFIGLI
38.	DOYLE DANE BERNBACH
39.	KEYES, MADDEN & JONES
40.	EMIL MOGUL
41.	DONAHUE & COE
42.	COHEN & ALESHIRE
43.	WARWICK & LEGLER
44.	GORDON BEST
45.	REACH, MC CLINTON
46.	GEYER
47.	EDWARD WEISS
48.	C. J. LA ROCHE
49.	FLETCHER RICHARDS
50.	HONIG-COOPER, HARRINGTON & MINER

. . . AND THEIR 1958 RADIO-TV BILLINGS

All Dollar Figures Are Millions

Combined Broadcast Billing	Total Tv	Tv Network	Tv Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change From 1957
$113.5	$101.5	$84	$17.5	$12	$5	$7	40%	+$21.5
102	87	61	26	15	1	14	51%	- 1
95.2	82	62.5	19.5	13.2	3.8	9.4	45%	— 4.8
88	73	47	26	15	12	3	41%	+ 3
84	78	39	39	6	4	2	79%	+ 7.5
66.5	65	40	25	1.5	0.25	1.25	66.5%	+ 12
54.3	51.2	39.3	11.9	3.05	0.25	2.8	58%	+ 5.3
48.7	41	30	11	7.7	3.6	4.1	65%	+ 1.7
47.25	45	24.75	20.25	2.25	0.75	1.50	63%	+ 5.25
45	30	17	13	15	3	12	35%	+ 14
40.1	30.8	19.1	11.7	9.3	6.0	3.3	52%	+ 15.3
39	35	30	5	4	1.5	2.5	52%	+ 3
37.2	30	22.3	7.7	7.2	1	6.2	65%	+ 5.7
35.5	29	26.1	2.9	6.5	3.9	2.6	36%	+ 3.5
30	23.6	17.2	6.4	6.4	1.1	5.3	70%	+ 3.3
30	25.5	20.5	5	4.5	3	1.5	33%	+ 5
22	13	3	10	9	2.5	6.5	40%	+ 5
18.6	17.1	9.1	8	1.5	0.6	0.9	85%	+ 5.8
16.8	15.8	14	1.8	1	0.7	0.3	55%	None
16.8	13.9	11.4	2.5	2.9	0.2	2.7	47%	+ 2.8
16.5	11	8	3	5.5	—	5.5	29%	+ 1.5
16.5	11.1	8.5	2.6	5.4	1	4.4	39%	+ 1.1
15.8	15.6	15	0.6	0.2	—	0.2	90%	+ 0.8
15.5	12.8	9.8	3	2.7	0.1	2.6	25%	+ 0.5
15.5	10.5	6.5	4	5	—	5	32%	+ 1.5
15.5	13	9	4	2.5	—	2.5	48%	— 1.3
14.6	10.5	6.4	4.1	4.1	1	3.1	40%	+ 4.3
13	10.5	8.5	2	2.5	0.5	2	54%	+ 3
11.5	8.05	5.20	2.85	3.45	0.75	2.70	50%	+ 1.1
11	10.5	8.5	2	0.5	—	0.5	57%	— 0.2
10.8	10.1	6.6	3.5	0.7	—	0.7	60%	+ 1.8
10.1	7.7	4.8	2.9	2.4	0.6	1.8	54%	+ 3.7
9.15	8.5	8	0.5	0.65	—	0.65	22%	+ 2.95
9	7.5	7	0.5	1.5	1.5	—	20%	+ 0.8
8.51	7.7	6.2	1.5	0.81	0.27	0.54	25%	+ 0.81
8.4	8.3	6.8	1.5	0.1	0.065	0.035	76%	— 2.6
8.3	6.9	5	1.9	1.4	0.2	1.2	83%	+ 1.4
7.8	7.4	5.5	1.9	0.4	—	0.4	37%	+ 1.3
7.71	7.13	1.58	5.55	0.575	0.2	0.375	43%	+ 0.31
7.49	5.64	3.1	2.54	1.85	—	1.85	69%	— 0.51
7.2	5.6	4.48	1.12	1.6	—	1.6	25%	— 0.5
7	3.6	1.1	2.5	3.4	1	2.4	80%	+ 0.4
7	5.5	3	2.5	1.5	1.3	0.2	35%	+ 0.8
6.8	5.7	2.1	3.6	1.1	0.3	0.8	63%	+ 0.5
6.057	5.85	4.05	1.8	0.207	—	0.207	33%	*
5.9	4.4	3.3	1.1	1.5	0.5	1	30%	+ 0.4
5.7	5	3	2	0.7	0.5	0.2	43%	— 2.6
5.28	4.98	3.45	1.53	0.3	0.05	0.25	33%	*
5	3.4	2	1.4	1.6	0.5	1.1	27%	*
5	4	—	4	1	—	1	45%	*

** Indicates agency was not listed in Top 50 last year.*

*** FC&B's 1957 figures were adjusted to $32 million in radio-tv, $25 million in tv, $7 million in radio.*

with Mennen co-sponsorship of *Wednesday Night Fights* (ABC-TV), lost in fall. Other network activity: National Biscuit in every other week of *Wagon Train* (NBC-TV); Buick's one-half of *Wells Fargo* (NBC-TV), Bob Hope specials on NBC-TV and its summer *Action Theatre* on ABC-TV; Helene Curtis' alternate week of *What's My Line* on CBS-TV; Bell & Howell participation in *Dragnet, Cimarron City* and *Ellery Queen* (all NBC-TV) and Colgate's every other week purchase in *George Burns* (NBC-TV) this fall. Activity in network by Swift (Derby foods), Tums and Chrysler came earlier in the year.

Spot tv centers with Chesebrough-Pond's, National Biscuit, Borax, Esso, Coca-Cola, Bulova (earlier in year), L&M, Swift, Lucky Lager, S.O.S., Rival dog food, Tums and Buick, among others; spot radio for most of the same advertisers. Network radio lodges with California Packing, Tums and National Biscuit.

YOUNG & RUBICAM: *Combined tv-radio billing $95.2 million; $82 million in television ($62.5 million in network, $19.5 million in spot); $13.2 million in radio ($3.8 million in network, $9.4 million in spot); tv-radio share of overall billing: 45%.*

Y&R was the 1956 radio-tv leader among all agencies. In 1957 it was edged by McCann-Erickson's upward sweep. In 1958, Young & Rubicam was a solid third as JWT staged its startling billing climb to No. 1 spot.

At the $95 million radio-tv billing level, Y&R's broadcast figure shows a slip of nearly $5 million ascribed chiefly to the receding economic tide during the year. The agency's network tv level suffered the most, dropping about $4.5 million, while the other lost billing was in radio. But spot tv at Y&R climbed about $1.5 million for the year.

The agency as usual was paced by blue-chip advertisers, such as Procter & Gamble (*Lineup* on CBS-TV, also daytime network tv shows); Bristol-Myers (*Peter Gunn* on NBC-TV; *Danny Thomas Show* and *Alfred Hitchcock Presents,* both CBS-TV); General Foods (*Bob Cummings Show* on NBC-TV and a group of shows in ABC-TV's Operation Daybreak—it was General Foods that led the way for other advertisers in ABC-TV's new daytime programming); General Electric (*GE Theatre* on CBS-TV); Remington Rand (*Gunsmoke* on CBS-TV); Kaiser and Drackett (both on ABC-TV's *Maverick*); Johnson & Johnson (*Cheyenne* on ABC-TV); Lipton's and Singer Sewing (*Californians* on NBC-TV), and Beechnut (*Dick Clark Show* on ABC-TV). Y&R bills in about 18 network tv daytimers, advertisers including P&G, General Foods, American Home and Beechnut. Big spot advertisers (radio and tv) include P&G, Bristol-Myers and General Foods, Piel's beer, Gulf Oil, Manufacturers Trust Co. and Metropolitan Life.

BBDO: *Combined tv-radio billing $88 million; $73 milion in television ($47 million in network, $26 million in spot); $15 million in radio ($12 million in network, $3 million in spot); tv-radio share of overall billing: 41%.*

BBDO, which maintains its four position in the top 50, begins the pattern in agencies retaining their ranking while increasing their billing. JWT, BBDO and Bates of the top five broadcast agencies all showed gains, BBDO coming up with the smallest increase ($3 million) among this trio.

Aiding the competitive strides at BBDO are such stalwarts as Campbell Soups, American Tobacco, DuPont, some Lever brands, General Electric, Armstrong, Bristol-Myers and General Mills.

Primary spot (both radio and tv) accounts are Campbell, Coty, Schaeffer beer, DeSoto and American Tobacco (Lucky Strike, Hit Parade cigarettes). In network tv, DuPont has *Show of the Month* (CBS-TV) and has bought into *Steve Allen Show* on NBC-TV; Pittsburgh Plate Glass made its first move into network tv (CBS-TV's *Garry Moore Show*); Campbell has *Lassie* on CBS-TV, added *Donna Reed Show* on ABC-TV; Lever dropped *Life of Riley* but added *You Bet Your Life* (NBC-TV) as well as participating in two network daytime programs. BBDO handles billing on specials sponsored by Rexall, Westclox, W. A. Sheaffer Co. (pens) and Philco. Veteran shows include General Electric's *GE Theatre* (CBS-TV); Armstrong's alternate *Armstrong Theatre* on CBS-TV and Bristol-Myers' sponsorship in *Playhouse 90* (CBS-TV).

TED BATES & CO.: *Combined tv-radio billing $84 million; $78 million in tv ($39 million in network, $39 million in spot); $6 million in radio ($4 million in network, $2 million in spot); tv-radio share of overall billing: 79%.*

Ted Bates billed $41 million in spot (radio and tv) alone this year, and with about $6 million more in network tv has maintained itself as one of the top five radio-tv agencies. (After Bates there is a considerable drop to the No. 6 spot.)

The agency came up $7.5 million over last year, most of it in tv network increases (up $6 million), some in spot tv (up $2.5 million), while radio hit about $1 million below its level of a year ago.

Top spenders at Bates include Brown & Williamson, which is heavy in spot and in these network shows—CBS-TV's *The Texan* and *Wanted, Dead or Alive* and ABC-TV's *Naked City* and *Wednesday Night Fights;* Colgate-Palmolive also in Bates' spot arsenal, is in CBS-TV's *Millionaire* and *Perry Mason* and NBC-TV's *Thin Man* and participates in daytime shows; Whitehall, in addition to spot use, numbers ABC-TV's *John Daly and the News,* and alternate sponsorship of the network's *Colt .45; Have Gun, Will Travel, Name That Tune* and alternate weeks of *Pursuit,* all on CBS-TV, and *Behind Closed Doors* on NBC-TV among its network shows; also has sponsorship in a number of daytime network tv programs, in which Bates also handles billing for Standard Brands' sponsorship in at least four, while Carters and American Chicle share with Whitehall in ABC-TV's *77 Sunset Strip* and Carters co-sponsors with Whitehall on CBS-TV's *Sunday News Special.*

Also added to these are Carters in CBS-TV's *Doug Edwards and the News,* American Chicle (*Sugarfoot* on ABC-TV), Standard Brands' participation in daytime network programs and Continental, a big spot user, which also is in NBC-TV's daytime *Howdy Doody.* Anahist (Warner-Lambert) is in spot only.

BENTON & BOWLES: *Combined tv-radio billing $66.5 million; $65 million in television ($40 million in network, $25 million in spot); $1.5 million in radio ($250,000 in network, $1.25 million in spot); tv-radio share of overall billing: 41%.*

Led by Procter & Gamble and General Foods in spot and network activity, Benton & Bowles attests to an unusual broadcast billing pickup in the year. Increase: $12 million.

Not only are the blue chips putting more into the media, particularly tv, but B&B has been handling accelerated broadcast activity for new products, such as P&G's Zest and Post Cereal brands. Parliament cigarettes has upped its broadcast use during the year. P&G has several daytime shows on two networks (CBS-TV and NBC-TV), is a sponsor of *Loretta Young Show* and *This Is Your Life* (both NBC-TV) and *The Rifleman* on ABC-TV. General Foods has a network trio in daytime hours on weekends (*Fury and Ruff 'n' Reddy* on NBC-TV, *Mighty Mouse Playhouse* on CBS-TV), and has this network show arsenal: *Danny Thomas Show, Ann Sothern Show* and *December Bride,* all solely-sponsored on CBS-TV, and one-half sponsorship of *Zane Grey* on CBS-TV. S. C. Johnson is the other *Zane Grey* sponsor, for which B&B bills, and also is in *Red Skelton* on CBS-TV. Bordens is in *Fury* (NBC-TV), while Schick has half of the *Phil Silvers Show* (CBS-TV).

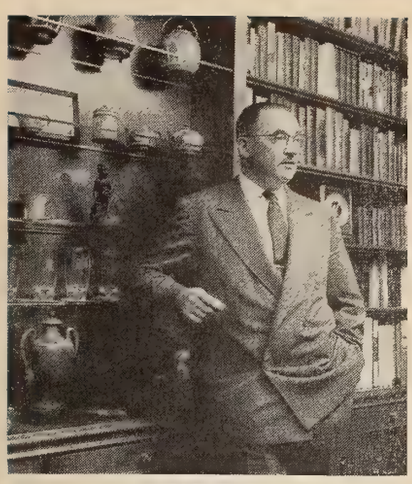
LEO BURNETT: *Combined tv-radio billing $54.25 million; $51.2 million in television ($39.3 million in network, $11.9 million in spot); $3.05 million in radio ($2.8 million in spot, $250,000 in network); tv-radio share of overall billing: 58%.*

Burnett's star continued in the ascendency during 1958 as the agency hit close to the golden $100 million mark in overall billings and zoomed well over $50 million in broadcast monies. The agency increased tv billings but cut radio expenditures about in half. Burnett added such prime accounts as Chrysler Corp. institutional ($9-$10 million) and export, Philip Morris cigarettes ($5 million), Swift & Co. (Allsweet, Vigoro, etc., $1.5 million) and Star-Kist Tuna (another $1.5 million), plus the life insurance and accident-sickness-hospitalization lines of Allstate Insurance Co. (minimal budget at present). With these new accounts, Burnett's overall billings jumped over $15 million, with a good share in broadcasting.

The agency's network lineup: *Playhouse 90* (CBS-TV) for Allstate; *Amos 'n' Andy,* Galen Drake and Robert Q. Lewis (CBS Radio) for Bauer & Black; *Captain Kanga-*

CONTINUED PAGE 40

JWT'S $113.5 MILLION TEAM

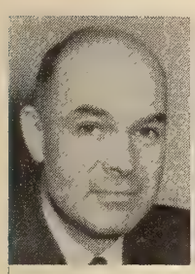


PRESIDENT
NORMAN STROUSE

J. Walter Thompson draws broadcast billing from 39 major accounts using the media and handled chiefly from the New York headquarters and the Chicago office. Buying is through account groups set up on the "horizontal" basis, media and radio-tv group heads (programming) specifically assigned account responsibilities. Media and radio-tv groups coordinate their buying strategy, the latter in the main concentrating on network programs. Each media director has space and timebuyers assigned to him. Each office operates autonomously, media and radio-tv group heads reporting to the office manager who in turn is responsible to the management committee in New York headed by President Norman H. Strouse. Says Mr. Strouse of JWT's broadcast billing climb: It's reflective of the rise in the economy, strength of the tv department and the quality of the work. JWT's strong broadcast departmental facility must include the executives who work at the agency, many of whom are pictured or listed here.

MANAGEMENT COMMITTEE

Major decisions at J. Walter Thompson traffic through the Management Committee, composed of President Strouse and Howard Kohl, JWT secretary; Henry Flower Jr., vice chairman, and Samuel W. Meek, vice chairman.



PORTER



JONES



SEYMOUR



DEVINE



McHUGH

NEW YORK

As in all JWT bureau operations, New York operates by close liaison between media and programming teams. The two top media people are Arthur Porter, v.p. and media director (also account supervisor on Chesebrough-Ponds), and Richard P. Jones (account supervisor on Scott Paper). Programming chiefs are Dan Seymour, v.p. and director of the radio-tv department; John Devine, v.p. and the department's administrative chief, and H. Bart McHugh Jr., v.p. and associate director. The accounts they supervise are listed below, along with the associate media director (listed first) and radio-tv program man for each account.

ALUMINIUM LTD.
Phillip Birch, Bart McHugh
ATLANTIS SALES
Robert Lilien, Storrs Haynes
BLUE CROSS
Anne Wright, Bart McHugh
BOYLE-MIDWAY
Robert Lilien, Storrs Haynes
BRILLO
Anne Wright, Bart McHugh
CHAMPION SPARK PLUGS
Ruth Jones, Robert Buchanan
CHESEBROUGH-PONDS
Anne Wright, Bart McHugh
CHURCH & DWIGHT
Robert Lilien, Storrs Haynes
EASTMAN KODAK
Phillip Birch, Woodrow Benoit
FORD DEALERS
James Luce, Bart McHugh & Norman Varney
FORD ENGLISH-BUILT
James Luce, Robert Buchanan
FORD MOTOR
James Luce, Robert Buchanan
JOHNS-MANVILLE
Robert Lilien, Bart McHugh
LEVER BROS.
Jack Green, Storrs Haynes
MENTHOLATUM
Anne Wright, Bart McHugh
NORTHEAST AIRLINES
Robert Lilien, Storrs Haynes & Norman Varney
PAN-AMERICAN AIRWAYS
Anne Wright, Bart McHugh
PUROLATOR
Robert Lilien, Robert Buchanan
READER'S DIGEST
Robert Lilien, Woodrow Benoit
HAROLD F. RITCHIE
Robert Lilien, Bart McHugh
SCOTT PAPER
Richard P. Jones, Robert Buchanan
SHELL OIL
Phillip Birch, Norman Varney
STANDARD BRANDS
Robert Lilien, Storrs Haynes
SYLVANIA
Ruth Jones, Woodrow Benoit
WARD BAKING
Robert Lilien, Storrs Haynes & Norman Varney
W. F. YOUNG
Phillip Birch, Bart McHugh



de BEVEC



MOSMAN

CHICAGO

The operational system is like New York's with media reporting to John de Bevec, v.p. and media director, and programming to John Mosman, v.p. and director of radio-tv. Associate media directors (listed first) and radio-tv group heads for each account are listed below.

BOWMAN DAIRY
A. G. Ensrud, Arthur Young
CHUN KING FOODS
Richard Hyland, Arthur Young
CONTINENTAL AIRLINES
A. G. Ensrud, Robert S. Wolfe
ELGIN NATIONAL WATCH
Richard Hyland, Sherril Taylor
JOHNSON MOTORS
Robert Thurmond, R. J. Brewster
KRAFT
E. K. Grady, Floyd Van Etten
LIBBY, McNEILL & LIBBY
Robt. Thurmond, Arthur Young
MURINE
E. K. Grady, E. J. Sherwood
PHARMA-CRAFT
Robt. Thurmond, R. J. Brewster
QUAKER OATS
E. K. Grady, Robert S. Wolfe
SCHLITZ
Lowell Helman, R. J. Brewster
SEALY MATTRESS
Richard Hyland, Robert Wolfe
7-UP
Robt. Thurmond, Sherril Taylor

DETROIT

Eldon Hazard, v.p. for radio-tv
William Hocker, assistant (commercials)

HOLLYWOOD

Cornwell Jackson, manager
Charles Vanda, v.p. and director of programming
William Wilgus, v.p. and production supervisor

SAN FRANCISCO

Forrester Mashbir, group head
Francis Austin, timebuyer

roo (CBS-TV) for Brown Shoe; *Lassie* (CBS-TV) for Campbell Soup; such specials as *An Evening With Fred Astaire* (NBC-TV) and *Hudson Thanksgiving Day Parade* (ABC-TV), and *Impact* (CBS Radio) and *Monitor* (NBC Radio), all for Chrysler Corp.; *Captain Kangaroo* (CBS-TV) and *Lone Ranger* (ABC-TV) for Cracker Jack; *The Garry Moore Show* (CBS-TV), *House Party* (CBS-TV), *Walt Disney Presents* (ABC-TV), *What's My Line?* (CBS-TV), plus a spot package of *Huckleberry Hound, Superman, Wild Bill Hickok* and *Woody Woodpecker* (165, 98, 98 and 100 stations, respectively), all for Kellogg Co.; *Jack Paar Show* (NBC-TV), *To Tell the Truth* (CBS-TV), pro football (CBS-TV) and pro football championship (NBC-TV), all for Philip Morris' Marlboro cigarettes; *As the World Turns, Edge of Night, House Party, I Love Lucy* (all CBS-TV), *Concentration, It Could Be You, Price Is Right, Queen For a Day, Tic Tac Dough, Treasure Hunt* (all NBC-TV), for Pillsbury; *As the World Turns, Search for Tomorrow* and *Brighter Day* (CBS-TV) and *From These Roots, Loretta Young Show, The Restless Gun, This Is Your Life* and *Today Is Ours* (all NBC-TV), all for Procter & Gamble.

Active spot radio and/or tv clients were Allstate, Bauer & Black, Campbell, Chrysler, Commonwealth Edison (local), Cracker Jack, Kellogg, Marlboro, Chas. Pfizer, Pillsbury, P&G, Pure Oil (regional), Sante Fe, Swift and Tea Council. Tea Council currently is in a 20-week spot tv drive in about 20 markets with an estimated allocation of $1.2 million. Aside from the Chrysler account, which was the prime catch of the year (from McCann-Erickson), other major activity was Burnett's role in switching Kellogg from network (ABC-TV children's programming) over to spot with film shows under a unique station discount plan based on number of properties used [ADVERTISERS & AGENCIES, June 30, 23; STATIONS, June 16].

DANCER-FITZGERALD-SAMPLE: *Combined tv-radio billing: $48.7 million; $41 million in television ($30 million in network, $11 million in spot); $7.7 million in radio ($3.6 million in network, $4.1 million in spot); tv-radio share of overall billing: 65%.*

The D-F-S roster of broadcast advertisers kept active, tv and radio billing picking up slightly all along the line. The roster includes such names, shows and activities as:

Sterling Drug (spot and network) in NBC-TV daytime programs and also *Suspicion* (NBC-TV, now off), *Restless Gun* (NBC-TV) and *Perry Mason* (CBS-TV); General Mills, spot user, participant in a number of daytime network shows and in *Wyatt Earp, Lawman* and last season's *Disneyland* (all ABC-TV); Proctor & Gamble's daytime network participation and spot buying; Frigidaire (new account billing this year) in a number of daytime programs and in spot; Liggett & Myers (L&M cigarettes), a spot user, and part of *Gunsmoke* (CBS-TV) and all of *Brains & Brawn* (NBC-TV); American Chicle, spot advertiser and in *Cheyenne-Sugarfoot* (ABC-TV), and Falstaff Brewing, a spot user.

COMPTON ADV.: *Combined tv-radio billing: $47.25 million; $45 million in television ($24.75 million in network, $20.25 million in spot); $2.25 million in radio ($750,000 in network, $1.5 million in spot); tv-radio of overall billing: 63%.*

Increasing its share of broadcast billing by 13% over 1957, Compton Adv. gained a number of radio-tv using accounts, among them the spot-heavy Jacob Ruppert Brewing Co. (from Warwick & Legler), General Baking Co. (from BBDO), and Eversharp-Schick Inc. (from Cunningham & Walsh). Additionally it placed two new Procter & Gamble products on the air (network as well as spot): Ivory Liquid and Comet cleanser. Then, too, its broadcast hopper will be swelled next year when the Chesebrough-Pond's billing on the recently-acquired Seaforth line (ex-Vick Chemical) becomes effective; Compton's gain is Norman, Craig & Kummel's loss.

P&G continued to be Compton's biggest broadcast account, billing a spread of daytime serials on CBS-TV, NBC-TV's *Loretta Young Show, This Is Your Life,* ABC-TV's *Wyatt Earp* and CBS-TV's *The Line-Up,* which it shares with Y&R. It lost the west coast portion of Bond Clothes and surrendered spot-using Nehi beverage to D'Arcy.

N. W. AYER & SON: *Combined tv-radio billing $45 million; $30 million in tv ($17 million in network, $13 million in spot); $15 million in radio ($3 million in network, $12 million in spot); tv-radio share of overall billing: 35%.*

Ayer increased its broadcast billing by $14 million over last year, paced by the network tv debuts of Breck and Hill Bros. and the return to this medium by Sealtest, all of whom were sponsors of *Shirley Temple Storybook* on NBC-TV. Added billing also came from Bell Telephone System, which bought *Telephone Time* on ABC-TV, *Bell Science Series* and a group of musical specials on NBC-TV. An extremely active advertiser in spot and network radio and television was Armour & Co., which bought into *Arthur Godfrey Time* on CBS-TV, *Mickey Mouse Club* on ABC-TV and daytime packages on NBC and ABC.

In 1958 Ayer represented 46 clients in television and 60 in radio. Expanded budgets in spot radio and television were ordered by such clients as Atlantic Refining Co. (active in sports and weather shows), Chrysler Corp., DuPont, Corning Glass Works, Hamilton Watch Co., Philip Morris and Yardley & Co., plus other clients who are busy in network radio and tv.

LENNEN & NEWELL INC.: *Combined tv-radio billing $37.9 million; $32.2 million in television ($26.1 million in network, $6.1 million in spot); $5.7 million in radio ($500,000 in network, $5.2 million in spot); tv-radio share of overall billing: 52%.*

Although its radio-tv share dropped by 2% in 1958, L&N kept forging ahead, propelled in part by its acquisition of and merger with several other agencies this past calendar year. On June 1, L&N absorbed Merchandising Factors Inc., San Francisco, merged this agency with L&N's San Francisco and Los Angeles offices to become the L&N West Coast Div.; on Oct. 1, L&N merged with Buchanan & Co., picking up the broadcast billing of Reynolds Metal Co., which when added to substantial spot billing of the Stokely-Van Camp account (gained by Merchandising Factors from Cunningham & Walsh) shot up the radio-tv roster; on Jan. 1, L&N became a $83 million agency with the merger of C. L. Miller & Co., agency for radio-tv-heavy Corn Products-Best Foods—billing $8 million (50% in broadcast media).

One reason for a smaller percentage of overall business in radio-tv this year is that L&N acquired so many print accounts; another was the loss of several radio-tv users, among them Warner-Lambert's Bromo Seltzer and Fizzies (to Warwick & Legler and Lambert & Feasley, respectively); Benrus Watch to Grey Adv., and some Colgate-Palmolive business to Norman, Craig & Kummel.

Conversely, L&N's P. Lorillard business increased with hypoed spot-network allocations for Newport and Kent cigarette brands (NBC-TV's *Arthur Murray Party;* ABC-TV's *Rough Riders* and John Daly news; CBS-TV's *$64,000 Challenge,* dropped and replaced with *Person to Person,* and *$64,000 Question,* dropped and replaced with *Keep Talking*).

Colgate-Palmolive also gave L&N an across-the-board network quiz show, *The Big Payoff.* American Airlines continued with its radio *Music Till Dawn* series. American Gas Assn. stuck to CBS-TV's *Playhouse 90.*

WILLIAM ESTY CO.: *Combined tv-radio billing $39 million; $35 million in television ($30 million in network, $5 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 52%.*

R. J. Reynolds Tobacco Co. ranked highest in Esty's tv-radio billing with network sponsorship of ABC-TV's *Lawman,* CBS-TV's *I've Got a Secret, Playhouse 90,* and *Phil Silvers Show,* and NBC-TV's *Bob Cummings Show, People Are Funny, Wagon Train,* and *Northwest Passage,* plus heavy spot tv and radio. Reynolds also sponsors network radio newcasts on ABC. Second in network tv billing was National Carbon for Prestone antifreeze and Eveready batteries, with sponsorship in CBS-TV's *Perry Mason* and *Playhouse 90,* ABC-TV's *Cheyenne* and *NBC News.* Spot tv and radio users, aside from Reynolds and National Carbon, included P. Ballentine & Sons beer and ale, Sun Oil, Ben Gay, Pacquin's cosmetics and Hire's root beer.

KENYON & ECKHARDT: *Combined tv-radio billing $37.2 million; $30 million in television ($22.3 million in network, $7.7 million in spot); $7.2 million in radio ($1 million in network, $6.2 million in spot); tv-radio share of overall billing: 65%.*

K&E has been shaking off a broadcast

CONTINUED PAGE 43

BALTIMORE SUCCESS STORIES

TV SUCCESS STORY

ROYAL CROWN BOTTLING COMPANY

There is one Crown that always "wears well" — and that's the sparkling Royal Crown known familiarly as RC Cola. Thanks to WMAR-TV, the message about RC Cola's distinctive "lightness and lift" has definitely been getting across to our friendly customers.

The sale of Royal Crown Cola, Nehi flavors and Upper-10 is steadily increasing in the Baltimore market area, and WMAR-TV has played an important role in our successful campaign.

We at Royal Crown Cola greatly appreciate the friendly co-operation on the part of the entire staff of WMAR-TV and are looking forward to continued pleasant associations in the future.

K. H. BURCHAM
Vice President

WMAR-TV
Channel 2, Baltimore
Sunpapers Television
"MARYLAND'S PIONEER TELEVISION STATION"

CBS TELEVISION

Contact Your KATZ Rep. Now!

TV SUCCESS STORY

D & H DISTRIBUTING COMPANY, INC.

We at the D&H Distributing Co., Inc., are most pleased to say that our television spot schedule on your station really paid off with a plus volume. All of the retailers who participated in our sales promotion of Signal Fans stated that the results have been phenomenal for them. Ever since the inception of this TV Spot Promotion on WMAR-TV, Channel 2 we have been able to sell these famous fans in large quantity and at this point we would like to thank Stu Kerr and all station personnel for their fine spirit of cooperation. The Roman Advertising Agency deserves a mention for planning this perfect schedule since it brought us the ultimate in results proving again that a television advertising campaign for a good product guarantees results.

Edward Huppert
D & H Distributing Company, Inc.

WMAR-TV
Channel 2, Baltimore
SUNPAPERS TELEVISION
"MARYLAND'S PIONEER TELEVISION STATION"



NIELSEN: (SEPT. 7-OCT. 4, 1958)

Again WMAR-TV reached more homes than any other Baltimore station (aggregate total of ¼ hours 7 A.M. to Midnight, Sunday through Saturday). Seven out of the top ten programs are on Channel 2.

AMERICAN RESEARCH BUREAU (ARB)

The October, 1958, ARB shows WMAR-TV leading with 35.8% share of audience—six out of the top ten programs in the Baltimore area are on Channel 2.

WMAR·TV 2
channel

SUNPAPERS TELEVISION
PHONE MU. 5-5670 BALTIMORE 3, MARYLAND

VIEWED MOST*



*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

billing setback of a year ago when the loss of Warner-Lambert sharply affected its radio-tv total. This year, the agency is buttressed by its lineup of network tv shows and a lift in spot activity in both radio and tv. Network advertisers include RCA in color shows including *George Gobel-Eddie Fisher, Northwest Passage* and *Ellery Queen* (all NBC-TV) RCA-Whirlpool in *Perry Como* (NBC-TV); Lincoln-Mercury's alternate sponsorship of *Ed Sullivan* (CBS-TV); Nabisco's *Rin Tin Tin* (ABC-TV); Harold F. Ritchie (Brylcreem) in *Cimarron City* (NBC-TV) and *77 Sunset Strip* (ABC-TV). In network radio, RCA is active in *Monitor* (NBC Radio) and Quaker State is on MBS for six months (*Game of the Day*). Spot tv advertisers include Lever (Praise, Handy Andy), Brylcreem, Pepsi-Cola, Lincoln-Mercury and Nabisco, while Capitol Airlines is active in radio spot.

FOOTE, CONE & BELDING: *Combined tv-radio billing $35.5 million; $29 million in television ($26.1 million in network, $2.9 million in spot); $6.5 million in radio ($3.9 million in network, $2.6 million in spot); tv-radio share of overall billing: 36%*

FC&B's pace has quickened by tv network billing, which accounted for most of the $3.5 million broadcast increase this year. Kimberly-Clark, for example, is in *Playhouse 90* on CBS-TV and *Perry Como* on NBC-TV; S. C. Johnson's wax is on *Red Skelton* (CBS-TV); Zenith Radio participated earlier in the year on *Steve Allen* (NBC-TV); Hallmark cards on its NBC-TV specials; General Foods (Kool-Aid) in *Mickey Mouse Club* (ABC-TV). In addition, FC&B billed on participation in *Cheyenne-Sugarfoot* on ABC-TV, *I Love Lucy* reruns on CBS-TV, as well as Lever Bros. product participation in a number of network shows. Rheingold buys tv syndication, and other spot tv users include Johnson's Wax, Kimberly-Clark, Pepsodent, Savarin Coffee, Armour, Tidewater and Kool-Aid among others; Lever's Pepsodent and Air-Wick, Armour and Kool-Aid are heavy in radio.

SULLIVAN, STAUFFER, COLWELL & BAYLES: *Combined tv-radio billing $30 million; $23.6 million in television ($17.2 million in network, $6.4 million in spot); $6.4 million in radio ($1.1 million in network, $5.3 million in spot); tv-radio share of overall billing: 70%.*

Up $3.3 million from last year, SSC&B continued the higher billing pace set in 1957 when it gained four new clients. Billing was coming in from its diversified package goods list, chiefly from Noxzema (NBC-TV's *Perry Como Show*); Pall Mall (NBC-TV's *Wells Fargo* and *M-Squad*); Block Drug (NBC-TV's *Jack Paar*) and Carter Products sponsorship in football (bowl games) and other sports events. Network radio clients include Lever's Breeze, while Rise, Pall Mall, Salada Tea, Duffy-Mott Products (Clapp's, Mott's apple juice and Sunsweet) and Arrid are active in spot tv and spot radio.

CAMPBELL-EWALD CO.: *Combined tv-radio billing $30 million; $25.5 million in tele-*

CONTINUED PAGE 44

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 11-17

Rank		No. Viewers (000)
1.	*Gunsmoke*	45,250
2.	*Wagon Train*	44,010
3.	*Perry Como*	42,720
4.	*Maverick*	38,430
5.	*Have Gun Will Travel*	35,790
6.	*Perry Mason*	33,140
7.	*Dinah Shore—Chevy Show*	32,460
8.	*Bob Hope*	32,290
9.	*Wyatt Earp*	32,080
10.	*Real McCoys*	31,700

Rank		Rating
1.	*Gunsmoke*	44.9
2.	*Wagon Train*	39.3
3.	*Perry Como*	36.8
4.	*Maverick*	34.7
5.	*Have Gun, Will Travel*	33.8
6.	*I've Got A Secret*	33.1
7.	*Price Is Right*	32.7
8.	*Bob Hope*	32.6
9.	*What's My Line*	32.4
10.	*Wyatt Earp*	32.4

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 4-10

Rank		No. Homes (000)
1.	*Lucille Ball & Desi Arnaz*	13,213
2.	*Gunsmoke*	12,169
3.	*Perry Como*	11,969
4.	*Danny Thomas*	11,602
5.	*Have Gun, Will Travel*	10,617
6.	*Garry Moore*	10,605
7.	*Loretta Young*	10,449
8.	*Wyatt Earp*	10,134
9.	*Dinah Shore*	10,102
10.	*Wells Fargo*	9,921

Rank		% Homes
1.	*Lucille Ball & Desi Arnaz*	38.0
2.	*Gunsmoke*	36.6
3.	*Perry Como*	34.6
4.	*Danny Thomas*	33.1
5.	*Garry Moore*	31.8
6.	*Have Gun, Will Travel*	31.6
7.	*Wyatt Earp*	30.4
8.	*Loretta Young*	30.3
9.	*Alfred Hitchcock Presents*	30.0
10.	*Dinah Shore—Chevy Show*	29.8

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun—Will Travel (CBS 148): Lever (JWT), Whitehall (Bates) Sat. 9:30-10.

Alfred Hitchcock Presents (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.

Lucille Ball & Desi Arnaz (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

Garry Moore (CBS-180): Revlon (La-Roche), Kellogg (Burnett), Pittsburgh Plate Glass (BBDO), Tues. 10-11 p.m.

Dinah Shore (NBC-180): General Motors (C-E), Sun. 9-10 p.m.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 5-18

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*World Series-Sun.*	22,533
2.	*World Series*	20,054
3.	*Gunsmoke*	16,922
4.	*Wagon Train*	16,748
5.	*Lucille Ball & Desi Arnaz*	14,747
6.	*Danny Thomas*	14,660
7.	*Cheyenne*	14,573
8.	*Perry Como*	14,312
9.	*I've Got A Secret*	14,007
10.	*Sugarfoot*	13,703

Rank		% Homes*
1.	*World Series-Sun.*	52.6
2.	*World Series*	46.8
3.	*Gunsmoke*	39.8
4.	*Wagon Train*	39.6
5.	*Lucille Ball & Desi Arnaz*	36.2
6.	*Cheyenne*	35.6
7.	*Danny Thomas*	34.5
8.	*Perry Como*	33.7
9.	*Sugarfoot*	33.3
10.	*I've Got A Secret*	32.8

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*World Series-Sun.*	16.226
2.	*Gunsmoke*	16,052
3.	*Wagon Train*	13,703
4.	*Danny Thomas*	13,616
5.	*Have Gun, Will Travel*	12,876
6.	*Wells Fargo*	12,876
7.	*I've Got A Secret*	12,615
8.	*World Series*	12,528
9.	*Lucille Ball & Desi Arnaz*	12,267
10.	*Wyatt Earp*	12,224

Rank		% Homes*
1.	*World Series-Sun.*	37.9
2.	*Gunsmoke*	37.7
3.	*Wagon Train*	32.4
4.	*Danny Thomas*	32.1
5.	*Have Gun, Will Travel*	30.8
6.	*Wells Fargo*	30.2
7.	*Lucille Ball & Desi Arnaz*	30.1
8.	*I've Got A Secret*	29.5
9.	*World Series*	29.2
10.	*Wyatt Earp*	29.2

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

Red Skelton (CBS-166): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Sugarfoot (ABC-126): American Chicle (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.

World Series (NBC-195): Gillette (Maxon), Oct. 1-9, 2-5 p.m.

Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

vision ($20.5 million in network, $5 million in spot); $4.5 million in radio ($3 million in network, $1.5 million in spot); tv-radio share of overall billing: 33%.

Campbell-Ewald continued boosting its broadcast spending in 1958 with 33 cents of each client dollar going into tv and radio instead of only 27 cents on the dollar last year. Partly responsible for the increase was Hertz Corp. (auto rentals) which bought CBS Radio news and Kroger Grocery Co., heavy in radio-tv spot. The agency resigned Kroger at the end of October, however, and the account landed at Campbell-Mithun Inc. Campbell-Ewald continued heavy spending for Chevrolet on *Chevy Show With Dinah Shore* on NBC-TV and *Pat Boone Chevy Showroom* on ABC-TV, adding news on CBS Radio. It also continued Lowell Thomas on CBS Radio and Mr. Thomas' *High Adventure* on CBS-TV for the General Motors Delco-Remy Div. Goebel beer is still heavy in radio-tv spot and sports.

CUNNINGHAM & WALSH: *Combined tv-radio billing $22 million; $13 million in television ($3 million in network, $10 million in spot); $9 million in radio ($2.5 million in network, $6.5 million in spot); tv-radio share of overall billing: 40%.*

C&W is up $5 million, most of the increase in spot tv—more spending by clients and additional spot billing this year from new accounts Jergens lotion and Stephan's among others. Network tv billing, principally from two accounts—The Texas Co. (specials on NBC-TV) and Sunshine Biscuit (participations in daytime shows)—showed an expected rise over last year. C&W's big spot accounts also include Texas Co. (radio and tv), Folger Coffee, American Cyanamid, Sunshine, Chase Manhattan Bank, Narragansett Brewing and the *New York Daily News.*

GEOFFREY WADE ADV.: *Combined tv-radio billing $18.6 million; $17.1 million in television ($9.1 million network, $8 million spot); $1.5 million in radio ($600,000 in network, $900,000 in spot); tv-radio share of overall billing: 85%.*

Wade's combined tv-radio billing continued its upward spurt during 1958 to a healthy $18.6 million, up from $12.8 million in 1957. It represents increased spending by the agency's two principal accounts, Miles Labs and Alberto-Culver Co., both going stronger into tv. Miles is spending on ABC-TV's *Wednesday Night Fights, Rifleman, Leave It to Beaver* and *Adventuretime* plus four daytimers on NBC-TV and three daytimers on CBS-TV. Alberto-Culver is participating in eight daytime shows on NBC-TV.

MAXON INC.: *Combined tv-radio billing $16.8 million; $15.8 million in television ($14 million in network, $1.8 million in spot); $1 million in radio ($700,000 in network, $300,000 in spot); tv-radio share of overall billing: 55%.*

Maxon held its dollar level of radio-tv billing during the year but increases in spending in other media dropped the broadcast proportion from a previous 60% to 55% in 1958. Gillette continued strong in broadcast advertising in both radio and tv sports events such as *Cavalcade of Sports* on NBC-TV and NBC Radio. General Electric kept *Cheyenne* on ABC-TV until September and returns Jan. 4, 1959, with *College Quiz* on CBS-TV. Heinz 57 foods vacated spot, film syndication buys and *Captain Gallant* on NBC-TV in favor of participations on four NBC-TV daytime shows while Pittsburgh paint sponsored the night version of *Garry Moore Show* on CBS-TV. Charles E. Hires Co. was light in spot tv. Maxon added Safeway Stores New York Div. during the year, a radio spot account.

NEEDHAM, LOUIS & BRORBY: *Combined tv-radio billing $16.8 million; $13.9 million in television ($11.4 million in network, $2.5 million in spot); $2.9 million in radio ($200,000 in network, $2.7 million in spot); tv-radio share of overall billing: 47%.*

NL&B boosted its broadcast billing $2.8 million over last year, with tv responsible for $2.1 million of this jump. It added such broadcast accounts as Renault (small foreign cars) and Oklahoma Oil (estimated $2 million) and lost part ($3 million) of Quaker Oats (Ken-L products) to J. Walter Thompson (which earlier dropped Swift's Pard dog food).

Agency network activity during 1958 included S. C. Johnson & Son's *Yancy Derringer, Zane Grey Theatre, Red Skelton Show, Spotlight Playhouse, Johnson's Wax Theatre* and *Verdict Is Yours* (all CBS-TV), and *Steve Allen Show, Matinee Theatre, Treasure Hunt* and *Truth or Consequences* (NBC-TV) for wax products; Lever Bros.' *Father Knows Best, Jackie Gleason Show* and *For Love or Money* (CBS-TV) and *Concentration* (NBC-TV), for All detergent and other products; Campbell Soup Co.'s *Lassie* (CBS-TV) and *Donna Reed Show* and *Peter Lind Hayes Show* (ABC-TV), for V-8 vegetable juices, pork and beans; State Farm Insurance Companies' *Game of the Week* (CBS-TV); Kraft Foods Co.'s *Kraft Music Hall* with Milton Berle and *Bat Masterson* (NBC-TV) for margarine, shortening, oil, other products; Morton Salt Co.'s *Alex Dreier Show* (NBC Radio). Renault, with $168,000 in fresh money, bought alternate weeks (six shows) on Edward R. Murrow's *Small World* (CBS-TV).

In Canada S. C. Johnson & Son Ltd. sponsored *Cannonball, Red Skelton, Dragnet* and five Wayne & Schuster specials.

Spot tv activity primarily involved Household Finance Co., Lever Bros., State Farm Insurance, Campbell Soup and Oklahoma Oil; spot radio was used for HFC, State Farm, Campbell and Oklahoma.

ERWIN WASEY, RUTHRAUFF & RYAN: *Combined tv-radio billing $16.5 million; $11 million in television ($8 million in network, $3 million in spot); $5.5 million in radio (all in spot); tv-radio share of overall billing: 29%.*

EWR&R's increase in broadcast billing of $1.5 million over last year resulted from acquisition of three air-minded accounts—Pursettes, Lanolin Plus and Joe Lowe Corp.—and expanded budgets by some of its other clients. The gain was achieved despite the loss during the year of such spot advertisers as Bon Ami and Sun Oil. Network television advertisers include Carnation Co. for *George Burns Show* and Campana, A. E. Staley Mfg. Co. and William Wrigley Co. for daytime segments. Active in network radio were Wrigley, Staley, Campana and White King Soap Co. EWR&R had impressive tv billing overseas in the United Kingdom but this business was not considered in this breakdown.

GREY ADV.: *Combined-tv radio billing $16.5 million; $11.1 million in television*

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ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Nov. 7-Nov. 13. This is how they spent their time:

70.5%	(88,778,000)	spent 943.2 million hours†	WATCHING TELEVISION
56.6%	(71,274,000)	spent 976.8 million hours	LISTENING TO RADIO
82.7%	(104,141,000)	spent 431.6 million hours	READING NEWSPAPERS
32.6%	(41,052,000)	spent 212.6 million hours	READING MAGAZINES
24.0%	(30,273,000)	spent 371.6 million hours	WATCHING MOVIES ON TV
19.8%	(24,934,000)	spent 102.2 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

KRON is TV in SF



San Franciscans are sold on KRON-TV

New Data on SF
"How Nielsen Sees San Francisco"
Ask PGW for your copy

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

RUN YOUR OWN

YANKEE

DAN







The story of George M. Cohan,
"Mr. Show Business Himself,"
starring James Cagney
in this greatest
of all song and dance hits.



Audiences are still singing
his grand old songs:
"It's A Grand Old Flag,"
"Mary," "Over There,"
"Give My Regards
To Broadway."

SPECTACULAR!

YANKEE DOODLE DANDY!



NOW AVAILABLE FOR THE FIRST TIME ON TV!

LIMITED TO 2 SHOWINGS ONLY

What an opportunity to do the kind of spectacular only networks have been able to program! From December 1, 1958 to July 5, 1959 "Yankee Doodle Dandy," smash hit musical is available for two showings only! It's the film everybody wants to see again. Schedule one showing in the winter and the second as a perfect patriotic tie-in during the July 4th period.



WINNER OF 3 OSCARS. NOMINATED FOR 5 MORE!

ALREADY BOUGHT BY

WBBM-TV, Chicago; WTVN-TV, Columbus, Ohio; WJAR-TV, Providence; WFBM-TV, Indianapolis; WSYR-TV, Syracuse; KNXT, Los Angeles; KUTV, Salt Lake City; CKLW-TV, Detroit; WTEN, Albany; KTNT-TV, Tacoma-Seattle; KBET-TV, Sacramento; KVAR, Phoenix; KROC-TV, Rochester, Minn.; WWLP, Springfield, Mass.; WHDH, Boston; WCNY-TV, Carthage, N. Y.; KCSJ-TV, Pueblo; KTVU, San Francisco; and WABT, Birmingham.

For full details, write, wire, phone:

a.a.p.

United Artists Associated, Inc.
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

NEW YORK
CHICAGO
DALLAS
LOS ANGELES

($8.5 million in network, $2.6 million in spot); $5.4 million in radio ($1 million in network, $4.4 million in spot); tv-radio share of overall billing: 39%.

Broadcast billing at Grey this year showed a gain of more than $1 million over 1957, attributed largely to such new accounts as Westinghouse Electric Corp., Ronson Corp. and General Electric Co. The agency lost no radio-tv clients during the year.

Highlights of Grey's broadcast activity in 1958 include network sponsorship by Greyhound Corp. on NBC-TV's *Steve Allen Show;* Mennen Co. on CBS-TV's *Pursuit;* Ronson Corp. on CBS-TV's *Arthur Godfrey Time,* and Van Heusen Corp. on CBS-TV's *Perry Mason.* Spot radio-tv advertisers active during the year were Block Drug Co., Greyhound, Chock Full O' Nuts Corp., Chunky Chocolate Corp., Hoffman Beverage Co., G. Krueger Brewing Co. and R. H. Macy Co.

PARKSON ADV.: *Combined tv-radio billing $15.8 million; $15.6 million in television ($15 million in network, $600,000 in spot); $200,000 in radio (all spot); tv-radio share of overall billing: 90%.*

More J. B. Williams billing (obtained in October 1957 when Pharmaceuticals acquired the toiletries firm) showed up during the year. Parkson, which picked up nearly $1 million this year, primarily bills in network tv for both Williams and Pharmaceuticals. Activity was in such shows as Arthur Godfrey (both daytime and nighttime periods), *Jackie Gleason, Amateur Hour, To Tell the Truth,* all CBS-TV; the daytime and weekly nighttime *Concentration,* and *Arthur Murray* on NBC-TV (also 1958 but now off the air, *End of the Rainbow* and *What's It For?,* both NBC-TV); and three other daytime shows on both NBC-TV as well as CBS-TV. Also during 1958, Parkson handled billing on *Twenty One* (NBC-TV).

GRANT ADV.: *Combined tv-radio billing $15.5 million; $12.8 million in television ($9.8 million in network, $3 million in spot); $2.7 million in radio ($100,000 in network, $2.6 million in spot); tv-radio share of overall billing: About 25%.*

Grant Adv.'s domestic radio-tv billing dipped $500,000 from last year, with most other categories remaining about the same. The agency attributes the dip largely to termination of Plymouth's *A Date With the Angels* last April and the summer hiatus of the Lawrence Welk *Plymouth Show.*

The biggest defection in the Grant camp was loss of Florists Telegraph Delivery Assn. (about $2.8 million), which went to Keyes, Madden & Jones, and for which, through September, it carried Edward R. Murrow's *Person to Person* and a subsequent film series. (It picked up the Swanson Cookie Co. account, worth about $500,000.) The biggest network advertisers were the Dodge *Lawrence Welk Show* and new *Plymouth Show.*

Active spot clients were Dodge, Plymouth, Dr. Pepper, Comet Rice, Warren Petroleum and various other regional and smaller accounts.

D'ARCY ADV.: *Combined tv-radio billing $15.5 million; $10.5 million in television ($6.5 million in network, $4 million in spot); $5 million in radio (all spot); tv-radio share of overall billing: 32%.*

D'Arcy broadcast billing jumped by $1.5 million this year, resulting primarily from the Olin Mathieson Chemical Corp. entry into tv corporate advertising with *Small World* on CBS-TV and partly from Studebaker-Packard's campaign on NBC-TV and new spot tv business from Halo. Other network tv business came from Gerber's participations on daytime shows and Patterson-Sargent (paints) purchases on NBC-TV's *Today.* Active spot-radio clients were Anheuser-Busch Brewing (Budweiser), Gerber's, Standard Oil Co. of Indiana and General Tire & Rubber Co.

CAMPBELL-MITHUN: *Combined tv-radio billing $15.5 million; $13 million in television ($9 million in network, $4 million in spot); $2.5 million in radio (all spot). Tv-radio share of overall billing: 48%.*

The Minneapolis-based agency dipped

CONTINUED PAGE 50

TV NEEDS A CHANGE, SAYS 'FORTUNE' MAGAZINE

Television is in "another season of second-rate programming" and a "self-destructive cycle" in which "reduced audience" and "weakened economics" perpetuate one another, according to an article in the December issue of *Fortune*, which appears this week.

The article is called "Tv: The Light That Failed." It says pay television may be the "curative force."

Theme of the piece is that while "tv might be a magnificent medium," the "staples of tv today are pap."

"Television's exotic economies have reached a stage where they cannot be depended upon to improve the product [the program]," the article asserts. "On the contrary, tv economics tend to establish and perpetuate mediocrity. Moreover, a strong argument can be made that as mediocrity pervades the medium, a chain reaction is set up that leads to a further debasement of product and a further strain on television's financial structure."

Fortune cites "five factors" which it says have had "the effect of increasing the already awesome pressures within the medium." It summarizes them thus: "The financial squeeze, the buyers' market, audience saturation, greater selectivity among viewers, and some doubt among advertisers." The article continues:

"Most sponsors may still continue to stick it out in television, even those with unhappy experiences like Bulova Watch (which took a beating last season on $1.75 million worth of Frank Sinatra shows) or Shulton (Old Spice toiletries), whose first-quarter earnings were down because of high advertising costs (alternate sponsorship of the *Eve Arden Show*).

"But one bad experience makes them doubly wary about the shows they subsequently back in this biggest and costliest of advertising gambles."

The article says its "delineation of the strained state of affairs now prevailing in television is not intended to imply that some cabal of willful men is intent upon the debasement of a great medium of communication. Nor does it dismiss the good things to be found on television . . . but it does mean that television has reached a kind of ceiling, that mediocrity is increasing and that only through some drastic change in the medium's evolution will the excitement and aspiration of, say, 1954, return to our tv screens."

Fortune quotes Brig. Gen. David Sarnoff, board chairman of RCA, as having once said: "We're in the same position as a plumber laying a pipe. We're not responsible for what goes through the pipe."

Sylvester L. (Pat) Weaver Jr., former president and board chairman of NBC, is described as one "looked upon by many in the industry as a sort of personification of tv's potential scope, dynamism and audacity." His departure from NBC in 1956 is seen as the abandonment of "an entire programming philosophy."

ABC-TV's rise as a third major network, the article continues, seems likely "to contribute further to the degradation of quality at CBS and NBC." *Fortune* also says ABC-TV made a "rate break" on daytime charges and that "rate cuts are in prospect [if the ABC venture succeeds] with an inevitable tightening up of program budgets."

Film packagers also get a going-over in the article. They are accused, generally, of contributing to the "mediocrity" of programming.

The article sees some hope in color and videotape but its conclusion is that "the curative force" may be pay television.

"One thing for sure," it says, "a potentially magnificent medium is not going to be kept in a state of continual adolescence on the notion that because the public can get shoddy merchandise free, it won't pay to get quality merchandise elsewhere.

"As for commercial television's counter-argument that it would collapse under the competition, pay tv is not going to come overnight. Commercial tv will have plenty of opportunity to make a solid structure of its jerry-built establishment and do it for the first time under the influence of competition, a force that has worked miracles for quality improvement throughout our system."

2nd ARBITRON Report, for October,

AGAIN ESTABLISHES

lively



WNEW-TV

METROPOLITAN BROADCASTING CORPORATION

NEW YORK'S No.1 INDEPENDENT TELEVISION STATION

	Average Share of Audience Per Quarter-Hour*
WNEW-TV	**10.8**
Independent B	6.7
Independent C	6.1
Independent D	4.8

* **Based on TOTAL HOURS of viewing, sign-on to sign-off, entire week**

– NOT ON SELECTED TIME PERIODS – NOT ON ISOLATED FEATURES!

about $1.3 million in broadcast billing, off almost equally in network and spot tv, with radio up $1 million. Biggest switch of the year: C-M inherited 11 divisions of the Kroger Co. from Campbell-Ewald Co., giving it control over all Kroger's 22 units, plus the manufacturing division, for perhaps $3 million in billings, including $2.5 million in radio-tv. (Billings actually started accruing Nov. 1. C-M previously had serviced 11 other divisions.)

C-M's leading network tv advertisers were Pillsbury Co., including *As the World Turns, Edge of Night, Art Linkletter's House Party* and *I Love Lucy* on CBS-TV; Gold Seal Co. (Glass Wax) for *Mickey Mouse Club* on ABC-TV; Hamm Brewing Co. (Hamm's beer) for NBC major league baseball on weekends, Green Bay Packers pro football on CBS-TV and *Perry Mason* on the same network, in the west and midwest, and American Dairy Assn., for participating sponsorship of the *Perry Como Show* on NBC-TV.

Prominent spot radio-tv advertisers included Hamm's, Gold Seal, Malt-O-Meal (cereals), Ballard Flour Co., Kroger's, Morrell (Red Heart dog food), Top Value Stamps, and Northwest Airlines. Campbell-Mithun placed no network radio.

NORMAN, CRAIG & KUMMEL: *Combined tv-radio billing $14.6 million; $10.5 million in television ($6.4 million in network, $4.1 million in spot); $4.1 million in radio ($1 million in network, $3.1 million in spot); tv-radio share of overall billing: 40%.*

NC&K increased its radio-tv billing $4.3 million and broadcast activity accounted for more of the agency's overall billing this year. The tally was aided by Colgate-Palmolive (Veto deodorant and Vel shampoo) which participated in *Big Payoff, Top Dollar* on CBS-TV and *The Thin Man* on NBC-TV. Other advertisers: Pabst Co., acquired in 1957, was in spot tv; Warner Lambert, a radio-tv spot user, also was in NBC-TV's *Restless Gun;* Willys was in ABC-TV's *Maverick;* Speidel was in *Price Is Right* on NBC-TV, while Hudson Paper was in spot tv and spot radio.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: *Combined tv-radio billing $13 million; $10.5 million in television ($8.5 in network, $2 million in spot); $2.5 million in radio ($500,000 in network, $2 million in spot); tv-radio share of overall billing: 54%.*

A jump of more than $1.5 million in radio over last year was a strong factor in adding $3 million more in billing to the agency's 1957 broadcast total. In network radio, Bristol-Myers used the Wilma Soss financial news program on NBC Radio as well as special sports events. Active spot radio and spot tv advertisers were Fulham Bros. (frozen foods), the Borden Co. and its Pioneer Div., McCormick & Co. (spices) and two new accounts—Mueller macaroni and Noxzema. The dominant network tv advertisers were Bristol-Myers, with *Peter Gunn* on NBC-TV and *Mickey Mouse Club* on ABC-TV, and Pharmaco Inc., with *It Could Be You* and *Comedy Time,* both on NBC-TV.

GARDNER ADV.: *Combined tv-radio billing $11.5 million; $8.05 million in television ($5.2 million in network, $2.85 million in spot) $3.45 million in radio ($750,000 in network, $2.7 million in spot); tv-radio share of overall billing: 50%.*

The slight increase over Gardner's 1957 broadcast billing of $10.4 million can be ascribed to higher television costs. Gardner's major network advertiser continued to be Pet Milk Co. with alternate weeks of CBS-TV's *Red Skelton Show,* alternate week quarter-hour sponsorship of CBS-TV's *Edge of Night* daytimer and sponsorship of NBC Radio's *Grand Ole Opry* and *Sunday Morning,* the latter on a Southern regional radio network.

Ralston Purina for Dog Chow [ADVERTISERS & AGENCIES, Sept. 8] with Miles Labs (Geoffrey Wade Adv.) dropped ABC-TV's *Broken Arrow,* moving into *Leave It to Beaver* and *Rifleman,* both new to the network. On *Rifleman,* Ralston and Miles shared costs with Procter & Gamble for tv's first triple-sponsored regular weekly 30-minute series. Monsanto Chemical Co., despite earlier hesitation, stuck with CBS-TV's *Conquest* specials; Anheuser-Busch's "Busch Bavarian" again backed the hometown St. Louis Cardinals on both radio and tv, also buying syndicated film shows, and Grove Labs stuck to spot and network radio on behalf of Bromo-Quinine. Gardner gained several new accounts not yet in broadcast media and continued spot testing P&G's new Duncan Hines foods line.

TATHAM-LAIRD: *Combined tv-radio billing $11 million; $10.5 million in television ($8.5 million in network, $2 million in spot); $500,000 in radio (all spot); tv-radio share of overall billing: 57%.*

Spot tv up, network tv down—but a bigger share for broadcast media overall. That's the story of Tatham-Laird during 1958 as the agency added four new clients and dropped one. Its radio-tv share of billings increased from 48% to 57%, with preponderant emphasis on tv.

As last year, clients who bought sponsorship or participations on several network tv properties included Toni Co. (for White Rain, Prom), Wander Co. (Ovaltine), General Mills (for Kix, Muffin Mix, Sugar Jets, Surechamp dog food, Trix), Campbell Soup and Procter & Gamble (Fluffo, American Family soaps, detergents). Spot users (primarily tv) were Campbell, General Mills, Wander, Parker Pen Co., Toni, P&G and Whitehall.

During the past year, Tatham-Laird lost some Armour business but added Whitehall Pharmacal ($300,000 Kolynos account) from Grey Adv.; Serta Assoc. ($1 million) from Erwin Wasey, Ruthrauff & Ryan; National Home Corp. from Powell, Schoenbrod & Hall Adv., and, Clark Oil & Refining Corp. (an estimated $1.5 million) from Mathisson & Assoc., Milwaukee.

Clark, aggressive midwest petroleum firm, is perennial sponsor of Braves baseball on a 40-station regional network, U. of Wisconsin football coverage on WEMP Milwaukee and a user of newscasts and spot announcements ranging up to 140 stations [ADVERTISERS & AGENCIES. Oct. 20]. It continues to put money heavily in radio (about 90% of the budget).

BRYAN HOUSTON: *Combined tv-radio billing $10.8 million; $10.1 million in television ($6.6 million in network, $3.5 million in spot); $700,000 in radio (all spot); tv-radio share of overall billing: 60%.*

A spurt in spot tv activity led Bryan Houston to a higher broadcast level, its combined figure up nearly $2 million, spot tv alone up $1.5 million. Dristan and Nestle were among the most active broadcast accounts. Whitehall (Dristan, other products) was in such network shows as *Behind Closed Doors* on NBC-TV; *Doug Edwards and the News, Have Gun Will Travel* and *Name that Tune* on CBS-TV; *77 Sunset Strip* and *John Daly and the News* on ABC-TV, and various daytime segments. Nestle (Nescafe) in addition to *Gale Storm Show* on CBS-TV participated in ABC-TV's Operation Daybreak and was responsible for just about all of the agency's spot radio. Spot tv advertisers included Heublein, (chiefly Maypo and Maltex), Nestle and Whitehall.

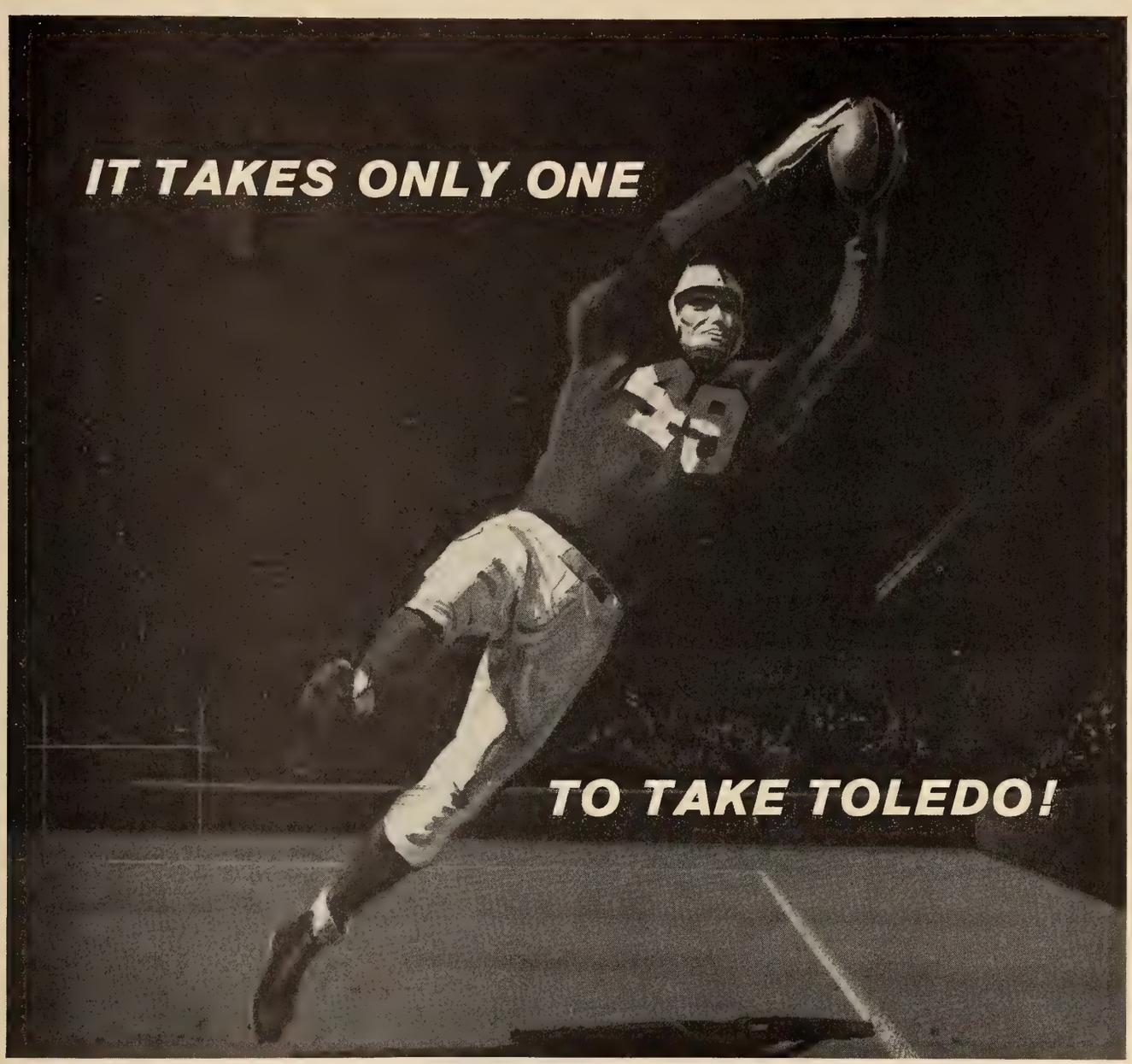
OGILVY, BENSON & MATHER INC.: *Combined tv-radio billing $10.1 million; $7.7 million in television ($4.8 million in network, $2.9 million in spot); $2.4 million in radio ($600,000 in network, $1.8 million in spot); tv-radio share of overall billing: 54%.*

Up $3.7 million in tv-radio billing, OB&M in 1958 spent over half its allocations in broadcast media, this move being predicated on the introduction of Lever's new Lucky Whip dessert topping which supplemented the spot activities of Lever's

CONTINUED PAGE 54

OBM Establishing L.A. Office

Ogilvy, Benson & Mather Inc., New York, and London, is establishing a west coast office, its first U. S. branch bureau, the agency announced last week. Scheduled to open in February, the Hollywood office will be headed by Christy Walsh, who joins OBM Dec. 8. Mr. Walsh currently is programming broadcast supervisor on the Colgate-Palmolive account at Ted Bates & Co. He will spend some time in New York before flying west. An official of OBM said no transfer of account responsibility westward is being planned, but that the Hollywood office will function as a service bureau to handle network and other tv film production work. Such west coast accounts as Orient & Pacific Lines will continue to be worked out of New York. It is understood that OBM's expanded account roster by such broadcast conscious advertisers as Lever Bros. and General Foods Corp. prompted the move in that the agency now will have more nighttime tv responsibilities requiring supervision of programming and commercial production at the source.



SPeeDy's dominance in Toledo is dramatically demonstrated with the station's receiving the highest morning Hooper rating in its 37 years of operation—56%!* Top **listeners' acceptance** coupled with an all-time high in **customer acceptance** reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details. **Aug.-Sept. Hooper*

"Famous on the local scene"

WSPD

SPeeDy

NBC RADIO *in* **TOLEDO**

Storer Broadcasting Company

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

MEET



This is another in our series about successful people in advertising. **Peters, Griffin, Woodward, Inc. Spot Television**

MR. MARKETKNOWER

A gentleman who attributes his success to his knowledge of what goes on in every market. "I don't treat markets alike—because they're different" he says, with more than a little logic. "I cut my advertising pattern to fit my sales cloth."

Mr. Marketknower obviously likes to coin a phrase as well as money, and he uses Spot Television because it enables him to control his advertising in every market.

To help you know and sell the markets we represent we've prepared a "SELLERS HANDBOOK" for each one. They give you everything from A&P Stores to Water Hardness, and we'd like to send you any or all of them listed below.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS



PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Dove and Good Luck (also at OB&M). Lever also assigned OB&M more network billing *(Play Your Hunch,* and *The Verdict Is Yours* [night and daytime versions], and *The Price Is Right).*

Armstrong Cork Co. continued with *Armstrong Circle Theatre* on CBS-TV which BBDO shares with OB&M. Pepperidge Farm superseded its successful radio push with a new spot tv broadside on behalf of its breads and new frozen pastries. Tetley Tea also expanded radio spot and radio network and Helena Rubinstein Inc., which for the first five months of the year backed *Sid Caesar Invites You*—its first tv network vehicle—dropped this in favor of an extensive national tv spot drive. Rounding out the roster: Schweppes (USA) Ltd. which used radio-tv spot during the spring and summer months. OBM's broadcast total should gain, too, from new billing due on Maxwell House (regular) coffee which General Foods assigned it effective Jan. 1.

D. P. BROTHER & CO.: *Combined tv-radio billing $9.15 million; $8.5 million in television ($8 million in network, $500,000 in spot); $650,000 in radio (all spot); tv-share of overall billing: 22%.*

Brother continued with the broadcast-powered Oldsmobile account, which accounted for most of the agency's $2.3 million tv-radio increase over 1957.

Olds started the 1957-58 season with an hour-long Patti Page *Big Record Show,* but whittled it down to a half-hour sponsorship last spring when it stepped on the radio-tv spot accelerator in response to Detroit's recession call. This season the General Motors Olds division switched Miss Page from CBS-TV to ABC-TV, signed for two Bing Crosby specials (one of which will be aired this year) and also launched a heavy spot drive on behalf of the '59 model. Last season it sponsored five Jerry Lewis specials on NBC-TV, four of which registered for 1958. Brother withdrew GM's A.C. Spark Plug Div. from the late *Wide Wide World* when that show went "institutional," but placed GM's public service "Aim To Live" campaign on *WWW* as a participant. A.C., meanwhile, went with *Zorro* on ABC-TV and renewed this season.

FULLER & SMITH & ROSS: *Combined tv-radio billing $9 million; $7.5 million in television ($7 million in network, $500,000 in spot); $1.5 million in radio (all network); tv-radio share of overall billing 20%.*

Among F&S&R's newly-acquired accounts in 1958, Libbey-Owens-Ford ranked highest among television users with its sponsorship of CBS-TV's *Perry Mason.* Heavy radio users included Ruberoid, CIT Financial Corp. and Sterling Silversmiths' Guild of America. Alcoa renewed its *Alcoa Theatre* on NBC-TV and was set to begin sponsorship of a half-hour *Alcoa Presents* series on ABC-TV after Jan. 1.

MACMANUS, JOHN & ADAMS INC.: *Combined tv-radio billing $8.51 million; $7.7 million in television ($6.2 million in network, $1.5 million in spot); $810,000 in radio ($270,000 in network, $540,000 in spot); tv-radio share of overall billing: 25.4%.*

MJ&A upped its tv-radio share of overall billing by 6.4% but actual billing in broadcast media rose only $660,000. Until the current season got underway, MJ&A's biggest network advertiser was General Motors Corp. (institutional) with *Wide Wide World* on alternate Sundays; running second was GM's Pontiac Div. with a spread of six specials—including Phil Silvers, Victor Borge, Ginger Rogers and half of the Academy of Television Arts & Sciences "Emmy" extravaganza.

Other network users were Dow Chemical (for Saran Wrap) on various NBC-TV daytime shows; Minnesota Mining & Mfg. Co. (for Christmas wrapping) which next month (December) sponsors an ABC-TV special and Pontiac, sponsor of Notre Dame grid games on MBS as well as several tv pro football games. GM's Cadillac, a some time spot user, bought network radio this year (NBC's *Monitor).* While spot continued for regional accounts such as Michigan Gas, Good Humor, S. B. Thomas bread and White Rock, Pontiac's sudden abandonment of its ambitious year-round tv spot plan (caused by the auto recession) cut MJ&A's spot billing to a considerable degree—but this money now is funneled to network tv.

NORTH ADV.: *Combined tv-radio billing $8.4 million; $8.3 million in television ($6.8 million in network, $1.5 million in spot); $100,000 in radio ($65,000 in network, $35,000 in spot); tv-radio share of overall billing: 76%.*

North Adv.'s combined tv-radio billing and broadcast share of all billings in its third year of operation dropped off from 1957's $11 million and 88%.

Network monies largely reflect the activi-

MOGULS ON TV'S 'MEDIOCRITY'

Not everybody in the agency business is of one mind on whom to consider responsible for tv program quality. It's not only the networks but the advertisers and the agencies, according to two agency executives.

One spokesman, Emil Mogul, who heads his own agency, launched an extremely critical attack on program quality Tuesday (Nov. 18) at the RTES opening timebuying and selling seminar in New York. He put the blame on the television networks, predicting that if the content didn't improve, pay tv would have a clear path.

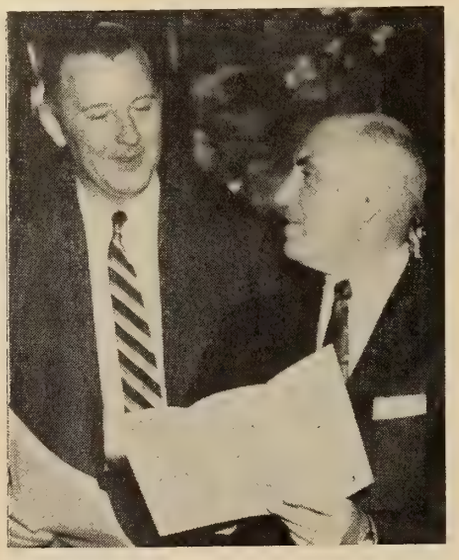
The other spokesman was Tom McDermott, vice president in charge of television programming at Benton & Bowles, who only a few weeks ago chided agencies for the high mortality rate of network tv shows [ADVERTISERS & AGENCIES, Nov. 10]. Mr. McDermott predicted about half of current nighttime network tv shows will die this year and be taken off the air. He blamed agencies for the high program death rate because of their inability to choose programs with strength and to keep the shows strong once they are aired.

Mr. Mogul launched a three-barreled critique: against station policies of rates and schedules, against tv network program fare and in opposition to ratings and the rating services.

Station schedules, rates and rate cards: he thinks it is becoming increasingly difficult to maintain schedules with saturation frequency, a practice, he said his agency pioneered. Reason: Stations' rate structures are "unrealistic in terms of saturation" and are tailored for the "quickie campaigns" of national advertisers who advertise "on an in again and out again basis."

Programming: he said he must agree with many of his agency "colleagues" who privately criticize network tv programs for their "mediocrity. . . . What makes it worse is that it's the second consecutive year of mediocrity." Because of this, he sees pay tv on the scene in 2-3 years "if tv continues to slide downhill."

Ratings and services: Mr. Mogul noted Miles A. Wallach's viewers v. ratings study before the Assn. of National Advertisers two weeks ago [ADVERTISERS & AGENCIES, Nov. 17] and said he was "amused" at the Wallach contention that "fewer people are watching tv than is claimed." Not one of the rating services, according to Mr. Mogul, "is sufficiently accurate to base an important advertising decision on the figure it supplies." He said his agency uses its own "evaluation methods" based chiefly on sales results.



NETWORKS *got the blame for tv program quality in a talk by Emil Mogul (r), head of his own agency, before the RTES Timebuying & Selling Seminar in New York. With him is Robert H. Teter, Peters, Griffin, Woodward vice president-radio director and current chairman of the seminar.*



Q: what radio station do you first tune to for news of the Washington area?

A: *WWDC, replied 21.7% of the people polled by PULSE. A clear-cut "first" if ever there was one—with our closest competitor 5.6 percentage points in the rear.*

For full details on this and other important measurements of leadership, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." Based on a special qualitative PULSE survey, it gives you a true Washington, D.C., yardstick.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's exciting news in Jacksonville, Fla., too—where WWDC-owned Radio **WMBR** *is changing listening habits overnight. CBS Spot Sales has the story.*

ties of Gillette Co.'s Toni and Gillette Labs divisions, alternate-week sponsors of *You Bet Your Life* and *People Are Funny* (NBC-TV) and *Arthur Godfrey Show* (CBS-TV), plus these daytime tv shows: *Tic Tac Dough, Queen for a Day* and *Treasure Hunt* (NBC-TV); *House Party* and *Verdict Is Yours* (CBS-TV), and *American Bandstand* (ABC-TV). During the summer, North network tv billing also included *Adorn Playhouse, Wingo* and *Masquerade Party* (all CBS-TV).

Active in spot radio and/or tv during 1958 were Englander Co. (mattresses), Lanvin Parfums, P.O.C. Pilsener Brewing Co., Jewel Food Stores, and Toni and Gillette Labs.

North lost Lanvin—about $1 million—to Dowd, Redfield & Johnstone (radio-tv) and Wesley Assoc. (print) and picked up Pilsener—about $600,000—from Clifford A. Kroening; additionally, Toni added new Self End Paper Permanent to its product line handled by North.

GUILD, BASCOM & BONFIGLI: *Combined radio-tv billing $8.3 million; $6.9 million in television ($5 million in network, $1.9 million in spot); $1.4 million in radio ($200,000 in network, $1.2 million in spot); tv-radio share of overall billing: 83%.*

GB&B increased its broadcast billing by more than $1 million over 1957, largely reflecting the boosted budgets for old-line accounts and the acquisition of Rival dog food, active in spot radio-tv. Advertisers using network radio and television included Best Foods, Skippy peanut butter, Nucoa and Ralston Purina, who also ordered spot radio-tv campaigns, along with Breast O'Chicken tuna and Mary Ellen's jams and jelly.

DOYLE DANE BERNBACH INC.: *Combined tv-radio billing $7.82 million; $7.4 million in television ($5.5 million in network, $1.9 million in spot); $420,000 in radio (all spot); tv-radio share of overall billing: 37%.*

Up $1.3 million in tv-radio billing, DDB picked up several new broadcast accounts during the calendar year and added another that won't register billing till Jan. 1, 1959—West End Brewing Co. (Utica Club, other beers and ales). Though it voluntarily dropped $5 million in billing by resigning the Max Factor account earlier this year, this loss was more than offset in the broadcast category by the following new radio-tv accounts: N. Dorman & Co. (Endeco cheese), Melville Shoe Corp. (Thom McAn), Northam-Warren Corp. (Cutex, O-Do-Ro-No) and a potential radio spot user, Philip Morris' Benson & Hedges cigarette. The biggest network users continued to be Chemstrand Corp. (*Sally, Jefferson Drum, Perry Como*) and Polaroid-Land Corp. (*Steve Allen*), while radio-tv spot continued to be used for E&J Gallo Winery (syndicated films) and Venus Pen & Pencil Corp. (radio spot).

KEYES, MADDEN & JONES: *Combined tv-radio billing $7.705 million; $7.13 million in television ($1.58 million in network, $5.55 million in spot); $575,000 in radio ($200,000 in network, $375,000 in spot); tv-radio share of overall billing: 43%.*

In actual billings KM&J gained only a little over $350,000 for the year—but that's not the whole story. Billings on four new accounts were slow in mounting. New clients: Florists Telegraph Delivery Assn. (from Grant Adv.), Congoleum-Nairn, Oral Roberts Evangelistic Assn. and Weco Products Co. new push-button toothpaste. Lost client: W. A. Sheaffer Pen Co. (radio-tv). All told, the agency picked up over $6 million in overall billings.

As a result, KM&J leaned heavily to spot tv in campaigns that started late in the year, and potential billings are not reflected in account gains. Examples: Since it dropped Grant, FTDA is now in top 25 tv, 50 radio markets, with as many as 30-55 spots per day; Congoleum-Nairn bought Shirley Temple on NTA's Film Festival and spots, embracing 101 stations, for October-December, as well as radio spots on 216 stations, including participations on CBS Radio daytime shows; and half-hour Oral Roberts programs (total budget in excess of $1 million) in certain markets, starting last September.

Brown & Williamson (Raleigh cigarettes) continued on network tv with *It Could Be You, Queen for a Day* (NBC-TV) and the new *Jimmy Dean Show* (CBS-TV), plus the Ziv-syndicated *Mackenzie's Raiders.* Among other spot clients: Pinex Co., Francois Pope & Sons Foods.

EMIL MOGUL CO.: *Combined tv-radio billing $7.49 million; $5.64 million in television ($3.1 million in network, $2.54 million in spot); $1.85 million in radio (all spot); tv-radio share of overall billing: 69%.*

Though Mogul's total billing picture grew brighter this year, its radio-tv share declined proportionately—a drop that can be linked directly to stepped up print campaigning at Mogul which last year placed 75% of its billing in broadcast media.

Its biggest broadcast account continued to be Revlon (Hi and Dri, Top Brass—among new products assigned) which it placed both in spot and network tv (*Garry Moore, Keep Talking* and the two $64,000 quiz programs and *Bid 'n' Buy* all on CBS-TV; and for Esquire shoe polishes, *Perry Como,* NBC-TV). In radio spot, Mogul's leader was again Rayco, but Mogul's strength in regional and local spot was shown by Barney's Clothes, among others. Other radio-tv spot users: Ronzoni, Gold Medal Candy, Dr. Pierce's Proprietaries, etc. Next year Mogul's billing will increase radically with the acquisition of Breakstone Foods Div. of National Dairy Products and the merger with Lewin, Williams & Saylor, which should bring total 1959 billings at the start to about $20 million.

DONAHUE & COE INC.: *Combined tv-radio billing $7.2 million; $5.6 million in television ($1.12 million in network, $4.48 million in spot); $1.6 million in radio (all spot); tv radio share of overall billing: 25%.*

D&C made its debut last year among the top 50 but this year showed signs of declined radio-tv billing—due in the main to its loss (after but a few months) of the B. T. Babbitt account (Bab-O, other cleansers) to the new Brown & Butcher agency. However, Babbitt's total billing loss was offset by the acquisition late in the year of two radio-tv-using west coast accounts—the Los Angeles Pepsi-Cola bottler and Alpha-Beta food stores. Three staple accounts expanded their radio-tv allocations: Corn Products' Bosco (which entered Canadian tv), E. F. Drew's Tri-Nut margarine (100% tv spot) and Pearson Pharmacal's Eye-Gene, Sakrin and Ennds.

COHEN & ALESHIRE: *Combined tv-radio billing $7 million; $3.6 million in television ($1.1 million in network, $2.5 million in spot); $3.4 million in radio ($1 million in network, $2.4 million in spot); tv-radio share of overall billing: 80%.*

The agency maintained its level during the year but did so by spreading its billing more equally over radio and tv: last year it was heavy in tv, quite light in radio. Grove Labs is C&A's big billing broadcast advertiser, in spot and network, both radio and tv; Chattanooga Medicine is a spot tv advertiser as are Pharma-Craft, Lydia E. Pinkham medicine, Kiwi shoe polish, Frenchette Co. and F. W. Fitch Co. Fitch and Frenchette are spot radio users. Kiwi is on Yankee Network news. Among shows: CBS Radio's Impact package and NBC Radio's *Monitor;* in tv, *Panorama Pacific* on CBS-TV and *Today* on NBC-TV.

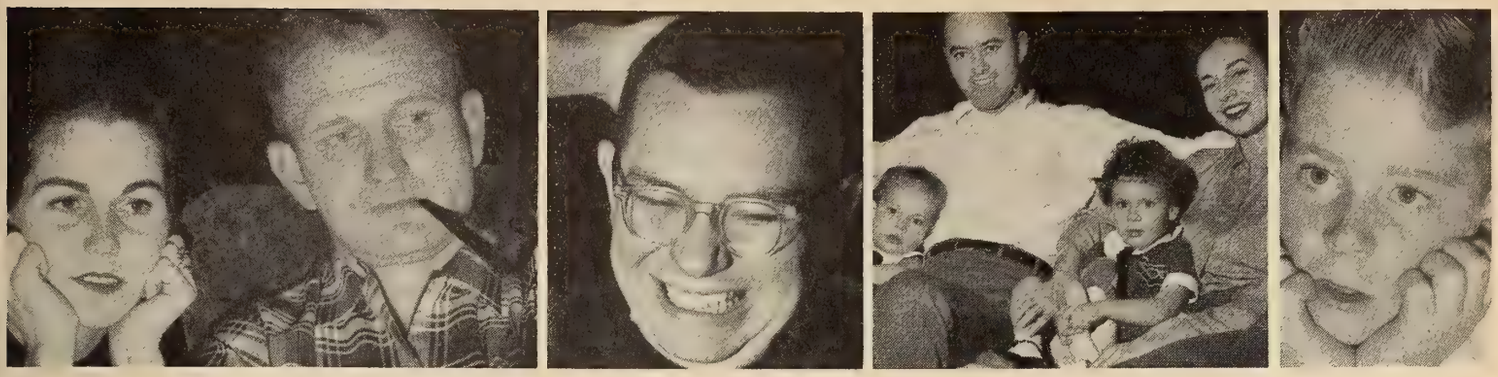
WARWICK & LEGLER INC.: *Combined tv-radio billing $7 million; $5.5 million in television ($3 million in network, $2.5 million in spot); $1.5 million in radio ($1.3 million in network, $200,000 in spot); tv-radio share of overall billings: 35%.*

Despite a 30% gain in overall billing, W&L's radio-tv share dropped 5% from 1957. Yet tv spending alone rose $1.8 million (all from spot placement). This is accountable to its swelling Revlon coffer as well as new business from Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer and other products), Mennen Co. (Gold Crest products, deodorants, Skin Bracer picked up from Marschalk & Pratt and McCann-Erickson.) It took over as agency of record on all Revlon network shows.

GORDON BEST ADV.: *Combined tv-radio billing $6.8 million; $5.7 million in television ($2.1 million in network, $3.6 million in spot); $1.1 million in radio ($300,000 in network, $800,000 in spot); tv-radio share of overall billing: 63%.*

Gordon Best continued in the Top 50, despite a decline of $500,000 in broadcast billings. Best broadcast users acquired in 1958 include Campana's Italian Balm, heavy in radio-tv spot; Lake-Shore honey, heavy in spot tv, and Yarn-Glo Sweater Bath, currently in spot and shortly to enter network radio. Helene Curtis (Shampoo Plus Egg, Suave), continued this year as a sponsor of CBS-TV's *What's My Line?,* after last season's co-sponsorship of CBS-TV's *Gale Storm Show.*

CONTINUED PAGE 58



ABC Television, this fall, is the only network to increase



its evening share of audience over last year. To our



sponsors, to our affiliated stations, and most particularly



to all the families who tune us in, our thanks.

Sources: 1. National Nielsen first and second October Reports 1958 vs. 1957. Average share of audience for sponsored programs, 7:30-10:30 P.M., NYT. 2. Trendex Reports for same program periods, November, 1958 vs. 1957.

ABC TELEVISION

REACH, McCLINTON: *Combined tv-radio billing $6.057 million; $5.85 million in television ($4.05 million in network, $1.8 million in spot); $207,000 in radio (all spot); tv-radio share of overall billing: 33%.*

On the strength of its handling The Prudential Insurance Co. of America's *Twentieth Century* on CBS-TV, Reach, McClinton's broadcast billing last year placed the agency in the Top 50 listing. Also serviced by Reach, McClinton: a big spot tv advertiser, International Latex, which in addition to its non-billed barter use, does bill some newly-purchased spot and commercial tv production through the agency.

GEYER ADV.: *Combined tv-radio billing $5.85 million; $4.35 million in television ($3.3 million in network, $1.05 million in spot); $1.5 million in radio ($500,000 in network, $1 million in spot); tv-radio share of overall billing: 30%.*

Although Geyer gained a number of small accounts, they were almost wholly industrial, billing nothing in broadcast media. The slight increase of $400,000 over last year's radio-tv billing is explained by the higher costs of television and does not reflect new broadcast activity. Geyer's principal network advertiser continued to be American Home Products Corp. (Boyle-Midway Div.) which participated in *Love of Life, Secret Storm* and *Doug Edwards and the News* (CBS-TV), and sponsored Ziv's *Mike Hammer* on a syndicated basis. AHP also spot advertised in tv. American Motors Corp.'s Rambler continued on NBC Radio's *Monitor*, also used CBS Radio's "Impact" participation plan and used short-run spot campaigns as did AMC's Kelvinator division for home washers. The latter also used NBC-TV's daytime *Price Is Right* and *Play Your Hunch.*

EDWARD H. WEISS: *Combined tv-radio billing $5.7 million; $5 million in television ($3 million in network, $2 million in spot); $700,000 in radio ($500,000 in network, $200,000 in spot); tv-radio share of overall billing: 43%.*

After emphasis on network tv properties earlier this year, the Weiss agency shifted primary emphasis to spot radio and tv in the last six months of 1958, with virtually all its clients involved in such activity.

Earlier, Weiss network activity involved *Perry Mason* for Purex, *Dick & the Duchess* for Helene Curtis and Mogen David Wine Corp., *Gale Storm Show* for Curtis, *Beat the Clock* for Mogen David, and *Tic Tac Dough* for H. W. Gossard (foundation garments). As of November, Weiss was still active for Curtis in network tv—*What's My Line?** and for Amity Leather Products (Rolfs Div.) on *Jack Paar Show* (starting Nov. 26). In network radio Mogen David had participations in Arthur Godfrey's morning strip and in such programs as *Monitor, Dateline, News of the Day, Bandstand* and various soap operas.

Active in spot radio and/or tv were such clients as Mogen David, Sealy of Chicago, Amity, John B. Canepa Co. (Red Cross macaronis, spaghettis, etc), Jose Escalante Co. (Corina cigars), Perk Dog Food Co., Curtis, Little Crow Milling Co., and Carling Brewing Co. (Stag beer).

*[EDITOR'S NOTE: Curtis has notified CBS-TV it is dropping its sponsorship, effective Feb. 1, 1959].

C. J. LaROCHE: *Combined tv-radio billing $5.28 million; $4.98 million in television ($3.45 million in network, $1.53 million in spot); $300,000 in radio ($50,000 in network, $250,000 in spot); tv-radio share of overall billing: 33%.*

The agency's strength is in television, Revlon and Norelco supplying the most billing (Revlon in *Garry Moore* on CBS-TV and, earlier this year, *Walter Winchell File* on ABC-TV which went off the air, as well as product exposure via LaRoche on other Revlon network programs, and Norelco participation in NBC-TV's *Jack Paar, Steve Allen* and *NBC News*). Spot activity centers on Revlon, Norelco and Necco wafers.

FLETCHER D. RICHARDS INC.: *Combined tv-radio billing $5 million; $3.4 million in television ($2 million in network, $1.4 million in spot); $1.6 million in radio ($500,000 in network, $1.1 million in spot); radio-tv share of overall billing: 27%.*

Although growing in size and accounts through several mergers, the Richards agency this year faced two major losses. It lost American Machine & Foundry Corp. to Cunningham & Walsh and, with it, sizeable network billing (ABC-TV's *Bowling Stars* and NCAA football on NBC-TV) and potential billing on summer-long tv spot and *Steve Lawrence-Eydie Gorme Show* (both placed by C&W). Later in the year Eugene I. Harrington pulled out as president to join Honig-Cooper & Miner as agency head, taking with him Bank of California, Woolite, Western Pacific Railroad and the California portion of Squirt Bottling Co. (though Richards retained the Chicago and Mexico bottlers). Merger with Harris-Harlan-Wood (outgrowth of west coast office of Brooke, Smith, French & Dorrance) equalized loss of Mr. Harrington and clients but did not offset AMF's departure.

HONIG-COOPER, HARRINGTON & MINER: *Combined tv-radio billing $5 million; $4 million in television (all spot); $1 million in radio (all spot); tv-radio share of overall billing: 45%.*

Strong spot advertisers helped push this west coast agency into the Top 50 list this year for the first time. It is the only one in the list with no network billing. The present agency is the product of a three-way merger of older agency entities well-known to station salesmen and representatives west of the Rockies: San Francisco-based Honig-Cooper, Los Angeles-based Dan B. Miner Co. and Eugene I. Harrington, former president of Fletcher D. Richards Inc., New York. Accounts in broadcast include: Italian Swiss Colony wine, Clorox, S&W Fine Foods, Interstate Bakeries, Bank of California and Squirt Beverages (West Coast).

PREVIEW: BUTTER-NUT USES THE 'SP' IN SPOOF

Perhaps the new commercial for Butter-Nut Instant Coffee, created by Stan Freberg Ltd., Los Angeles, for Paxton & Gallagher Co., Omaha, and its agency, Buchanan-Thomas, will revitalize the subliminal school of commercials.

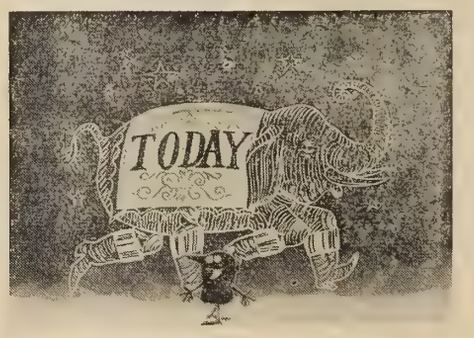
The subliminal commercial is one of three animated cartoons to be used for Butter-Nut Instant Coffee (the other two are now in production) and is now being broadcast in one-minute and 10-second versions on 30-40 midwestern tv stations, along with radio commercials.

Here's how the commercial goes:



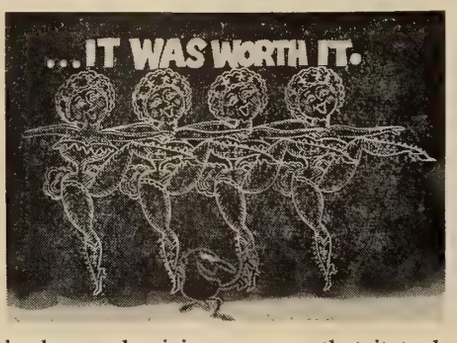
Flustered announcer explains this is to be "subloobinub . . . sublimeenium" commercial and starts to tell funny story during sp message. Fizzing sound grows, erupting into skyrocket, drowning out announcer. Explosion marks start of fireworks that animate into "Instant Butter-Nut Coffee." Band plays wildly.

As announcer continues funny story, an eagle carrying banner, little guy with



placard, and an elephant go by.

Announcer nears end of story with



backgrounds giving message that it took five years to make the coffee but "it was worth it" (accompanied by dancing girls). Final backgrounds bring out Instant Butter-Nut Coffee as announcer completely breaks up on punch line of funny story. Nobody in audience laughs. Crushed announcer slinks offstage.



Timber...

ANOTHER OF MINNESOTA'S GIANT INDUSTRIES!

50,000 workers earn $134,000,000 annually . . . and they ALL LIVE and SPEND in KDAL—KDAL-TV land!



RADIO **KDAL** TELEVISION
CBS • DULUTH
ASK AVERY-KNODEL

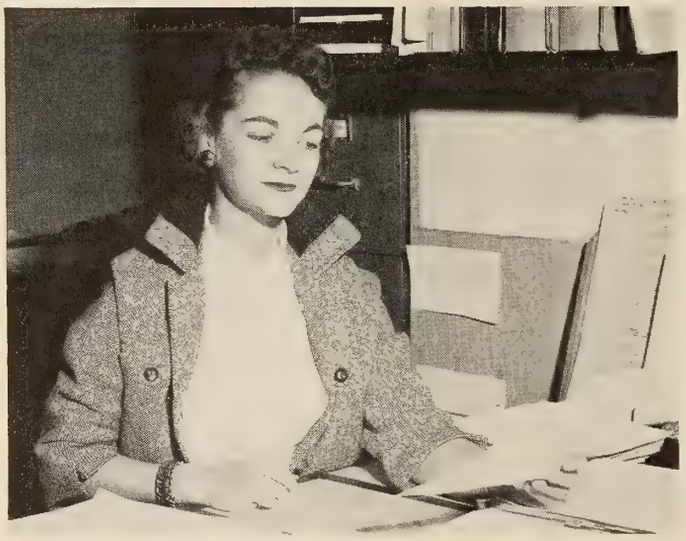
Dominating Minnesota's Timber Industry!

SUCCESS STORIES

One of a series of salutes to successful Television and Radio stations across the nation... and to the Northwest Schools graduates who have contributed to their success.

KLZ-TV Channel 7

DENVER, COLORADO



JOAN FIELDS, Continuity Editor

The management of KLZ-TV has this to say of Joan Fields, Northwest Schools graduate: "Joan has been with us for two years, and has been a valuable asset in our Continuity Department. Besides handling our continuity, she is an integral part of our Production Department. When called upon she even performs in front of the camera for live commercials."



JACK TIPTON, Station Manager

SALUTE TO KLZ-TV, Denver, Colorado—Award Winning Station.

The first call letters heard in the State of Colorado were KLZ Radio. This pioneer radio station has been on the air for 36 years, and was joined by KLZ-TV in 1953.

Channel 7 went on the air on November 1, 1953, to serve the city of Denver and the State of Colorado. Transmitting facilities are on top of Lookout Mountain, making the antenna height 2,380 feet above Denver. Operating with 316 KW of power, KLZ-TV reaches 34 counties in Colorado, Wyoming and Nebraska.

In the past five years, over 300 live remote telecasts have been aired by KLZ-TV... and 78% of the present staff has been with the station since its debut in 1953.

Among the outstanding awards won by this outstanding station are:

The George Foster Peabody Award for 1958—won by the live KLZ-TV production "PANORAMA".

Sigma Delta Chi Award for Outstanding Reporting won by the KLZ-TV News Department for 1958, and a Distinguished Achievement Award from the Radio & Television News Directors Association.

CBS Television Films Award for 1958 won by the Promotion Dept.

Colorado Medical Society presented KLZ-TV a special award.

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

WHY THEY KEEP ON BUYING RADIO

Seven big customers show RAB audience of 700 the radio way to sales

Case after case of sales success with radio was recounted last week as the Radio Advertising Bureau held its fourth annual National Radio Advertising Clinic before some 700 advertising, sales and broadcast executives in New York.

The two-day clinic was broken into three workshops: one dealing with success stories, one with the creation of radio commercials and one consisting of a series of roundtables at which station officials put pointed questions to media buyers.

In the opening session Tuesday (Nov. 18), presided over by Kenyon Brown of KFOX Long Beach, Calif., RAB board chairman, and Allen M. Woodall of WDAK Columbus, Ga., RAB executive committee chairman, seven advertisers spelled out details of their own successful usage of radio. They were: Robert M. Woods, vice president, Eskimo Pie Corp.; William M. Ehart, advertising director, National Airlines; Bernard J. Wiernik, sales and advertising vice president, Mogen David Wine Corp.; Martin Morici, sales and advertising vice president, Contadina Foods; John F. Ambrose, executive vice president, Sterling Silversmiths Guild of America; Vincent La Rosa, Advertising and marketing vice president, V. La Rosa & Sons, and Fred R. Cross, advertising director, Alemite Div., Stewart-Warner Corp.

ICE CREAM • Mr. Woods, pointing out that Eskimo Pie Corp. has used radio since 1928, said radio "deserves much credit for Eskimo Pie being where it is today"—in the position of selling more than 300 million Eskimo Pies in 1957. The company, he said, has always spent more than half of its advertising budget in radio; this year the figure comes to 51%.

Eskimo Pie, a division of Reynolds Metals, has been estimated by RAB to stand 28th among radio spot users in the second quarter of 1958. Said Mr. Woods:

"From April to June of this year we used 3,272 one-minute spots and 2,313 10-second spots. We also scheduled 144 20-second spots. We have found that saturation spot advertisements beamed into the home on the days Mrs. Housewife does her shopping is a powerful stimulant for sales."

He said Eskimo Pie chose radio as its major medium because of its (1) flexibility; (2) economy, which he called the best in the market today on a cost-per-thousand basis, and (3) maximum penetration.

AIRLINES • Mr. Ehart said radio "is ideally patterned" for National Airlines' needs and accordingly is the line's exclusive medium. In the past, he said, National used several media, including tv, which proved successful. But several factors, including a presentation by RAB's vice president and general manager, John F. Hardesty, moved the company toward radio, he explained. He added that every study seemed to show that radio was "gaining in stature and vitality" and also met National's needs.

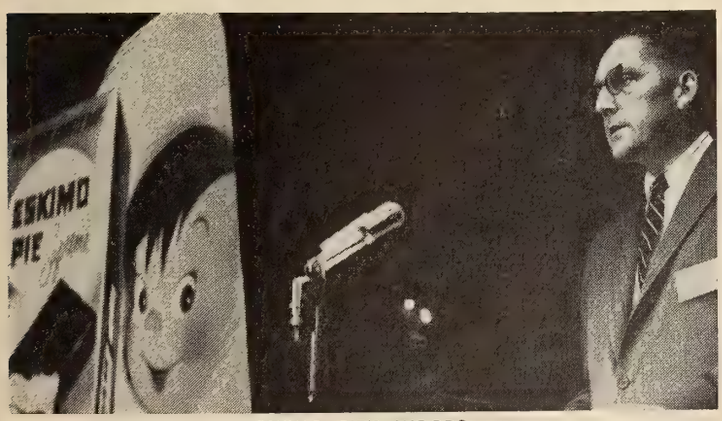
A test in the New York area a few months ago, Mr. Ehart reported, jammed National's switchboards. In Norfolk, Va., when a competing airline was on strike, radio first overtaxed the company's reservation facilities and then, after a copy change to explain that reservations were not necessary, successfully diverted the reservation traffic to the airport. "No other media could have done the job so well," he declared.

Mr. Ehart said National currently uses radio in 24 East and Gulf Coast markets with about 420 announcements a week on 35 stations. The announcements are prepared in four lengths to allow for flexibility and still keep openings and closings identical. "National goes with radio," Mr. Ehart concluded.

WINE • Mr. Wiernik posed a "challenge to the radio industry"—to prove that Mogen David was right in switching predominantly to radio this year. He said research had showed that radio offered values that past campaigns did not have, and that it "would be able to reduce advertising costs without reducing advertising effectiveness." He continued:

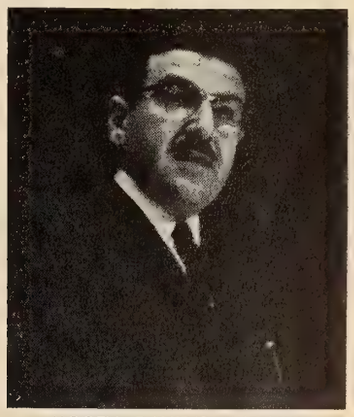
"Radio would give us frequency of message, broader coverage and enough flexibility to reach men and women during many parts of the day. Of great value also would be radio's unique ability to register impressions while listeners were engaged in some other activity, such as cooking, sewing or eating.

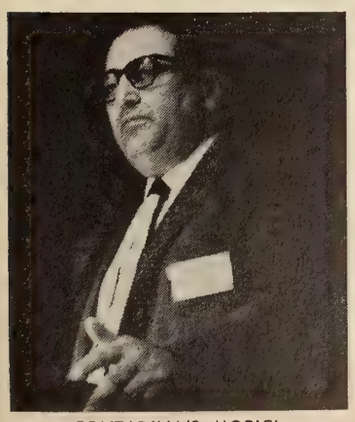
"Accordingly, this year we devoted a large



ESKIMO PIE'S WOODS

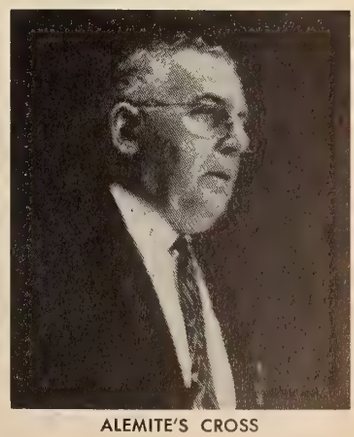

NATIONAL AIRLINES' EHART


MOGEN DAVID'S WIERNIK


CONTADINA'S MORICI


SILVERSMITHS' AMBROSE


LA ROSA'S LA ROSA


ALEMITE'S CROSS

RAB HONORS TOP SPOT CREATORS

Winston—and seven other radio-advertised products—sounded good, like radio commercials should, as Radio Advertising Bureau last week gave a gold-plated disc of each of the year's "best" spots to the men and agencies responsible.

Making the awards at the fourth annual RAB-sponsored National Radio Advertising Clinic (see story, page 61) was Kenyon Brown, RAB board chairman. Cited were the leaders of the agency teams—copywriters, musicians, directors, account men—who supervised the overall execution. They were: Jack Macheca (vice president, D'Arcy Adv.) for Anheuser-Busch's Budweiser beer; Edward H. Mahoney (radio-tv vice president, Cunningham & Walsh) for Contadina Foods' tomato paste; Lawrence McIntosh (executive vice president, Grant Adv.) for Chrysler Corp.'s Dodge Div.; Guild Copeland (senior vice president, Lennen & Newell) for P. Lorillard Co.'s Newport filter cigarette; Joseph Spery (radio-tv manager, Campbell - Mithun Inc.) for Northwest Orient Airlines; Edwin Cox (board chairman, Kenyon & Eckhardt, for Pepsi-Cola Co.; Paul Caravatt (vice president, Ogilvy, Benson & Mather) for Tetley Tea Co., and Grant Thompson (vice president, William Esty Co.) for R. J. Reynolds Tobacco's Winston brand.

part of our budget to network radio. We are currently using 42 spots per week on practically all stations of the NBC Radio network, plus a concentrated schedule of local radio spots in 104 markets.

"So far we have received a great deal of favorable comment on this new commercial approach. Our entire radio advertising campaign is being noticed, talked about and, more important, is selling wine."

Mogen David's advertising budget, Mr. Wiernik noted, is up from $8,500 in the early days to more than $3.5 million this year. He expressed the hope that the radio industry would follow an "enlightened policy" regarding its restrictions on advertising —presumably referring to current self-imposed bars against hard-liquor advertising.

He also advised broadcasters to "promote radio." In so doing, he said, they also will be promoting advertisers' products.

TOMATO PASTE • Mr. Morici said that Contadina for the past four years has concentrated on radio "for a selfish reason—we want to sell our products." The company's experience, he said, shows that "radio is a pretty terrific medium." October sales figures, he continued, "set an all-time record" and "much of the credit must go to radio."

When Contadina first got into radio in 1954, Mr. Morici said, the campaign was so successful that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting.

"Currently we use commercials in two eight-week flights per year, rather than on a continuing 52-week basis. We attempt, during these flights, to dominate the medium with as heavy a schedule as possible. We buy up to 180 spots per week in a market. In other words, when we do advertise, we attack with saturation impact. During this time we hope to establish buying habits and brand loyalty. We buy 7 a.m. to 4 p.m. to reach the housewife."

SILVERWARE • Mr. Ambrose said the Sterling Silversmiths Guild had asked nine agencies how to put the Sterling story across and that the agency that won the account, Fuller & Smith & Ross, had advocated radio.

"They sold us on [radio's] selectivity in terms of the audience we wanted to reach and the informality of radio as a natural asset for our attitude-changing campaign," he said, explaining that the goal was to make women aware of sterling silver and show them its importance in daily living.

"Further, they explained radio could augment and amplify the advertising of our individual manufacturers, instead of merely duplicating it. The creative theme they developed, which we still use, is: 'Sterling is for now . . . and for you'."

Paraphrasing the slogan, he told the agency, advertiser and broadcaster audience: "Radio is for now . . . and for you."

MACARONI • Mr. La Rosa said that for his company "radio has been important for over a quarter-century." He said he could not remember a time when radio was not valuable, nor envision a time when it would not be. Radio has proved itself to be a "get-more-sales medium," he declared, describing La Rosa's usage thus:

"We tailor our spot radio coverage to give us saturation in the individual markets we reach. We also try to get additional mileage . . . for example, when we prepare a mailing piece for key buyers we give them the frequency of spots we are using, where they can find them on the dial.

"Our commercials are getting played back to us as never before. Second, we get letters—including letters saying the local store has run out of the products we are advertising, and asking where they can be purchased."

OIL ADDITIVE • Mr. Cross, whose alemite CD-2 motor oil additive puts virtually 100% of a $1 million advertising budget into radio, offered these "musts" which he said radio delivers for his product's campaign: (1) continuity of advertising, (2) male audience, (3) low cost, (4) auto audience and (5) "a good program setting, to establish a recognizable pattern around the country."

"Radio alone was able to do these things for us," said Mr. Cross. "Right from the start we standardized on the one-minute commercial and a pattern of radio news to be purchased during driving hours. . . . We have added two companion products to the line and I am happy to report that in the face of a rather severe recession in the automotive and petroleum industries, our sales of these automotive chemicals for 1958 are ahead of any previous year."

WRITING COMMERCIALS • In the Tuesday afternoon NRAC session Handley Norins, vice president and copy director of Young & Rubicam, offered some rules for writing radio commercials in a speech on "Radio: A New Frontier for Copywriters." His rules included:

(1) Become aware of sound; (2) select the product's prospects; (3) get attention fast; (4) state the main sales points clearly; (5) repeat the main sales points; (6) avoid disagreeable sounds, and (7) throw away the book—be different.

"The important thing is to seize the listener's attention, and then tell him you're selling something," Mr. Norins said. He did not rule out the so-called "straight-sell" commercial, delivered by an announcer or local personality, so long as the announcement "has character." He said, "Be simple, idiomatic—and avoid tricky, literary sentences. Make sure your transcribed announcements are thoughtfully cast and use phrases that ring 'true.' "

CREATIVE ROSTER • Other speakers at the creative session, along with Mr. Norins, included the following agency executives who reported on their development of these commercials: Harry B. Bressler, vice president and director of radio-tv commercials, Doherty, Clifford, Steers & Shenfield for Borden's milk and other products; Arthur A. Fischer, president and media director, Cole, Fischer & Rogow, for Bon Ami cleanser; Joseph Forest, vice president and commercial radio-tv director, William Esty Co., for Ballantine beer; Ray J. Mauer, vice president and assistant creative director, Geyer Adv., for Rambler automobile, and William H. Schneider, vice president and chairman of the plans board, Donahue & Coe, for Carolina rice.

PLEA FOR PUBLIC SERVICE • In the NRAC luncheon speech Tuesday, Michigan Gov. G. Mennen Williams said radio and television are "the only source" of current information for many Americans, and urged broadcasters to take advantage of "this great opportunity for public service." He suggested that stations set aside specific times for public service programs. In this field, he told broadcasters, "you represent one of the most important media."

"I would suggest," he said, "that a council be established to select public interest issues to be discussed. Representatives of government, political parties, the major interest groups in the nation, sponsors and, of course, the radio industry should be represented. "Naturally, the council would only recommend, and the industry in the final analysis would have to assume its own responsibility of choice. . . .

"How would this be financed? I suggest that it must be financed both by the networks and by the advertisers. I suggest that modern industry, as Mr. Edward R. Murrow has stated so well [TRADE ASSNS., Oct. 20], has a vital stake in the preservation of this nation and that it's not too much to ask that it accept responsibility to open channels of information for the public."

YOU GET EXTRA CARE ON UNITED AIR LINES

FOR EXTRA COMFORT, FLY UNITED–THE RADAR AIRLINE

United Air Lines Captain Jack Holst tells how radar works: "With radar, United pilots can look 150 miles ahead day or night, 'X-ray' cloud masses, and avoid centers of turbulence without long detours. We can give you smoother flights, more on-time arrivals, for United is the *only* coast-to-coast airline with radar on every plane, deluxe First Class or economical Air Coach." Next time you plan to travel, for *extra care*, fly United, the Radar Airline. For reservations, call United Air Lines or your travel agent.

UNITED AIR LINES ®




tick-tick-tick-tick-tick-t

To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 *sales-proven* series to meet your every programming need, around the clock. These off-the-network offerings, for example:

MEDIC: No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

THE ADVENTURES OF HIRAM HOLLIDAY, starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U. S.

PANIC: New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

CAMEO THEATRE (26 full-hour "Matinee Theatre" productions): Completely sold out on WWJ-TV, Detroit, within eight days... before the show had even hit the air, *and to national advertisers!*

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

VICTORY PROGRAM SALES

A Division of California National Productions, Inc.

Canadian Representative: Fremantle of Canada, Ltd.

ADVENTURES OF THE FALCON • CAMEO THEATRE • CAPTURED • CRUNCH AND DES
DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY
INNER SANCTUM • IT'S A GREAT LIFE • MEDIC • PANIC • PARAGON PLAYHOUSE • STEVE DONOVAN,
WESTERN MARSHAL • THE ADVENTURES OF HIRAM HOLLIDAY • THE GREAT GILDERSLEEVE
THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD

MAJOR DISTILLERS COOL TO AIR ADS

- **WOMT rescinds wet stand**
- **But others say they'll accept**

Any moves to let down the bars against advertising of hard liquor on the air will find major distillers disinterested.

A 20-year policy against broadcast advertising was unanimously reaffirmed Thursday by the Distilled Spirits Institute. Meeting in New York, the DSI board of directors voted to continue the voluntary ban against radio-tv despite "recent reports that isolated stations in some sections of the country are soliciting distilled spirits advertising."

The board, by formal resolution, reapproved all provisions of the advertising code except that banning illustrations of women in printed advertising. This easing of a historic prohibition was qualified by an admonition that advertisements with pictures of women must be in good taste and avoid provocative dress. In no instance may women be shown holding or consuming drinks.

When the code was drawn up in 1936 the use of pictures of women was banned in conformity with social standards of that period, the DSI board said, pointing to changing customs that now make such a ban unrealistic.

The man who started the liquor advertisement excitement a month ago, Francis Kadow of WOMT Manitowoc, Wis., reversed his position last week. In mid-October he had stirred an NAB Fall Conference in Milwaukee to its grass-roots by announcing his station planned to accept all alcoholic beverage advertising, including liquors, effective Nov. 1 [LEAD STORY, Oct. 27, 20].

About Face • But Mr. Kadow changed his policy in an open letter. "I can give you any one of 60 or more reasons for the change of our position in this matter," he wrote. "However, the one re-occurring argument advanced by interested parties who are not in radio broadcasting industry but who were interested and that was: 'Such advertising as we proposed to carry is all right in magazines and newspapers, as these mediums do not have the absorption, persuasiveness or the impact of radio.'

"Re-evaluating our medium, it maybe is for the best interests of all that the great force of radio be kept in restriction. It's unfortunate that the five words of our rate card No. 25 were blown to the proportions they were."

The WOMT reversal caused "mild surprise" at Ogilvy, Benson & Mather, New York, which has been seeking the cooperation of radio stations in promoting Schweppes quinine water as a mixer in gin and tonics. But Mr. Kadow's new attitude apparently has had no effect on the flow of station mail responding to OB&M's query: Will you accept the words "gin" and "vodka" in copy for Schweppes? OB&M hopes to collate its answers by the end of this week in time to report back to Comdr. Whitehead, President of Schweppes (U. S. A.) Ltd.

The agency has indicated that the mail to date has been favorable, that some stations willing to accept the taboo words even suggested specific time slots in which they'd accept the commercials [CLOSED CIRCUIT, Nov. 17]. However, this does not mean that OB&M will automatically place orders on these stations. "We merely want to get the feel of the situation," is the way one OB&M executive phrases it. "Then we'll see in which direction we can move."

Another Ready Station • KADY St. Charles, Mo., last week invited listener comment on liquor advertising. It carried six spot announcements daily, feeling the answer should come from listeners, whom stations are licensed to serve.

William R. Cady Jr., KADY president-general manager, said, "If we find listener apathy, or a strong listener reaction pro or con, it will influence station policy."

First audience comments were heavily against acceptance of liquor business, Mr. Cady said. Listeners' comments ranged from a threat not to listen to the station if it advertised liquor to the observation there's too much beer advertising already and the view that the younger generation shouldn't hear liquor commercials.

Mr. Cady pointed out that "although NAB and DSI have come out strongly against liquor advertising on radio and tv it is hard to decide whether this stand is based on fear of possible future federal or state action if the voluntary ban is lifted, or whether it is based on knowledge of radio and tv audience reaction not yet made public."

E. J. Jansen, KASK-AM-FM Ontario, Calif., said he received inquiries from reps asking if the stations would accept liquor business. He answered, "Why not? Attached please find availabilities; regular rates apply. When may we expect copy?"

Mr. Jansen noted the liquor industry has used good taste in its advertising, adding, "If the same pattern were followed in liquor advertising for radio, there would be no logical reason for radio to be stand-offish.

"Let's not be silly as broadcasters. After all, whether or not we accept hard liquor advertising is merly a matter of percentage of alcohol—beer 4-8%, wine 12-20%. All broadcasters accept these. Tv spills them on your carpet by the barrel any hour of the day. Hard liquor runs 80-100%."

Vick Buys Foreign Drug Firm

Vick Chemical Co., New York, a major radio-tv spot user, is continuing its announced expansion by acquiring its first overseas drug firm, Milton Antiseptic Ltd., London. Vick paid cash for approximately 97% of Milton's 391,922 outstanding shares. The acquisition is Vick's third since late summer, and follows its pattern of building its drug line at the expense of non-drug business. Vick recently rid itself of its cosmetics line by selling a number of products to Chesebrough-Pond's [ADVERTISING & AGENCIES, Sept. 15] using monies toward acquiring firms engaged in allied drug activities. The other two acquisitions were of Walker Labs, Mt. Vernon (vitamin and nutrition specialties) and Lavoris Co., Minneapolis (proprietary mouthwashes). In making the announcement last week at Greensboro, N. C., Vick President Smith Richardson Jr. took note of the firm's 12-fold growth since 1938, compared the 1938 total sales of $8.9 million to 1957's $107 million.

Radio-Tv Get Extra Movie Money As Chicago Papers Spurn UA

Initial refusal by four Chicago newspapers to accept ads for United Artists Corp.'s new "Anna Lucasta" film has resulted in increased allocations for Chicago radio-tv stations. Originally UA allocated no more than $4,000 to a five-day saturation radio push to precede the Dec. 26 opening of the new Sammy Davis Jr.-Eartha Kitt drama; now, it turns out, UA's radio-tv budget has been boosted to $13,000—$8,000 for radio, $5,000 for tv. The campaign gets underway today (Nov. 24).

Between Nov. 12 and Nov. 15, the four Chicago papers—the *Tribune, Sun Times, Daily News* and *American*—rejected UA art and copy as being "in bad taste." Thereupon, Roger H. Lewis, UA's national director of advertising-publicity-exploitation, wired the papers challenging them to describe all editorial copy (especially that involving race relations—the theme of "Anna Lucasta") as being "in good taste," and proposed to submit the "Lucasta" ads to "an unprejudiced jury . . . to be weighed against your editorial copy for the last 30 days." Then, UA began looking for broadcast availabilities above and beyond the initial schedule.

Mr. Lewis last week sent a telegram to D. Tennant Bryan, president of the American Newspaper Publishers Assn., denouncing "the arbitrary action which constitutes censorship of the worst kind." On Monday (Nov. 17) the *Daily News* reversed itself and agreed to take the ads. By midweek, the three other papers conceded they may have erred and began accepting "modified" art and copy—the ads being toned down somewhat.

White King to Give Ad Plans

Sales and advertising plans of White King Soap Co. for 1959 will be revealed to more than 50 top company executives from the 11 western states, Dec. 2-4 at a meeting at the Sheraton West Hotel in Los Angeles. New advertising and sales promotion will be introduced at the three-day meeting, along with product tie-in plans and details of media and promotions for the first quarter of next year.

AGENCY APPOINTMENTS

Dodge New York Retail Selling Assn., representing 100 Dodge dealers in metropolitan New York-New Jersey area, has appointed Wexton Co., N. Y., to handle $1 million advertising-publicity account.

Lane Co. (cedar chests, tables, other furniture), Altavista, Va., appoints Doyle Dane Bernbach, N. Y., effective Jan. 1. $750,000 account formerly was handled by C. J. LaRoche & Co., N. Y.

new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters . . . makes possible fast recording and playback of commercials and announcements



The Magnetic Disc— extremely rugged, not easily damaged, and with a life expectancy equal to or greater than tape. Information already recorded can be erased easily, permitting re-use of disc.

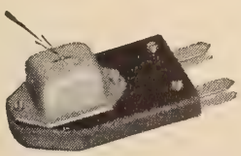
Type BQ-51A/BA-51A Magnetic Disc Recorder and Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cuing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).



The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units call your RCA Broadcast Representative. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s)®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

DOES PRESIDENT WANT A SUPER-FCC?

He orders report by Dec. 31 on how to reorganize spectrum management

The first step in a complete re-evaluation of the radio spectrum and how it is administered and managed has been taken by President Eisenhower.

Last week the President, through Leo A. Hoegh, director of the executive level Office of Civilian & Defense Mobilization, appointed a special telecommunications advisory committee "to review the role of the federal government in the management of U. S. telecommunications."

The committee comprises two retired AT&T executives, a political scientist, a practicing radio consulting engineer and a retired Army Signal Corps general.

It is headed by Victor E. Cooley, former deputy director of ODM and retired Southwestern Bell Telephone Co. executive. Others are William G. Thompson, retired AT&T assistant vice president in charge of long lines; Dr. Irvin Stewart, former FCC commissioner, State Dept. telecommunications aide and until this summer president of W. Virginia U.; Frank G. Kear, Washington radio consulting engineer, and Maj. Gen. W. Preston Corderman, USA (ret.), former Deputy Chief Signal Officer. (See box this page.)

The committee was given a hurry-up assignment. Target date for its report is Dec. 31.

It is expected that the report will deal primarily with administration.

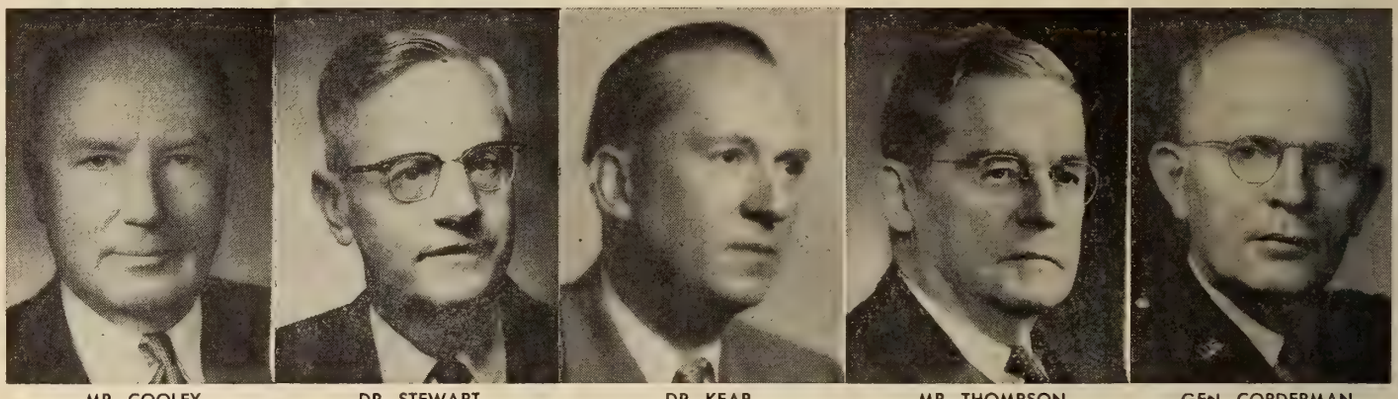
A recommendation for a further study on a long range basis also may emerge.

The announcement stated that the committee's main task is to recommend methods to bring about improvements in the use of telecommunications resources. "It will examine the existing government policies, use of facilities and administrative arrangements and procedures for the allocation, management and control of telecommunications," the announcement read, "including the radio frequency spectrum for government and non-government use."

It is felt that this is the President's method of accomplishing an all-embracing study of the radio spectrum. A similar proposal failed to pass in the last Congress.

There, a resolution by Sen. Charles Pot-

THE ADVISORY COMMITTEE ON TELECOMMUNICATIONS



MR. COOLEY | DR. STEWART | DR. KEAR | MR. THOMPSON | GEN. CORDERMAN

● WALTER EDWARD COOLEY served as deputy director of ODM from 1953 to 1958. A retired Bell System executive, he started his telephone career with the Pacific Telephone & Telegraph Co. in San Francisco, served with Southwestern Bell Telephone Co. in St. Louis for five years, and for 20 years went up the promotion ladder with the New York Telephone Co., becoming a vice president, a director and member of the executive committee. In 1945 Mr. Cooley rejoined Southwestern Bell as operating vice president and director. Two years later he was named president and subsequently chairman. He retired in 1953. He was born and raised in California. He is 68.

● IRVIN STEWART is a former member of the FCC, former telecommunications expert at the State Dept., and until recently president of West Virginia U. at Morgantown, W. Va. He was chairman of the President's Policy Communications Board (1950-1951) and his name is used in referring to that board's report ("Telecommunications—A Program for Progress") issued in March 1951. Dr. Stewart is a native of Texas. While in the State Dept. he was an active participant in many international telecommunications conferences. He was an FCC member from 1934 to 1937. During World War II, Dr. Stewart was executive secretary of the Office of Scientific Research & Development. He became president of West Virginia U. in 1946 and retired last August. At present he is doing scholastic work in political science at the U. of Hawaii, Honolulu, under a Ford Foundation grant. He is 59.

● FRANK GREGG KEAR is the senior member of the Washington radio consulting engineering firm of Kear & Kennedy. Dr. Kear is a native of Pennsylvania, a graduate of Lehigh U. and Massachusetts Institute of Technology, from which he received a Sc. D. degree in 1933. He was with the National Bureau of Standards and Washington Institute of Technology, College Park, Md., before World War II. During the war, he was chief of the radio section, Bureau of Aeronautics, U. S. Navy, attaining the rank of captain. In recent years, Dr. Kear's firm has represented ABC; it also was the consulting engineering company supervising the installation of the antennas of the seven New York tv stations atop the Empire State Bldg. He is a fellow of the Institute of Radio Engineers. He is 55.

● WILLIAM GLASGOW THOMPSON has spent his entire adult life with AT&T, and, with only a short exception, all in the Long Lines Dept. He is a native New Yorker, was graduated from The Citadel, Charleston, S. C., and during World War I was in what was then called the Aviation Section of the U. S. Army Signal Corps. He joined AT&T's Long Lines Dept. in 1914 as a rate clerk and when he retired last June he was assistant vice president in charge of overseas radio and cable communications. He is 65.

● MAJ. GEN. WILLIAM PRESTON CORDERMAN, USA (ret.), former deputy chief signal officer, is now vice president of Litton Industries, Los Angeles, Calif., electronics manufacturer of navigation and guidance equipment, radar, computers, components, and other equipment. A native of Hagerstown, Md., Gen. Corderman was graduated from the U. S. Military Academy in 1926, served in various Signal Corps posts in the U. S. and its territories and in the European Theatre of Operations. He is 54.



MEET U.A.A.

(United Artists Associated, Inc.)

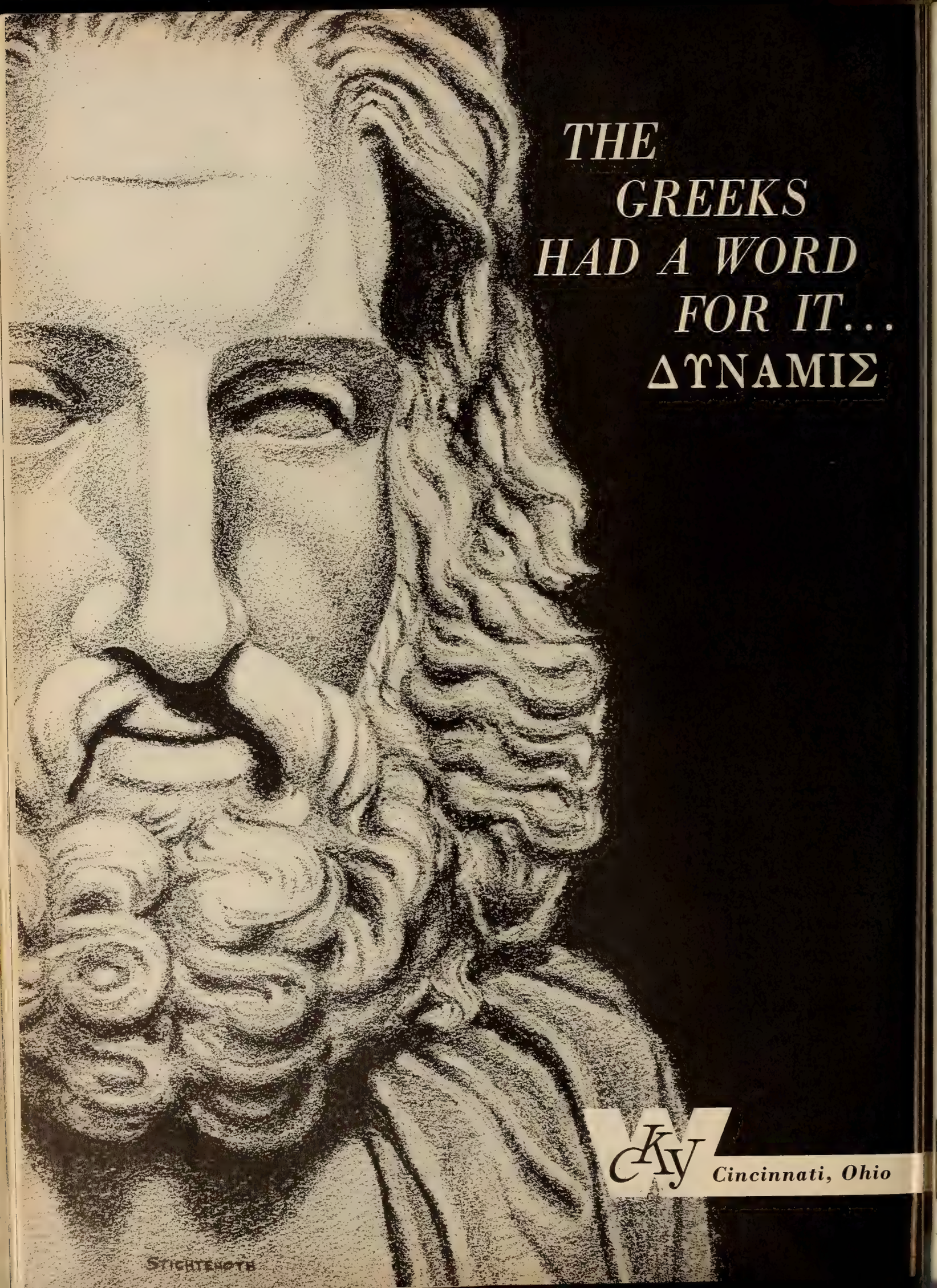
As the lawyers phrase it, "the assets and business of Associated Artists Productions Corp. have been acquired by United Artists Associated, Inc."

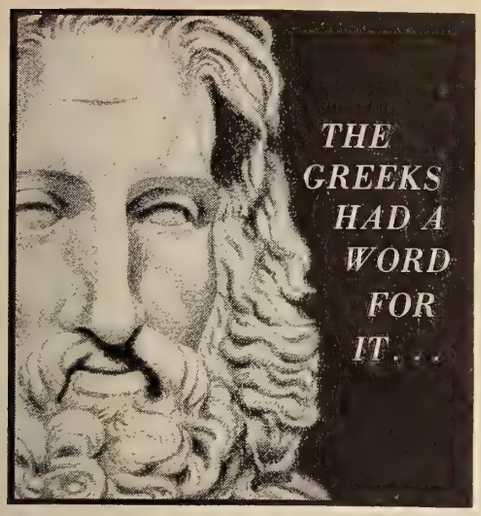
Translated this means that the same management, the same sales staff that brings you fine A.A.P. films will now also handle the great feature motion pictures of United Artists. This is important news to our friends in television. U.A.A. will provide you with a wide choice of outstanding films from a single source . . . films that will hold audiences and sell sponsors. PLUS the kind of increased service that can add up to increased profits.

Now that you've met us, let's get together!

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK
345 Madison Ave., MUrray Hill 6-2323
CHICAGO
75 E. Wacker Dr., DEarborn 2-2030
DALLAS
1511 Bryan St., RIverside 7-8553
LOS ANGELES
9110 Sunset Blvd., CRestview 6-5886


THE
GREEKS
HAD A WORD
FOR IT...
ΔΥΝΑΜΙΣ
CKy
Cincinnati, Ohio
STRENGTH



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here.*

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

ter (R-Mich.) to appoint a commission to examine government usage of the radio spectrum passed the Senate. In the House, the Administration prevailed in revising the resolution to require the commission to investigate both non-government and government use of the spectrum. This was reported out by a House committee in the closing days of the 85th Congress but it was never brought to the floor for a vote.

Broadcasters opposed the amended Potter resolution.

Shortly after Congress adjourned, it was reported that the President was considering the appointment of a White House committee to investigate the spectrum [CLOSED CIRCUIT, Sept. 15; GOVERNMENT, Sept. 22].

Among other recent activities which may have spurred the President into seeking proposals to revise the present structure of radio spectrum management are the revelations of the House Legislative Oversight Committee, including off-the-record wire-pulling at the FCC, allegations of attempted bribery and solicitations of bribery, and general laxity in official conduct.

In announcing the appointment of the five-man committee, Mr. Hoegh stated that the rapidly changing technology and needs in both government and non-government areas "are presenting increasingly difficult problems in telecommunications management."

This situation, Mr. Hoegh continued, is becoming "no less complicated" by developments in satellites and space vehicles, as well as military weapons systems and civil defense communications.

The OCDM announcement also contained a paragraph stating that the committee "will not be concerned with existing regulatory powers or procedures of the FCC, nor will it make studies of detailed problems of radio frequency usage."

Mr. Cooley stated last week that the committee has no plans to get into the question of specific radio assignments. Another member of the committee was more down-to-earth: "We don't intend to get into the nuts and bolts part of telecommunications."

The committee has met twice, on Nov. 18 and 19. Another meeting will take place in mid-December, Mr. Cooley said.

Present at the Nov. 18 meeting was FCC Chairman John C. Doerfer, it was learned.

Individual members of the committee have been given assignments in preparation for the next meeting.

The request for a Dec. 31 report is seen as lending credence to reports that the President desired to be ready for possible congressional activity in the field of telecommunications when the new Congress assembles Jan. 7.

There have been definite reports that Congress intends to take up anew the matter of a study of the radio spectrum.

Only last September, Rep. Oren Harris (D-Ark.) declared that he would reintroduce his bill to study the spectrum. At the same time the Arkansas Democrat (who is chairman of the House Legislative Oversight Committee as well as of the parent Commerce Committee) stated that he felt one agency should control both government and non-government use of the spectrum.

Under the 1934 Communications Act, the President is the final authority in licensing government stations. The FCC is empowered to regulate all non-government use of the radio spectrum. The President's responsibilities are carried out through the Interdepartmental Radio Advisory Committee, on which sits a representative of each department and agency of the federal government which uses radio frequencies.

The Communications Act is silent, however, on a supreme arbiter for the apportionment of frequencies between the government and civilian use. This has been accomplished through a "gentlemen's agreement" between the White House and the FCC.

The latest expression of this liaison was the FCC's action last April in removing 8500-9000 mc from civilian use for military usage. The band had been assigned for civil aviation radionavigation; it was reassigned to government use for radiopositioning.

This has become a key law case. Aviation interests have asked the appellate court to force the FCC to provide the normal rule-making and hearing safeguards spelled out in the Communications Act. The Commission ordered the change in allocations into effect without preliminary notice or a hearing. The reason given was the request of OCDM for these frequencies. When civil aviation interests protested, the Commission refused to reconsider its order. The objectors have appealed this particular action, and last week a pre-trial conference was held in the U. S. Court of Appeals in Washington, D. C.

Actually the FCC order pre-empted 14

EIA REPEAT

The Electronic Industries Assn. last week renewed its recommendation for a long range study of the military and civilian uses of the radio spectrum. EIA's statement was issued last Thursday, following the announcement earlier in the week of the establishment of a Presidential Telecommunications Advisory Committee.

In a letter to Victor E. Cooley, chairman of the advisory committee, H. Leslie Hoffman, chairman of EIA's spectrum study committee, expressed the hope that the committee's appointment was the first step toward launching an overall investigation of the spectrum.

Last September the EIA board formally urged the establishment of a commission to study the spectrum and its uses by both government and non-government users. Some segments of the electronics industry have been advocating such a probe for the last year or more.

EIA has not suggested how this should be done, but it has recommended that a commission be appointed for this purpose.

bands in the 220-10,500 mc region. Among these were some broadcast studio-transmitter link and remote pickup bands.

Military development in missiles and space vehicles in recent years—with their great reliance on electronics for control, guidance and surveillance—coupled with the establishment of forward scatter as the newest method of over-the-horizon communications has given rise to fears that portions of the television and fm bands might be requisitioned by the military.

Aside from military weaponry, a vast upsurge in demands for spectrum space by industrial users has also inundated the FCC in recent years.

The Commission has under way a study of the entire spectrum beginning at 25 mc. This is in two phases, 25-890 mc (this includes tv and fm), and above 890 mc.

In evaluating the import of the establishment of the new presidential advisory committee, there have been recent, regulatory straws-in-the-wind pointing to a possible outcome. These are the recent establishments of "super" agencies—one dealing with aviation and the other with space.

The Federal Aviation Agency was established last August. It is headed by retired Air Force Lt. Gen. Elwood R. Quesada and has jurisdiction over both government and non-government aviation. This includes military aviation.

The FAA was layered over the existing Civil Aeronautics Board-Civil Aeronautics Authority establishment precisely because of the same difficulties plaguing the radio spectrum—divided authority.

Similarly, the National Aeronautics & Space Administration was organized last September to take over astronautical projects involving satellites, lunar probes and other space age developments.

The last telecommunications advisory committee was the President's Communications Policy Board, appointed by President Truman in February 1950. Members of that committee included Dr. Stewart as chairman, and Lee A. DuBridge, president of Cal Tech; William L. Everitt, U. of Illinois; James R. Killian Jr., then MIT president, now science advisor to the President, and David H. O'Brien, retired vice president of the Graybar Electric Co.

In March 1951 it issued its report, the 226-page *Telecommunications, A Program for Progress.* It advocated the establishment of a three-man Telecommunications Advisory Board to advise and assist the President. It recommended that this board be empowered to require all government users to justify and periodically to rejustify their need and use of the radio spectrum. It recommended that this board, in cooperation with the FCC "supervise the division of spectrum space between government and non-government users."

It also called for the FCC to be strengthened in funds and structure.

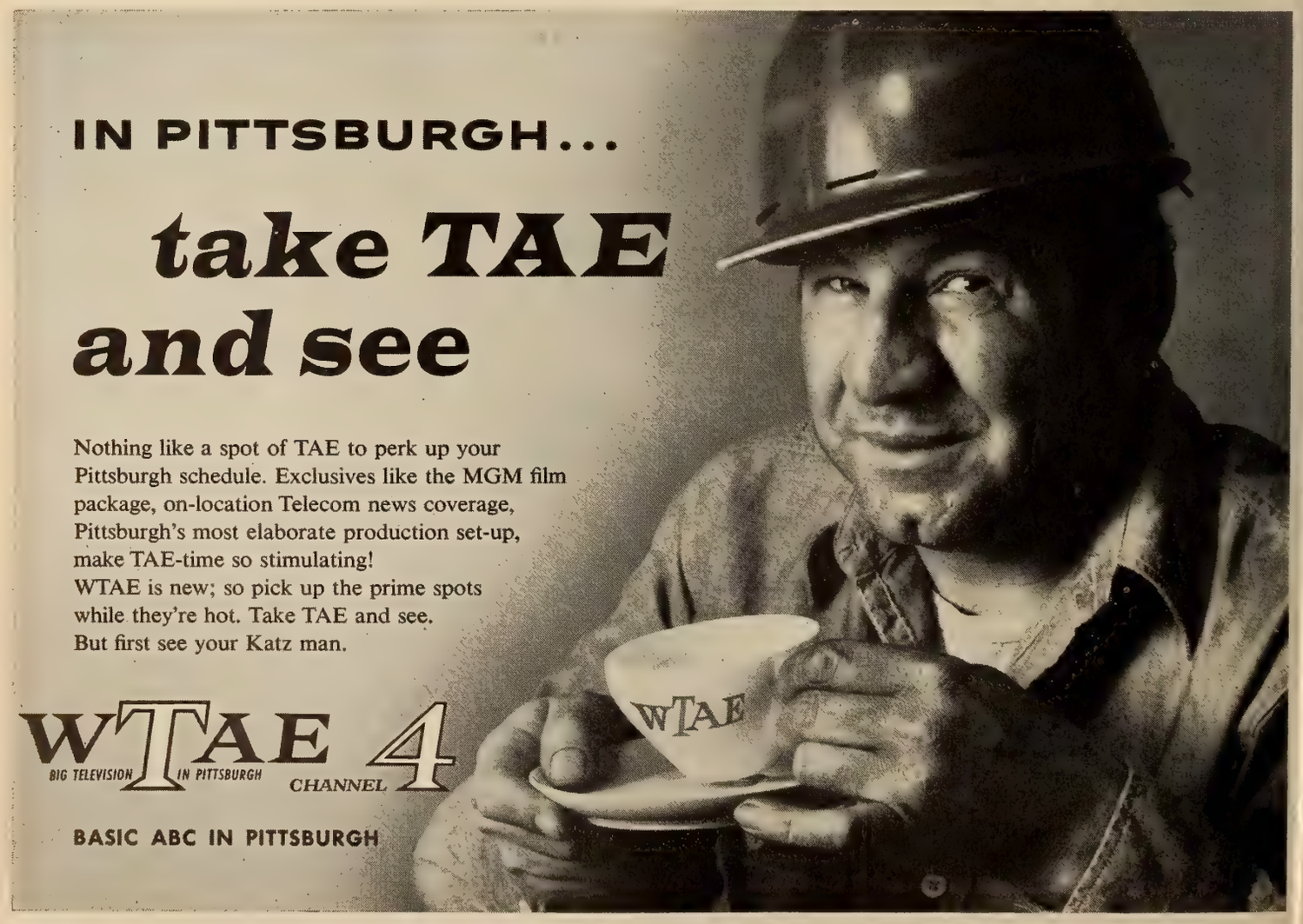
Justice Says It'll Defend Secrecy of FCC Spectrum Moves

The Dept. of Justice has announced it is preparing to claim the right to withhold the reason why the FCC was asked to reassign 14 bands in the radio spectrum from civilian to government usage.

The announcement was made last Thursday in a pre-hearing conference before Circuit Judge John A. Danaher of the U. S. Appeals Court in Washington.

The conference, at which attorneys representing Aeronautical Radio Inc., Bendix Radio (Bendix Aviation Corp.) and other aeronautical companies met with Justice Dept. and FCC lawyers, was in preparation for the argument on the appeal against the FCC's April 16 decision reallocating various bands ranging from 220 mc to 10,500 mc. This was done without notice or a hearing. Last July the FCC turned down a petition for reconsideration.

In last week's conference, the Justice Dept. counsel told Judge Danaher that the administration was willing to give the court the basis for the OCDM requirement, but not the parties. He said he was preparing to claim executive department privilege. The White House has claimed this privilege for executive departments, but this will be the first time it has been claimed for an independent regulatory agency.





with apologies to Rudyard, the west does meet the east...

. . . yes, even in California, wise westerners who want to woo wily easterners (New England variety) check their Hildreth Stations.

Let's tune in on Charlie Farrell, flicker and TV flame, as he tells how to serve an "ace" every time in Maine.

"Those Hildreth people have their "racquet" all figured out. Just look at what they did in Portland—Maine's first market. Two months after they put their brand on WPOR, the ratings zoom 49%—and that's some zooming.

"They play that kind of game all over the State. Why, in Bangor it's practically a "love" set. WABI's pulse-beat is greater than the other stations combined. And the net play by its doubles partner, WABI-TV, makes it the highest rated NBC station east of the Mississippi.

"Then take Aroostook County, the throbbing thriving home of people, pilots and potatoes. WABM and WAGM team with WAGM-TV to make it a straight set sweep.

"Now that I think about it, the Hildreth Stations might well be the answer to the Davis Cup problems."

check your

Hildreth Stations

wabi AM TV / wabm / wagm AM TV / wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT
LEON P. GORMAN, JR., EXECUTIVE V. P.
WILLIAM J. MULLEN, NAT'L. SALES MGR.

Represented by:
GEORGE P. HOLLINGBERY—Nationally
KETTELL-CARTER—in New England

HARRIS GROUP UNWILLING TO DIE

- **Legislative Oversight may live on in 86th Congress**
- **Staff report hits Justice on FCC ex parte contacts**

In all probability, there will be a Legislative Oversight Subcommittee during the 86th Congress, which convenes Jan. 3.

And last week, the subcommittee received a report from one of its staff members criticizing the FCC and Justice Dept. for failure to crack down against individuals who have made *ex parte* contacts. The report says 30 such cases have been investigated "and there are probably more."

All earlier indications had been that no effort would be made to extend the controversial investigative body's life after its authorization expires Dec. 31, but developments in the past few weeks have completely changed the outlook.

Rep. Oren Harris (D-Ark.) last week told BROADCASTING the subcommittee's report, due by the end of the year, would recommend its renewal. All of the six other subcommittee members remaining in Congress (five Democrats, and one Republican) have urged that it be given new life.

Previously, Rep. Harris had been against the subcommittee's continuance and planned to absorb its work into the parent committee. In fact, last September he sent word to the chief counsel to inform the staff the subcommittee would expire Dec. 31 and that they should make other arrangements for jobs [CLOSED CIRCUIT, Sept. 29].

One source close to the House leadership predicted last week the subcommittee would not run into any major difficulties in getting renewed. He said that House Speaker Sam Rayburn (D-Tex.) would abide by the recommendations made by Rep. Harris.

The committee was established in March 1957 with a $250,000 appropriation and the blessings of Speaker Rayburn, who made the original suggestion for the need of such an investigative body. A second appropriation will be necessary for its continuance and indications are that a fight may develop in this respect on the House floor.

Rough Sledding • The committee's history has been a stormy one. Cries at the start arose that it would do a "hatchet job" on the FCC. This was denied by all parties, although the Commission has borne the brunt of the subcommittee's attacks and has been severely chastised in the eyes of the public.

As a result of the committee's investigations, one commissioner has been forced to resign and has been indicted, a former chairman has been accused of accepting a bribe, the character and integrity of all except the newest members of the FCC have been attacked, a cloud of suspicion has been cast on a majority of the Commission's major tv grants and a dozen decisions have been returned by the courts. In addition, disclosures of the subcommittee forced the resignation of President Eisenhower's top aide.

Nor was all the turmoil created outside the subcommittee. Intramural clashes were frequent and bitter in the early stages. The subcommittee fired its chief counsel after a name-calling fight with him in the press. The first chairman "resigned" as a result but was allowed to remain as a member of the subcommittee. Latest to go was the chief investigator who quit last summer under fire.

Rep. Harris said the recommendation would not be that the subcommittee be continued on the broad scale and type of operation it pursued in the past. He would not comment on whether it would continue in its present form and personnel. He hopes the new Oversight Subcommittee can devote its time to less sensational but constructive reviews of the regulatory agencies and their activities in carrying out the law.

The subcommittee's report also will include a draft of an "across-the-board" code of ethics for all agencies under its jurisdiction. In addition, it will take up the powers (probably recommending more) and tenure of the chairman of the FCC and the method of his selection (the subcommittee, it's reported, is split on whether this position should be rotated from year to year). Still another phase of the report is expected to put teeth into laws governing conflicts of interest and *ex parte* contacts.

Some Speculation • Talk centered on whether Rep. Harris would step down as chairman of the subcommittee. If he does, Rep. John Bell Williams (D-Miss.) is expected to become chairman. Rep. Harris refused to comment on this aspect.

Members of the subcommittee often have commented that it has just "scratched the surface" of its announced and intended job. The consensus was, following informal talks the past two weeks, that Congress could ill afford to do away with its newest investigative arm. In fact, talk now is that the subcommittee will be established on a permanent basis.

Several of the attorneys who appeared as panelists last week before the subcommittee urged the continuance of its work by the same group or another body (see separate story). "There is a great need for additional information, not about bribery, not about influence, but how these agencies are doing their jobs," Prof. Clark M. Byse of Harvard stated.

Last week's report, submitted by staff attorney Stephen J. Angland, did not figure in the decision to recommend continuance of the subcommittee. It does, however, offer a future course for the subcommittee if Mr. Angland's charges are investigated further.

"The recent publicity received by the Attorney General with respect to his position on the [Miami] ch. 10 proceedings [GOVERNMENT, Nov. 17] does not stand inquiry," Mr. Angland stated. He said the subcommittee has made evidence public that is "quite clearly sufficient to convict several persons" of violating the section (409 [c] [2]) of the Communications Act dealing with *ex parte* contacts and illegal pressures.

"As an explanation for no indictments," Mr. Angland stated, "it has been indicated that Sec. 409 (c) (2) is not clear. This haziness has just developed since this subcommittee went into tv cases." Mr. Angland cited several official FCC and court documents which, he alleged, showed that there had been no "haziness" on interpretations in the past.

Mr. Angland said that in his investigations of tv cases, he found indications of *ex parte* contacts in over 30 (only a portion of which have been made public). "It was unnecessary to develop all these cases for legislative purposes," he told the subcommittee. "However, for law enforcement, it would be necessary. I am also very certain that there are cases I did not uncover.

"The obvious conclusion is that the Attorney General has evidence of a number of calculated, and in some cases, gross violations of Sec. 409 (c) (2), but that he does not want to prosecute." Mr. Angland also charged that members of the bar have been publicly involved in *ex parte* representations, "an additional area where the Attorney General could be helpful."

EX-FCC HEAD DENIES ALL BRIBE RUMORS

- **Oversight can't track sources**
- **More hints of planted rumors**

Former FCC Chairman George C. McConnaughey swore under oath last Monday (Nov. 17) that he did not solicit or accept a bribe for his vote in the Pittsburgh ch. 4 tv case. Previous witnesses before the House Legislative Oversight Subcommittee had testified they heard "rumors" of bribes totaling $250,000 in the case [GOVERNMENT, Nov. 17].

"I have definite proof that no money was paid" either while on the FCC or since, Mr. McConnaughey said. "Your committee has all the records of my bank account, Mr. [Robert] L'Heureux' and Mr. [George] Sutton's," he added, referring to his former associates in a law firm now dissolved. The former commissioner testified he first heard of the alleged bribes when questioned on the subject by the FBI in September 1957.



MR. L'HEUREUX



MR. McCONNAUGHEY

The subcommittee has been unable to determine the source of reports Mr. McConnaughey was to receive $50,000 from ch. 4 applicant Tv City Inc. or $200,000 from a second applicant, Hearst-WCAE

Pittsburgh, in exchange for his vote. The subcommittee also has been unsuccessful in efforts to learn who told the competing applicants, the day of a June 3, 1957, oral argument, that the Commission was split 3-3 for Tv City and Hearst.

These two applicants merged and received the grant 3½ weeks after Mr. McConnaughey left the FCC on June 30, 1957, and formed the McConnaughey, Sutton, L'Heureux firm. Three others seeking the Pittsburgh station, Wespen Tv Inc., Irwin Community Tv and Matta Enterprises, withdrew from the contest and were paid $50,000 each in expenses.

Mr. McConnaughey, now practicing law with his son in Columbus, Ohio, stated without reservation that he did not solicit a bribe, in the form of money or legal clients, from the Pittsburgh applicants or in any other case. He also denied that an intermediary had made a solicitation on his behalf or that he informed anyone of the 3-3 tie vote.

He said the Commission voted in the case immediately after the oral argument with himself, Comrs. John Doerfer and Robert E. Lee voting for Hearst, while Comrs. Rosel H. Hyde, Robert T. Bartley and Richard A. Mack favored Tv City. Comr. T. A. M. Craven abstained. The witness maintained he had supported the Hearst application from the beginning and for that reason voted against letting Tv City amend its application to show the death of one of its principals, Irvin Wolf.

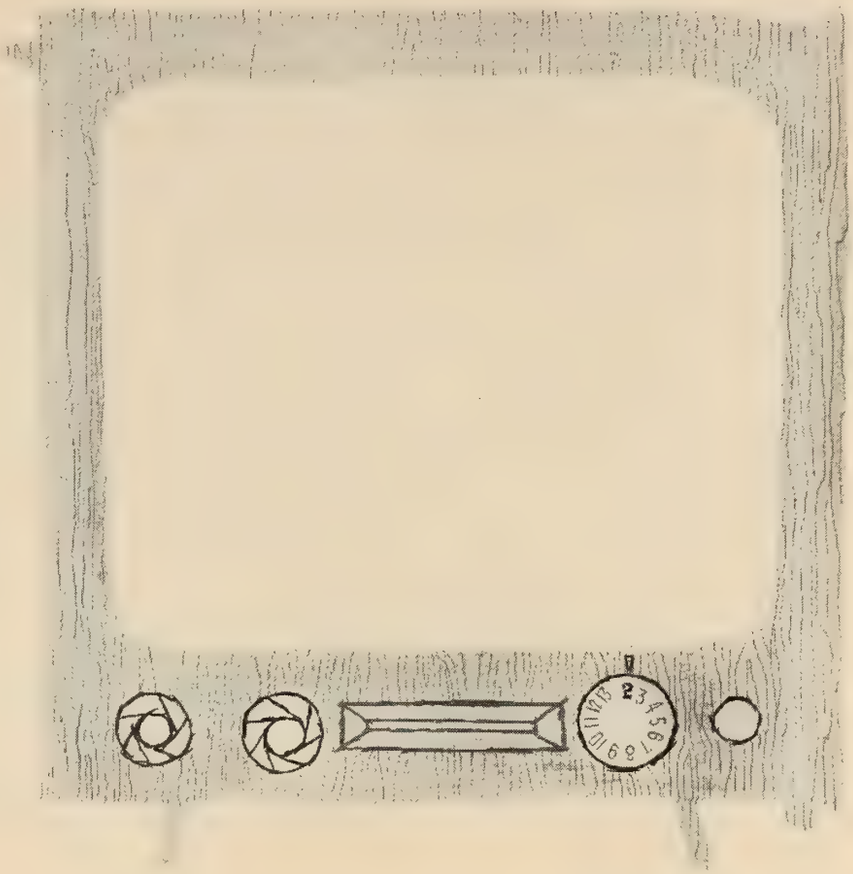
Mr. McConnaughey, under questioning by Acting Chairman John Bell Williams (D-Miss.), said the bribe rumors could have been "manufactured" to force him to be disqualified from voting in the case. He also said Tv City stood to gain the most from his disqualification, since the vote then would be 3-2 in its favor.

At a May 8, 1957, luncheon with Earl Reed, Tv City president, Mr. McConnaughey said, Mr. Reed tried to tell the commissioner what outstanding and prominent men were associated with the applicant. Mr. McConnaughey, an Eisenhower appointee in October 1954, said he changed the subject of conversation.

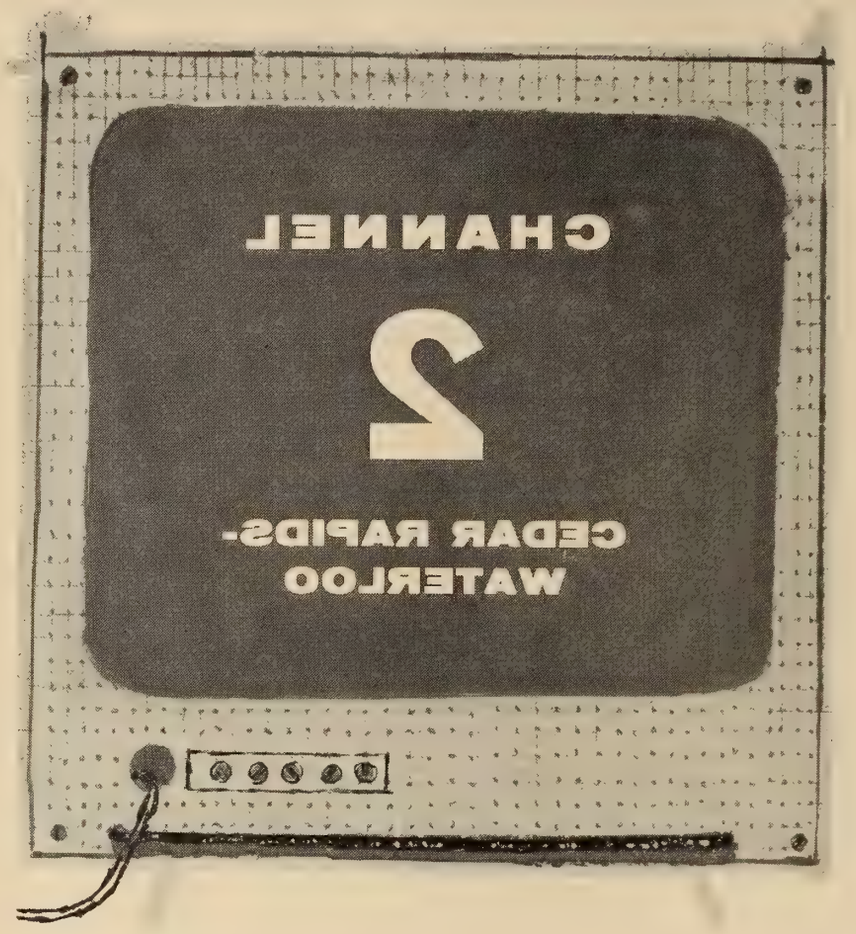
Mr. Reed also talked of his (Reed's) association with National Steel, Mr. McConnaughey said, and that this firm often had legal business in Ohio. Mr. McConnaughey said he again changed the subject and that the Tv City president "could see I didn't appreciate that kind of talk and it was dropped."

Mr. McConnaughey said he did not consider this "in any respect an offer of a bribe" and thought no more of it until the FBI questioned him. He denied telling Mr. Reed he was leaving the FCC and going into private practice, as had been testified earlier by Mr. Reed. Mr. McConnaughey said the McConnaughey, Sutton, L'Heureux law firm first was proposed by Mr. Sutton, counsel for Tv City Inc.

Testifying just ahead of Mr. McConnaughey, Mr. L'Heureux also said he first heard of the bribe rumors in September 1957. Mr. L'Heureux had been Mr. McConnaughey's administrative assistant at



To see what most viewers in
Eastern Iowa see, hold this page up to the light.



For the forward look in tv,
turn back one page.

Thought for today: WMT-TV covers over half of the tv families in Iowa, dominates Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest cities.

WMT-TV

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CEDAR RAPIDS · WATERLOO

Represented Nationally by The Katz Agency, Inc. • Affiliated with WMT Radio, KWMT Fort Dodge.

the FCC and left when the chairman did. He said he was unsuccessful in attempts to learn the source of the allegations.

Mr. L'Heureux vigorously denied he had contacted Mr. Reed or anybody else regarding the bribe solicitation or the 3-3 tie vote. He said only one side could benefit from the rumors and that if he were sitting on a jury he would "have some very strong suspicions . . ." about Tv City.

He was first informed of the bribe rumors by Messrs. Sutton and McConnaughey, Mr. L'Heureux said, the same day the two attorneys were questioned by the FBI. He said that in March 1958, Mr. McConnaughey told him and Mr. Sutton that Mr. Reed had offered the former FCC chairman "about $10,000" a year for his vote.

At the conclusion of Monday's hearing, Reps. Williams and Charles A. Wolverton (R.-N.J.) called on the Justice Dept. to investigate the Pittsburgh case. Three days earlier, both congressmen had called on the FCC to reopen the case [At Deadline, Nov. 17].

The Justice Dept. had the case under grand jury scrutiny for several months but no indictment was returned and the jury was dismissed. A Justice spokesman said last week that no new evidence was unearthed in the House hearings which had not been presented to the grand jury.

FCC Chmn. Doerfer said the Commission would have to consider the possibility of reopening the case but as yet, has not done so.

Several members of the subcommittee have expressed a desire to recall a number of witnesses because of inconsistencies in testimony before the congressional body. Among those facing a possible recall are Messrs. Sutton, Reed and Lee W. Eckels, Tv City principal. The congressmen also want to question William Matta, ch. 4 applicant who has not testified.

OVERSIGHT SPONSORS PANEL DISCUSSIONS

- **30 examine regulatory ills**
- **FCC declines participation**

Thirty prominent attorneys, government officials and professors at the invitation of the House Legislative Oversight subcommittee, participated last week in two days of panel discussions on how to cure the ills of federal regulatory agencies.

And, one of the panelists used the forum to get in a lick against the parent Commerce Committee and for pay tv. James M. Landis, counsel for pay tv-proponent Skiatron, charged the committee with interference in "a carefully worked out program" by the FCC to authorize a test of pay tv.

Topics for discussion were "(1) Should the clearly judicial functions of the administrative agencies be divorced from them and lodged with the federal courts? (2) Should the legislative functions of administrative agencies be restricted? (3) How much overseeing of the administrative process should be undertaken by the Executive branch and the legislative branch? (4) How can improper pressures be best dealt with?"

The FCC was conspicious in its failure to participate in the panel. Charles E. Smoot,

complete one hand operation



GATES PROFESSIONAL TRANSCRIPTION TURNTABLES

You shift speeds to 78, 45 or 33⅓ by simply moving the shift lever to the desired index point—then touch the button to either start or stop. Complete one-hand operation leaves the other hand free for cueing or control board.

Gates positive operating 3-speed transcription turntables are designed entirely for the professional demands of radio and television stations, advertising agencies and recording studios. These turntables are capable of unusual speed accuracy, low vertical and lateral rumble and utilize the direct "speed shift" approach to eliminate springs, multiple drive wheels or gravity methods of speed change.

The transcription chassis only (CB-100), and the CB-210 complete turntable are both in stock for immediate delivery. The turntables are available with or without the CAB-6 cabinet illustrated above. Place your order today.

GATES **GATES RADIO COMPANY** — QUINCY, ILLINOIS —

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY



How many puffs in a station break–

or when does sales resistance become resentment?

Here's another place where film comes into the picture . . . because pre-testing is easy with commercials *on film*— lets you test to your heart's content before you show them. Important, too — film gives you full control of time and station . . . keeps you in the driver's seat all the way.

Use black-and-white — or color . . . there's an Eastman Film for every purpose.

For complete information write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Be sure to shoot in COLOR . . .
You'll be glad you did

assistant general counsel, was listed on the program as one of the panelists but was not present for any of the Tuesday-Wednesday sessions. A subcommittee spokesman said FCC General Counsel John FitzGerald sent word Mr. Smoot was too busy to participate.

Many of the panelists, gathered by subcommittee Chief Counsel Robert W. Lishman, favored a code of ethics for agency personnel; stricter conflict of interest laws; placing commissioners on a judicial level; higher standards for commission appointees.

The panelists were divided on the question of placing an agency's judicial functions in federal courts. No, said Minnesota Prof. Kenneth Davis, Robert W. Ginnane, Interstate Commerce Commission general counsel, and Joseph Zwerdling, Federal Power Commission hearing examiner, all of whom delivered 15-minute papers on the question. Yes, said private attorneys Robert M. Benjamin, Donald Beelar, Ashley Sellers, John Cragun, former FCC Hearing Examiner Fannie Litvin and others. All cited a similar proposal of the American Bar Assn.

William Gatchell, FPC general counsel, proposed that agencies function more as courts, with the Executive branch given "limited or general control" over them.

U. of Minnesota Prof. Kenneth W. Culp said "many good men want to play the game according to the rules and can't find the rules. The cure for pressure on administrative agencies is not to destroy the agencies and transfer their functions to the courts any more than the cure to judicial abuses is to destroy the courts."

The SEC general counsel, Thomas G. Meeker, told the panel and congressmen that ex parte contacts are "few in number." The greatest deterrents, he said, are "the quality and loyalty of the personnel serving the agencies." He urged caution in the enactment of legislation designed to prohibit improper influence which also would prevent useful legitimate practices.

Profs. Arthur S. Miller of Emory U. and Clyde Byse of Harvard recommended more precise legislative standards for the FCC and other agencies to follow in granting licenses as one cure for curbing pressures. Both educators also urged the idea of selling tv channels to the highest bidder be seriously considered.

Mr. Landis, former chairman of both the SEC and CAB, said the activities of congressional committees should be directed to recommendations for legislation. "An unfortunate tendency has manifested itself recently in the fact that acting only individually or as a committee they have sought to interfere in the shaping of policy by the administrative agencies," he charged. "The most patent of these is the recent action of the House Committee on Interstate & Foreign Commerce in setting aside a carefully worked out program of the Federal Communications Commission in the field of subscription television."

At the close of the final panel Wednesday, proposed codes of ethics submitted by all agencies under the subcommittee's jurisdiction except the FCC were entered into the record. The Commission has promised to submit a proposal of its own in the future.

Oversight Subcommittee Told Court Cannot Dictate to FCC

A court is not authorized, under the Communications Act, to impose any "real direction" on the FCC as to how the Commission must "ultimately dispose" of a case, the House Legislative Oversight Subcommittee has been advised by the Library of Congress' legislative reference service.

James P. Radigan Jr. and Hugh C. Keenan Jr. of the legislative reference service gave the subcommittee their opinion at the House unit's request. They concluded: "The court is not a superior and revising agency in the field. Its remand obligates the Commission to correct the mistakes of law but leaves it free to take such action as it deems meets the standards of 'public interest, convenience or necessity.' "

The report also, at the subcommittee's request, digested the 12 cases which had been remanded by the U. S. Court of Appeals for the District of Columbia to the FCC or by the U. S. Supreme Court to the appeals court between Jan. 1, 1958, and Oct. 30, 1958, reporting on the progress of the cases as of the latter date.

Five of the cases were remanded—three by the Supreme Court and two by the appeals court—in view of testimony before the House subcommittee of *ex parte* influences. The other seven cases were remands by the appeals court.

Supreme Court Refuses Plea To Upset St. Louis Tv Grant

The Supreme Court last week upheld a U. S. Court of Appeals decision [GOVERNMENT, July 14] and refused a *writ of certiorari* to the St. Louis Amusement Co., a former applicant for tv ch. 11 in St. Louis. The Court of Appeals had affirmed an FCC dismissal of a St. Louis Amusement request that a March 1957 grant for ch. 11 be declared vacant and that it be returned to the Commission for new applications.

CBS won the grant last year, after a contest with 220 Television Inc., St. Louis Telecast and Broadcast House. St. Louis Amusement had previously withdrawn its application because, as it was explained to the Court of Appeals, it felt it had no chance against CBS Inc. as a competitor. Instead of building on ch. 11, CBS bought ch. 4 KWK-TV St. Louis for $4 million and turned ch. 11 over to 220 Tv. St. Louis Telecast and Broadcast House were paid $200,000 each by 220 Tv. Ch. 11 is now KCPP (TV) while CBS is operating ch. 4 as KMOX-TV.

100W Maximum for Translators

The FCC last week finalized its rule making to increase the maximum permissible transmitter power output of tv translators from 10 w to 100 w, effective Dec. 26. According to the Commission, this will further tv translator reception in communities where present maximum power is inadequate. The first translator began operation in 1956. There are presently over 140 such stations bringing tv to outlying areas.



East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or

W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

CH. 10 DECISION EXPECTED MONDAY

- **Arguments in Miami case end**
- **Charges include 'wire-pulling'**

An initial decision in the Miami ch. 10 case may be issued next week by special FCC hearing examiner Judge Horace Stern. The retired Pennsylvania Supreme Court chief justice last week said that he hoped to have his decision out by Monday (Dec. 1). This was at the completion of oral argument by all parties.

The oral argument, the last move in the hearing on charges of behind-the-scenes wire-pulling in the 1957 Miami ch. 10 grant, heard pleas ranging from the argument that all but one of the applicants should be disqualified to a request that the "climate" of doing business before the FCC should be taken into account and the activities of some of the applicants not be considered disqualifying.

Running as an undercurrent—beyond its application in the Miami case—was the argument between the Dept. of Justice and other parties. This even involved charges that the White House was trying to save face by urging the disqualification of all federal officials and parties who resort to *ex parte* representations.

The Justice Dept. argued in its brief filed two weeks ago that any tampering outside the accepted procedures of adjudication before federal agencies be labeled illegal [GOVERNMENT, Nov. 17].

This was termed too broad by some of the parties in the case.

Paul A. Porter, attorney for WKAT Inc., declared the FCC does not need an "iron curtain" to protect the commissioners.

Norman E. Jorgensen, attorney for Public Service Television Inc. (WPST-TV), maintained that the Dept. of Justice "sped right by the record roughshod in its haste to get an Administration face-scrubbing before the American public."

Considered the bellwether case in the dozen tv grants which have been scheduled for reopening—or which have been the target of allegations of back door machinations—the Miami ch. 10 rehearing began last September. The charges were originally aired earlier in the year before the House Legislative Oversight Subcommittee and resulted in the resignation of Richard A. Mack as an FCC commissioner. Mr. Mack and his friend Thurman A. Whiteside were indicted by a grand jury and have both pleaded innocent.

The gist of the oral arguments before Judge Stern was as follows:

Edgar W. Holtz, FCC associate general counsel—urged that Judge Stern find Comr. Mack disqualified and therefore the grant to the National Airlines' subsidiary void. He also asked that WKAT, Public Service and North Dade Video Inc. be disqualified from any further participation in the case. This would leave L. B. Wilson Inc. the only applicant.

Both the FCC counsel and that for L. B. Wilson pointedly reminded Judge Stern that the question of what to do with the grant if all except one applicant is disqualified was not an issue in the hearing. The Justice Dept. in its brief two weeks ago suggested that new applications be accepted for ch. 10, while all present applicants but L. B. Wilson should be disqualified.

Mr. Holtz asked Judge Stern to hand down a decision which would "completely protect FCC commissioners from all influence, direct or indirect, from all sources, including Congress."

Mr. Porter, for WKAT—Declared that Mr. Katzentine's activities were right and proper; that Mr. Katzentine was the only party to bring the allegations of wire-pulling to light. He called for the disqualification of Public Service. He maintained that Mr. Katzentine and his intermediaries who saw Comr. Mack did not attempt to persuade him to vote for WKAT, but only to get him "uncommitted" from what he understood was his pledge to Mr. Whiteside to vote for Public Service.

Paul M. Segal, attorney for L. B. Wilson —Maintained that no accusations had been made against his client. He stated that arguments by other counsel excusing the activities of their clients were "adolescent." He quipped that from the arguments of parties it seems that "it is all wrong to fix a case, but it's all right to unfix a case." He declared that North Dade must be considered to have engaged in off-the-record representations through the use of Robert F. Jones, former FCC commissioner and former congressman (R-Ohio), now in private law practice.

Nathan David, attorney for North Dade Video Inc.—Emphasized that no one representing North Dade made any representations to the FCC commissioners. He termed Mr. Jones' activities on Capitol Hill seeking legislation prohibiting an airline from owning a tv station as perfectly proper. He accused the Dept. of Justice of "gerrymandering" the record adverse to North Dade.

Mr. Jorgensen, for Public Service—Called for a new FCC vote on Miami ch. 10 to lift the cloud on the grant. He stressed that Public Service tried to get Mr. Whiteside to serve as counsel, but when Mr. Whiteside refused to accept employment that was the end of Public Service's connection with him. He intimated that Mr. Whiteside became active in the Miami ch. 10 case for his own benefit.

Judge Stern intervened with questions only three times, warning each time that his questions should not be considered as indicating his views. He inquired about the status of the majority vote if Comr. Mack had abstained or had voted for another applicant; he asked if the FCC was required to grant an application after a hearing or whether it could deny all parties, and he observed that Mr. Jones had testified that he turned over a document favoring North Dade to Comr. T.A.M. Craven after the final vote was issued (in which Comr. Craven had abstained) and after Comr. Craven had told Mr. Jones he would not participate in any further deliberations of Miami ch. 10.

CRAVEN BOWS OUT FROM CH. 13 CASE

- **FCC orders new argument**
- **Crosley gets interim use**

Comr. T. A. M. Craven last week severed himself from any further part in the Indianapolis ch. 13 case as the Commission ordered a second oral argument under a mandate from the U. S. Court of Appeals for the District of Columbia. The FCC set no date for the argument.



COMR. CRAVEN

At the same time, the FCC granted a request by Crosley Broadcasting Corp. that the company be allowed to continue operating its WLWI (TV) Indianapolis on ch. 13 pending a final FCC decision on whether Crosley or WIBC Indianapolis, the other applicant, gets the facility. A WIBC petition for joint trusteeship-operation of ch. 13 with Crosley pending final decision was denied, as was a request for oral argument on the petition.

The FCC also dismissed as moot a request by WIBC that Comr. Craven be disqualified in the proceeding—in view of the commissioner's statement that he will not participate in any further proceeding in the ch. 13 case.

The court last June remanded the FCC's March 1957 grant of ch. 13 to Crosley, holding Comr. T. A. M. Craven should not have voted because he did not hear oral argument in the case [GOVERNMENT, June 23]. Comr. Craven had abstained from voting because the engineering firm of which he formerly was a member had been employed by one of the former applicants, WIRE Indianapolis, but at the FCC's request voted to break a 3-3 tie. The same court, all nine judges, denied a later Crosley request for rehearing [Government, Sept. 29].

Comr. Craven said last week that since the court didn't decide on whether he was qualified to participate in the ch. 13 case, he will not take any part in the case, "including the further oral argument which has been ordered." The commissioner said that even if the FCC reaches another "impasse" (i.e., a tie vote) he will not participate to break the deadlock unless the question of his qualification is "judicially settled." This means that even if he were to be found qualified "judicially," he could not vote in the ch. 13 case unless a third oral argument is held.

Comr. Craven said his practice since being appointed to the FCC has been to abstain from taking part in matters in which he previously was associated as a private radio engineering consultant. Thus, he said, he refused to vote in the ch. 13 case until he was advised by the FCC general counsel that it was his duty to take part in the final disposition of a case if failure to do so would prevent the FCC from performing its administrative functions.

WIRE (*Indianapolis Star* and *News* and

It's Easy

To Pick

A Winner

In Memphis



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency



EXCISION IN EXCISE

The federal government took in a million dollars less in taxes on radio-tv, phonographs, components, etc. for the first quarter of fiscal 1959 than the same period the year before. The Internal Revenue Service reported last week that excise tax collections for the fiscal period ending Sept. 30 on these items totaled $26,995,000—compared to $27,987,000 in the same period in 1957. Taxes collected for phonograph records jumped $1 million—from $2,757,000 in 1957 to $3,767,000 in the 1958 period; taxes on admissions to theatres, concerts, etc., also moved upward—from $13,918,000 in 1957 period to $14,395,000 for this period; taxes on admissions to cabarets, roof gardens, etc. slumped—from $11,029,000 to $10,584,000. Total excise taxes from all sources showed a $100 million slump—from $2,842,433,000 in 1957 to $2,746,156,000 this year's period.

other newspapers) and Mid-West Tv Corp. (local businessmen), the two other applicants, also had appealed the grant to Crosley, but both withdrew their appeals—WIRE in December 1957 and Mid-West in January 1958—in consideration of undisclosed amounts paid by Crosley. The March 1957 FCC grant [At Deadline, March 11, 1957] reversed an examiner's initial decision favoring Mid-West.

Ad Rekindles San Diego Fight

An advertisement in Broadcasting linking ch. 6 XETV Tijuana, Mexico, with San Diego, Calif., prompted a request for the reopening of an FCC decision permitting ABC-TV to feed its programs to the Mexican station. KFMB-TV San Diego, last week asked the FCC to revoke the Commission's April 22 decision approving the feed of ABC-TV programs to XETV. The San Diego station, which fought bitterly against the Commission action, said that an advertisement identifying XETV with San Diego was "a blatant and outrageous fraud, deception, misrepresentation and imposture upon the broadcast industry . . ." KFMB-TV claimed that the advertisement attempts to "foist" the station upon American advertisers as an American station.

Wins Libel Damages in Oklahoma

Mrs. Pearl Wanamaker, former Washington state superintendent of public instruction, was awarded $7,500 damages for libel by a court in Oklahoma City last week from three Oklahoma radio stations which carried an MBS broadcast by Fulton Lewis jr. in 1956 [Networks, Jan. 16, 1956]. She had claimed Mr. Lewis called her the "ringleader" of a White House education conference he said was "stacked and phony" and mistakenly identified her as the sister of a Communist. The stations were KGWA Enid, KOME Tulsa and KOCY Oklahoma City. She has filed similar suits against other stations.

220,000

cheered WSB-TV tenth anniversary parade



PEACHTREE STREET WAS JUMPING. Never in the history of fun-loving Atlanta had so great a throng turned out for any event. Nearly a quarter-million people came to help celebrate WSB-TV's 10th birthday; to show their affection for WSB-TV stars and appreciation for the programming this station gives them.

This thundering response gives you a more revealing picture of WSB-TV's dominance in the Georgia market. Skillful showmanship teamed with intelligent programming in the public interest has made WSB-TV one of the nation's truly great area stations. Certainly your advertising in Atlanta belongs on WSB-TV.



"White Columns" is the home of WSB-TV and WSB Radio in Atlanta

WSB-TV

ATLANTA

NBC affiliate. Represented by Edw. Petry & Co. Affiliated with The Atlanta Journal and Constitution.

BPA GETS RIVAL MEDIA BRIEFING

- **Delegates also discuss ratings, other radio-tv necessities**
- **Westinghouse's McGannon urges greater stress on promotion**

The competitive spirit was double-edged at last week's third annual Broadcasters Promotion Assn. meeting. It combined the liveliness of friendly intra-organization play with the spirit of not so friendly intra-media fight.

After the smoke cleared, most delegates agreed the convention-seminar at St. Louis' Chase Hotel Nov. 17-19 was the best yet. Organization members returned to their home bases with brand new ideas on a wide range of promotion topics and the conviction that BPA as an organization has come of age.

At Tuesday's business session, BPA members elected Charles A. Wilson, sales promotion and advertising manager of WGN-AM-TV Chicago, as new president (see story, page 88). They also chose Philadelphia as the 1959 (Nov. 2-4) BPA convention site.

The 1958 meet took on a distinct competitive flavor, including speakers from newspaper, magazine, outdoor and station representative fields, headed by Edward A. Falasca, creative vice president of the American Newspaper Publishers Assn.'s Bureau of Advertising. Key speaker at Tuesday's luncheon was Donald H. McGannon, president of Westinghouse Broadcasting Co., who called on radio and tv each to more aggressively promote itself for a respectively greater share of the total national advertising budget.

Among topics explored during the convention, aside from inter-media competition, were ratings, promotion as a key management function, and such bread-and-butter subjects as sales and audience promotion, publicity and exploitation, merchandising and trade advertising.

BPA members were given statistics indicating growth of the organization the past year under Mr. Henry's leadership and prospects for future membership increases. They also were apprised of management's increasing recognition of their role in station policy and operation.

Radio-Tv Dollars in Print • ANPA's Mr. Falasca reported radio-tv spent $14 million in 1956 and over $17 million last year in newspaper advertising to promote their stations and programs. He noted local advertisers allocated $2.5 million in daily newspapers in 1957, which he described as growing competition for radio-tv.

Newspapers provide a good medium for building local station identity and promoting its operation and personalities, he asserted. Mr. Falasca suggested stations spot their ads in special interest sections, such as the women's or sports page, as well as in the radio-tv department.

By and large, Mr. Falasca felt, local station promotion in newspapers can stand a "creative hypo," with tv doing a somewhat better job than radio.

Mr. Falasca said that newspapers render "merchandising assistance" to stations but "steer clear of the word itself." He also claimed that the question of payment for publication of radio-tv logs "has never come up" in the Bureau of Advertising.

A few promotion executives chided Mr. Falasca on the increasingly critical tenor of newspaper columns against broadcasting. One quoted NBC President Robert W. Sarnoff's remarks about newspaper criticism and called for greater harmony among broadcast and print media. Mr. Falasca said he wasn't familiar with Mr. Sarnoff's comments, but felt media have cooperated on several projects and "after all, we are competitors."

Another broadcaster expressed concern over the "bitterness of the tirades of newspapers against our industry. Critics seem bent on defending newspapers at any cost." He added that advertisements he placed were frequently buried alongside the obituaries or adjoining unfavorable comment by radio-tv critics. Mr. Falasca answered: "you're confusing editorial and advertising functions—advertising is strictly a business function."

Mr. Falasca evaded questions about national vs local rates, claiming the Bureau of Advertising is not involved in the issue, and also about whether newspaper cost-per-thousand is up or down from recent years. He also declined to discuss the relative effectiveness of black-and-white vs color advertisements, but remarked, "The retention value of color is simply startling."

Mr. McGannon, of Westinghouse, declared that radio and tv must undertake aggressive campaigns of self-promotion. No longer can the broadcast media expect automatic growth, he said. Broadcasting commanded but 18.8% of the total national advertising budgets last year, he stated, adding that broadcasting and the print media are competing for the same advertising dollar.

Mr. McGannon pointed out that this was why print has become the broadcasting industry's most vociferous critic. He urged broadcasters to use their own sales tools in their own behalf. Mr. McGannon did feel, however, that competition between print and broadcasting could be a beneficial rivalry.

Magazines in the Tv Era • Kicking off the Monday afternoon session was Albert M. Snook, midwest manager of Magazine Adv. Bureau, followed by Steve Libby, publicist with Communications Counselors Inc., and Peter Rahn, radio-tv editor, *St. Louis Globe-Democrat*.

Mr. Snook observed that, despite the "tremendous increase" in tv homes, 1950-57, magazine circulations grew over three times as fast as the growth in U. S. population.

Comparing the pre-tv era of 1946-50 with that period, Mr. Snook pointed out that adult population expanded an average of 1.4 million a year as against 1.1 million for the era of tv's growth. Magazine circulations increased considerably—4.9 million annually. Even during radio's heyday (1933-40), he reminded, magazines jumped about four times as fast as the increase in U. S. population.

Taking 1956, for which the most recent advertising figures are available, magazines claimed 2,278 out of 2,742 national advertisers, with 1,134 in newspapers, 286 in tv, and 160 in radio. Splitting the national ad-



SOCIALIZING in the Edward Petry & Co. suite after a seminar roundtable meeting during the Broadcasters Promotion Assn. convention in St. Louis were several BPA delegates from stations on the sales representative's list. Standing (l to r): Walter Paschall, WSB Atlanta; Andy Amyx, WTVH-TV Peoria, Ill.; Dan Bellus, KFMB-TV San Diego, Calif.; Ray Reisinger, WISH Indianapolis, Ind.; Amos Eastridge, KMTV (TV) Omaha, Neb.; Charles Cash, WSM-TV Nashville, Tenn.; James W. Evans, WSOC-TV Charlotte, N. C.; Tom Sumner, WNEM-TV Bay City, Mich.; Fred Johnson, Petry-St. Louis, and Doug Duperrault, KTBS-TV Shreveport, La. Seated (l to r): Henry F. Hines, WBAL-AM-TV Baltimore, Md.; Montez Tjaden, KWTV (TV) Oklahoma City, Okla.; Robert Hutton, Petry tv promotion manager; Mitchell Krauss, WIP Philadelphia, Pa.; Kirt Harriss, KPRC Houston, Tex. (Not shown but also present were executives from the Corinthian station group.)

Now it's so easy to be ever so thoughtful!

These famous imports delivered as a gift from coast-to-coast

Three superb brands—each accepted the world over as best of its kind—each bearing a label that labels *you* a business man of good taste. Take care of your entire business gift problem in one handsome gesture—by having any one or all of them delivered to each name on your gift list! Send coupon below for full information.

SOLE U. S. DISTRIBUTORS, SCHIEFFELIN & COMPANY, NEW YORK

TEACHER'S HIGHLAND CREAM SCOTCH WHISKY
86 Proof
Blended Scotch Whisky

In a class by itself since 1830. It's the Scotch you know is always right because the good taste of Teacher's never changes.



HENNESSY COGNAC
84 Proof

HENNESSY Supremacy is unmistakable—Americans choose it over all other Cognacs combined. Hennessy maintains its unmatched character by drawing on aged Cognac stocks unrivalled in size as well as variety.



MOET CHAMPAGNE

The truly great Champagne of France—from the fabulous, 15 mile cellars of Maison Moet & Chandon in Epernay. An outstanding and memorable gift that will be long remembered.



NOW ONE ORDER SENDS THESE GIFTS COAST-TO-COAST IN A HURRY!

Make your gift shopping *easy*. Send the coupon for order form, price list and full information about this convenient, new service. All gifts delivered gift-wrapped with your card enclosed. Do your Holiday shopping *early*.

Send coupon today!

All Year Liquor Gifts
Dept. 3E
6066 Sunset Blvd.
Hollywood 28, California

Please rush me your order form giving delivered prices and gift delivery information for Teacher's Scotch, Hennessy Cognac or Moet Champagne.

NAME.....

FIRM.....

ADDRESS.....

CITY.....**ZONE**.....**STATE**.....

vertising pie in 1956, 70% is in magazines, 24% in newspapers, 5% in television and 1% in radio, according to Mr. Snook's slide presentation. He also suggested that magazines might be a good medium for promotion of regional network programming.

Henry's Keynoter • Monday morning Mr. Henry reported a 20% membership increase in BPA the past year, with 250 members representing 35 states and Canada. He also cited greater recognition extended promotion managers and the organization since its founding two years ago.

Mr. Henry chided those promotion managers "who treat their own field like they had little or no concern for a given promotional project or policy" and for failing "to incorporate a basic idea in their approach to the particular promotion."

Planned broadcast promotion can be "one of the finest weapons" to promote an audience or sales, or both, Mr. Henry said. But it is better to tell management in advance the promotion is unfeasible rather than to mishandle it, he asserted.

Mr. Hurlbut told BPA delegates that "we have to prove our professional prowess," looking toward the day when "at last promotion is regarded as a key management function." A good promotion operation also can be a "key step" for the successful promotion manager toward the general manager's post, he reminded.

Mr. Libby reported on a recent survey by Communications Counsellors, the public relations department of McCann-Erickson, among 1,500 tv editors. It found that over 400 U. S. newspapers now publish special weekly tv sections. He emphasized that "all publicity and promotion are essentially local" and explained devices used by CC (telephone interviews, special photos, exclusive features, etc.).

Mr. Rahn said radio-tv news helps sell newspapers because "it's what the public wants to read," but called on broadcasting publicists to supply more meaty stories. He added that a radio-tv columnist's job would be impossible without media publicity representatives, and felt acceptable copy and creative thinking go hand in hand, whether "talking about programming or promotions and stunts."

Starting Tuesday sessions, John L. Bricker, executive vice president, Outdoor Adv. Inc., cited recent attacks on advertising and felt that "considering the strong socialistic pressures in the world today, it is no accident that advertising should be so frequently singled out, for it is certainly one of the most characteristic manifestations of our free enterprise system." The antidote, he suggested, will require "the same high degree of imagination and resourcefulness that we apply to our selling functions." He claimed a growing realization of the interdependence of all media.

In the past five years, Mr. Bricker declared there has been a "rapidly rising trend" in the use of outdoor advertising as a promotion tool by other media, including radio-tv.

Ratings Critque • A Tuesday morning session on ratings was addressed by Dr. Thomas Coffin, NBC research director, and Robert R. Riemenschneider, media director of Gardner Adv. Co., St. Louis.



A ROUNDTABLE session was included in the promotion workshop held by H-R Television Inc.-H-R Representatives Inc. Monday (Nov. 17) concurrently with Broadcasters Promotion Assn.'s annual convention in St. Louis. Seated around the table (l to r): Mike Schaffer, WAVY-AM-TV Portsmouth, Va.; Don Softness, promotion director for the H-R companies, and Doug Holcomb, WGBI-WDAU-TV Scranton-Wilkes-Barre, Pa. Standing (l to r): Chuck Olson, WREX-TV Rockford, Ill.; Haywood Meeks, WMAL-TV Washington; Wilson Schroeder, WKJG-AM-TV Fort Wayne, Ind.; Len Anderson, WKBH-WKBT (TV) La Crosse, Wis., and James Evans WSOC-AM-TV Charlotte, N. C.

Dr. Coffin predicted three trends—emergence of the "instantaneous ratings, multiplication of rating services in numbers and a growing availability of qualitative data. With various services expanding in market coverage, the station and advertiser will get additional and more frequent checks on program performance. Too, there will be "further confusion and inceasing contention," he observed.

It's still too early for a "definite evaluation of instantaneous ratings," Dr. Coffin asserted, noting activity involving American Research Bureau's Arbitron system the past three months. The fact remains, however, that the "quick reporting of ratings increase their value" to stations and advertisers alike, he asserted.

Mr. Riemenschneider claimed magazines "do a better job than broadcasters in providing us with more qualitative information" on audiences. Age, occupation, sex and other socio-economic factors are important to clients in selling their products, he said, and for that reason "we want to know more about the type of people who are listening and viewing." BPA is performing a valuable function in the area of media selection, "rather than continuing the emphasis of competition within a medium."

Broadcast ratings "can be very useful tools in the evaluation of broadcast media and the audience they reach, but have 'definite limitations,' in influencing media buys," Mr. Riemenschneider declared, pointing out that Gardner planning or purchasing is not based beyond the scope of a rating service's information. What ratings can do, he suggested, is to measure overall size of audience and compare programs, time periods and stations.

The Gardner executive also urged BPA, RAB, TvB, ARB and others to look further into means of extending the increasingly important cumulative audience concept.

Speakers following Tuesday's business meeting were Lon King, assistant vice president, Peters Griffin Woodward; John Stilli, sales manager, KDKA-TV Pittsburgh, and Joseph M. Baisch, general manager, WREX-TV Rockford, Ill. They explored promotion as a key management function.

Mr. King urged promotion managers to pass out a continuous flow of information to all agencies and timebuyers, pointing out station representatives depend on promotion people for various data. Sales promotion, he added, is "no ivory tower job, but a key management function."

The Unrecognized Element • Mr. Stilli stressed that promotion, as the "key" to successful management, "opens the door called dominance." Recognition is long overdue for promotion people, he said.

Challenge to promotion managers was built by Mr. Baisch around the concept of "VIPmanship—video interest promotion and viewer interest professionals," an extension of showmanship. Urging better coordination of promotion efforts to all station levels. Mr. Baisch asserted: "promotion managers must have vision to meet the challenge with a professional approach, and develop and execute missions as a key management man."

Several BPA delegates participated in Wednesday morning's "Let's Swap Ideas" exchange on radio-tv sales audience promotion, publicity and exploitation, merchandising and trade advertising.

Social events during the BPA convention-seminar included receptions by Anheuser-Busch Inc., 15 trade paper publications including BROADCASTING, Gardner Adv. Co. and the annual banquet.

You get better pictures with Du Pont film



The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

KGW-TV counts on 930 and 931

to get the news on the air fast!

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

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Better Things for Better Living . . . *through Chemistry*

BPA ELECTS WILSON PRESIDENT FOR 1959

Charles A. Wilson, WGN-AM-TV Chicago, is the new president of Broadcasters' Promotion Assn. for 1959. He was elected "unanimously" in last Tuesday's convention business meeting—but not without a spirited and sometimes bitter floor fight—and succeeds Elliott W. Henry, press information director of ABC Central Div.

A rival slate was offered against the BPA nominating committee choice of Mr. Wilson, advertising and sales promotion chief of the *Chicago Tribune* radio-tv properties; Gene Godt, WCCO-TV Minneapolis, for first vice president, and James M. Kiss, WPEN Philadelphia, for second vice president. The second slate, offered on the convention floor, included Mr. Kiss as president and John F. Hurlbut, WFBM-AM-TV Indianapolis, and Janet Byers, KYW Cleveland, as first and second vice presidents, respectively. Mr. Henry was not a candidate.

The new officers, aside from Mr. Wilson, are Mr. Godt, first vice president, and Burt Toppan, WTVJ (TV) Miami, Fla. New directors for three-year terms are L. Walton Smith, Transcontinent Tv, Rochester, N. Y.; Austin Heywood, KNXT (TV) Los Angeles; Harvey M. Clarke, CFPL Toronto, and Miss Byers. They replace Robert Moran, WBEL Beloit, Wis.; Joe Hudgens, KRNT-AM-TV Des Moines; Marion Annenberg, WDSU-AM-TV New Orleans, and Mr. Godt.

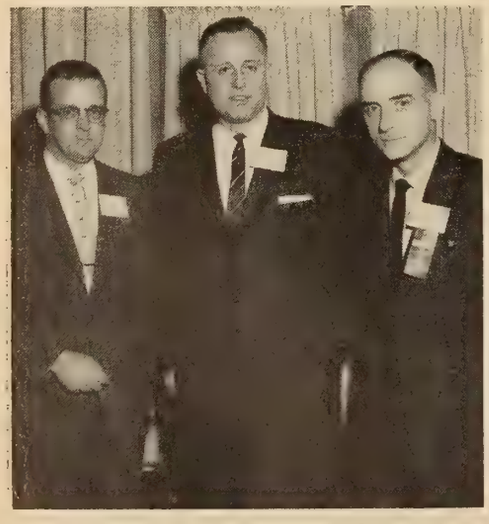
Also named director was Don Curran, KTVI (TV) St. Louis, to serve on for the remaining two years of the term of Edward M. Morrissey, KIMA-AM-TV Yakima, Wash., who resigned because of the pressure of other duties. William Pierson, WBKB (TV) Chicago, was re-elected secretary-treasurer.

Movement for the Kiss-Hurlbut-Byers slate developed before the BPA convention-seminar started. Spearheaded largely by Bruce Wallace, WTMJ-AM-TV Milwaukee, it was drawn up as an alternative to the Wilson-Godt-Kiss ticket proposed by the BPA nominating committee.

A petition circulated early during the convention explained that a similar slate of candidates "can be downright harmful" and was neither "healthy or democratic." Members should have the opportunity of multiple choices for each of the top BPA posts, the petition explained. The board leaned slightly to the Kiss-for-president slate, according to a consensus of its members. The petition promised nominations from the floor, which materialized at the elections Tuesday.

BPA members chose Philadelphia over Chicago for the 1959 convention Nov. 2-4 (probably at the Sheraton Hotel) and approximately mid-November for the 1960 meeting.

Membership committee reported that 71 new memberships were gained since January, including 64 voting, three affiliate and four associate members. Mr. Hurlbut also reported BPA hopes to complete a success story file project with help of station management in 1959. It would show what percent of gross sales in radio-tv are devoted to promotion.



NEW BPA PRESIDENT *Charles Wilson, WGN-AM-TV Chicago, is flanked by the association's new Second Vice President Burt Toppan (left), WTVJ (TV) Miami, and First Vice President Gene Godt, WCCO-TV Minneapolis.*

NAB Fm Committee Optimistic, Maps Out Monthly Publication

The fm industry is enjoying a "bullish climate," judging by the views of NAB's Fm Committee.

Even the word "boom" was bandied about at intervals during an all-day session of the committee, held Nov. 18 at NAB Washington headquarters. The committee was impressed by the steady increase in the number of applications for fm station permits.

Ben Strouse, WWDC-FM Washington, committee chairman, said there are now 565 commercial fm stations on the air compared to 533 last year. Fm set sales will top 500,000 in 1958, he added, estimating the total number of receivers in the nation at 14 million.

One of fm's toughest projects, development of fm auto set circulation, is showing slow progress. About 5,000 cars in the Chicago-Milwaukee area are described as having fm sets.

A new monthly publication, *FM-PHASIS*, will be produced for NAB fm members. It was proposed by John F. Meagher, NAB radio vice president, and will keep fm broadcasters informed of latest developments in the medium.

The Fm Committee was told by FCC Comr. Robert E. Lee and Kenneth W. Miller, U. S. Conelrad supervisor, that fm radio is vital to the nation in defense, weather and other emergencies. The committee set up a format for fm programming during the 1959 NAB convention (March 15-19, Conrad Hilton Hotel, Chicago). Richard M. Allerton, NAB research manager, reported on fm growth.

Committee members attending the session besides Mr. Strouse included William B. Caskey, WPEN-FM Philadelphia; Raymond S. Green, WFLN-FM Philadelphia; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill., and C. Frederic Rabell, KITT-FM San Diego.

BROADCASTERS RISE IN SIGMA DELTA CHI

- **Jim Byron to be president**
- **Eric Sevareid named fellow**

James A. Byron, news director of WBAP-AM-TV Fort Worth, last Friday was nominated for the presidency of Sigma Delta Chi, national professional journalism fraternity.

Election of new officers and executive council members was to be held Saturday (Nov. 22) during the fraternity's annual convention in San Diego.

Assuming Mr. Byron's election, he was to become the first broadcaster to head the fraternity, which represents all facets of journalism, in its 49-year history. V. M. (Red) Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV),



MR. BYRON



MR. SEVAREID

was nominated for vice president in charge of professional affairs, equivalent to the first vice presidency, thus placing him in line for the presidency in 1960.

Mr. Newton is chairman of the fraternity's Freedom of Information Committee and has been a vigorous critic of secrecy in government.

Mr. Byron, upon election Saturday, was to succeed Robert J. Cavganaro, San Francisco general executive of the Associated Press.

In recognition of their contributions to journalism, three newsmen were nominated last Thursday for election as fellows of Sigma Delta Chi. They are Eric Sevareid, chief of the CBS news staff in Washington, for "his distinguished commentaries over the years on national and international affairs and the brilliance of his depth reporting and analyses"; Willard M. Kiplinger, editor of the Kiplinger Washington letters and of *Changing Times* magazines, for his "pioneering of the newsletter field as a journalistic pursuit," and as a commentator on the national scene; and J. N. Heiskell, president-editor of the *Arkansas Gazette*, Little Rock, for his "courageous coverage and forthright editorials during the school crisis in Little Rock."

In connection with the observance of the fraternity's golden anniversary next year, a series of programs dealing with the fundamental freedoms in news gathering and dissemination will be developed by CBS for both radio and television.

Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, advised the fraternity's executive council of his network's decision at the council meet-

"Ad Age has been my weekly refresher course for 12 years..."

says **IRWIN H. ROSEMAN**
Advertising & Sales Promotion Director
Exquisite Form Brassiere, Inc.



"For those who would keep pace with the swift flow of events in advertising—let alone find opportunities for leadership—prompt and detailed information on new developments, new ideas, is essential. In every issue, Advertising Age succeeds in combining the speedy news report with the depth coverage that keeps us in school, as it were, learning and growing week by week."

Advertising professionals know that making the marketing grade—and keeping it—requires a constant awareness of the news and trends in the advertising-marketing sphere. So, whether they're concerned with hard goods, soft goods or services, you can be sure that most of the executives of importance to you depend on Advertising Age. For Ad Age's immediate and penetrating coverage provides a "weekly refresher course" for the admen who *influence* as well as those who *activate* broadcast decisions.

Exquisite Form Brassiere, Inc., for example, devotes a major portion of its ad budget to television. A leader in its field, this brassiere manufacturer launched its heaviest spot tv campaign during the summer of 1958. Spot tv time appropriations for the first six months of this year alone totaled $1,046,600, a substantial increase over the $634,190 spent for the same purpose during the preceding twelve months.*

Every Monday, market-interested executives at Exquisite Form turn to Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agency, Grey Advertising, with a total of *131 paid-subscription copies each week.*

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

*Television Bureau of Advertising, Inc.

IRWIN H. ROSEMAN

Mr. Roseman came to Exquisite Form Brassiere, Inc. in 1955 as sales promotion director, and the following year assumed full charge of its advertising and public relations as well as sales promotion. Before joining the brassiere concern, he had been sales promotion manager for the Bulova Watch Co., and prior to that, advertising manager for the International Latex Corp.

Exquisite Form, Mr. Roseman believes, is a pace-setter in its market because of the application of hard goods selling and merchandising techniques to its product. Among the company's packaging innovations has been a Twin-Pak developed by Mr. Roseman to encourage multiple-unit sales.

Outside the business world, Mr. Roseman contributes time to directing a little theatre group in Roslyn, Long Island, and also is active in civic and school activities in that community.



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ABC ABP NBP *1 Year (52 issues) $3*



Seventh-day Adventists like to—

Get The Facts

A story we read the other day painted conservative Protestants (fundamentalists if you will) as a semi-literate, highly emotional type, fanatically devoted to faith without facts.

Nothing could be further from the truth so far as Seventh-day Adventists are concerned. This Christian group is committed to a concept of faith supported by knowledge. Here are some specific points:

1. Three times as many Seventh-day Adventists are college graduates as compared with the general population.

2. By occupation, Adventists tend to be professional people, skilled artisans, foremen.

3. It is characteristic of the church to research important questions of faith and practice. For example—

The Revised Standard Version. Rather than crying out emotionally against the new version, Adventists assigned a group of scholars to look into the RSV, came up with a valuable, analytical report, documenting points of disapproval, points of agreement.

Creationism vs. Evolution. In this, Darwin's centennial year, Adventists have a scientific commission at work exploring the case for creationism.

Man in Death. A three-to-five-year study is under way on the history of man's thought regarding death.

Bible Prophecy. A twenty-year study of man's thought on the prophecies of the Bible has yielded a four-volume treatise, commended by liberal, conservative, Protestant, Jew and Catholic.

Adventists do look for the facts. Religion, they believe, should be more than an emotional experience, for religion embraces all of man's environment and existence. Man must know as well as believe.

For a 125-page, thumb-indexed reference volume on the Seventh-day Adventist Church, write:

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

ing last Thursday. Mr. Mickelson also was the principal speaker at the convention's radio-television luncheon last Friday.

S. Calif. Station Execs Hear How to Aid Admen

How radio stations can help advertising agencies produce more business for them was the theme of the Southern California Broadcasters Assn. meeting held Thursday (Nov. 20) at the Hollywood Roosevelt Hotel.

The session marked the first media presentation of the Western States Advertising Agencies Assn. following the agency group's adoption of a media relations program earlier this fall [TRADE ASSNS., Nov. 3]. A four-man delegation headed by WSAAA President Rod Mays utilized such radio aids as a taped (simulated) newscast and a soap opera script in presenting the message to station operators that "your sales staff gets the business our creative staff originated."

Jack Johnstone of Guerin-Johnstone-Jeffries, in explaining "how the agency's 15% creates 85% for radio," presented a hypothetical case history of an agency's research activities discovering a new use for an outmoded product, opening a new market for it and using saturation radio to reach this new market.

Douglas E. Anderson, Anderson-McConnell, reported on his agency's development of the "Every Day's a Special Day At—" campaign which, after seven presentations to as many foodstore chains, was adopted by Thriftymart and has since poured thousands of dollars into radio in Southern California. Reporting that the agency spent $5,000 to develop the presentation, Mr. Anderson stated that most agencies, including his own, can't pioneer many campaigns like that on their 15% media commissions. But, he declared, with the help of the broadcasters, the agencies can bring revenue to radio from many types of businesses which in the main are ignoring this medium.

Stan Brown, General Adv. Agency, in another case history gave the other side of the story: an actual but unidentified moving and storage company which should use radio but is not because of an unfortunate experience when a lot of money was spent for the wrong time on the wrong station for this service, convincing the company that "radio is no good for us." He urged broadcasters to give agencies the true facts and not to "try to shove a lot of fancy figures down our throats."

Concluding the session, Mr. Mays noted that advertising agencies are in the best position to make media presentations to advertisers. "If you will sell the agencies on radio and on your stations, we'll sell the clients," he stated.

SCBA has appointed a three-man committee: Calvin J. Smith, KFAC; Robert Purcell, KFWB, and Terry Mann, KHJ, all Los Angeles, to work with the media relations committee of WSAAA.

WESTERN AGENCYMEN ANGRY WITH SWEENEY

- **Cite RAB retailer pitch**
- **Protest bypassing agencies**

Kevin Sweeney, president of Radio Advertising Bureau has an angry letter in his mail this morning (Nov. 24).

The board of directors of the Western States Advertising Agencies Assn. in a letter addressed to the RAB board, with copies to all radio stations in western metropolitan markets (and to advertising trade publications), is their response to a talk Mr. Sweeney made to the Sales Promotion Convention of the National Retail Merchants Assn. In his talk Mr. Sweeney was reported to urge retailers to turn their advertising dollars over to RAB to conduct a radio campaign for them and to bypass agencies which, he said, aren't equipped for the job.

The WSAAA letter said in part:

". . . This is a surprising statement to come officially from an industry that has grown to its present stature within the framework and as a direct result of the creative effectiveness of the advertising agency system. Radio of the thirties and forties existed on agency-produced programs. Radio of the fifties exists on agency-produced commercials. Probably no advertising medium in the nation owes more to the agency system than radio. Outside the radio industry itself, there has been no bigger hand in developing the value of the franchise you possess than the hand of the advertising agency. We now witness the spectacle of Mr. Sweeney biting that hand because it has not delivered as much of one segment of advertising as he would like to have. As a result, he has proposed that the RAB assume the functions of the advertising agency: in the placement of time, the creation of copy, and in merchandising collaboration with the advertiser. Furthermore he is willing to pay for the privilege—on a two for one basis, and to the tune of $64,000.

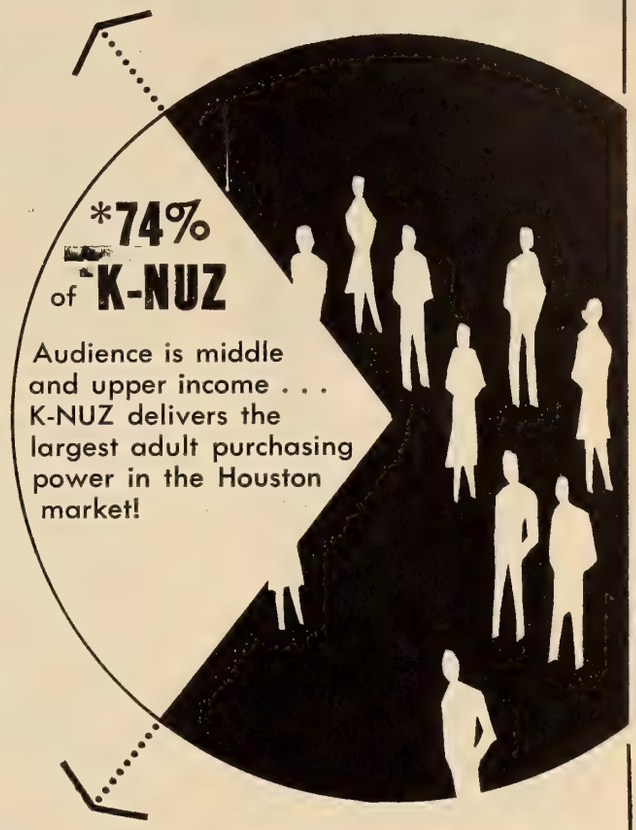
"If the RAB wants to pay $64,000 to increase its share of department store advertising, I suggest that it pay the money to the people who have always delivered the goods, namely the advertising agencies. Sweeney himself says the agencies aren't being paid enough by the normal 15% commission to handle department store accounts. All right, put up a worthwhile premium commission—a percentage paid by RAB in addition to the regular station commission payments—and agencies will go out and get you the business you want. What's more, they'll get it for you permanently. Sweeney's plan won't. Plans like his for radio to capture department store business were falling on their face before there was an RAB . . ."

Maine AP Users Organize

Radio-tv station subscribers to Associated Press have formed a new association, Maine Associated Press Broadcasters. Frederick Gage, WLAM Lewiston, was elected president; Elden H. Shute Jr., WKTQ South Paris, vice president, and W. C. Langzettel, AP Portland bureau, secretary.

Another 1st for K-NUZ

7 DAY a WEEK PROGRAMMING



Beamed at the Buying ADULT AUDIENCE . . . SOLD by Proven Air Personalities!

*Special Pulse Survey (Apr.-May, 1958)
Nielsen (June, 1958)

Week ends or weekdays, every day is a good day to merchandise your product on K-NUZ. Now . . . Monday through Sunday—every day at the same time—radio's top showmen entertain and sell the No. 1 growing K-NUZ audience!

K-NUZ has the No. 1 nighttime audience, too! The entire staff of DJ's take over an hour each throughout the night from 12 Midnight to 6 AM, keeping K-NUZ Houston's most wide awake, most listened to—all night radio station.

AIMS Association of Independent Metropolitan Stations

STILL THE LOWEST COST PER THOUSAND BUY

Kay-News K-NUZ Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

WMBD



FIRST
with
HI-FI
RADIO

All day—everyday WMBD Radio broadcasts over a new 5000 watt HI-FIDELITY radio transmitter, making WMBD RADIO, "THE BEST SOUND IN TOWN". A powerful, distortion free signal for more than half million people in the 16 county Peoria trading area.

FIRST
IN MEASURED
QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

EXCLUSIVE
NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

GOING TO TOWN IN THE COUNTRY

Country and western music provides "one of the hottest advertising tools in the media field," according to Ray Morris, advertising manager of Pet Milk Corp.

Actual sales of Pet Milk products and successful promotions provide evidence that radio programming of this type is moving merchandise off retailers' shelves, Mr. Morris told the seventh annual National Country Music Disc Jockey Festival in Nashville.

The assembly of country-western personnel filled all the hotels around the Tennessee capital as WSM was host to more than 2,000 delegates. The proceedings opened Friday morning (Nov. 21). Major record companies were represented by exhibits and hospitality suites.

Mr. Morris said Pet Milk sponsorship of WSM's *Grand Ole Opry* on 200 stations over Keystone Network facilities was based on the large number of listeners reached, their loyalty to country and western music, and the high believability factor that marks the reception of commercials.

Grand Ole Opry observed its 33rd anniversary Nov. 22 (Saturday) with a broadcast attended by delegates in historic Ryman Auditorium.

John H. DeWitt Jr., WSM president, welcomed delegates at the opening session Nov. 21. He traced growth of *Grand Ole Opry* and the recent increase in popularity of this type of music.

Describing the program as a basic selling tool, Mr. Morris said it has universal appeal, particularly in smaller communities and non-urban areas where there is a great potential market for Pet Milk products. Listener loyalty helps bring an attentive ear to the music besides lending believability, he said, adding the loyalty can be directed to personalities or to type of program or both.

Country music programming inspires greater loyalty than most other broadcast types, Mr. Morris added, since it creates a favorable mood. He said a cookbook offer, a difficult type of premium, drew over 15,000 requests from *Grand Ole Opry* listeners. A talent contest last May was effective, he added, with sales showing a sharp increase in areas where the program is broadcast. Pet Milk plans a second talent contest next year.

Matthew J. Culligan, executive vice president in charge of the NBC Radio Network described benefits of network programming blended with the service offered by radio stations. He arranged shortwave tieups with NBC correspondents in London, Berlin and Tokyo. They told the convention about growing popularity of American country music abroad. Roy Acuff, *Opry* star, spoke from Munich, Germany, by direct link.

Connie B. Gay, head of Town & Country Network, outlined the growth of country music and its place in broadcasting's future.

The weekend program included panel discussions, entertainment features and a series of receptions.

A highlight was the celebration of the "1,000th anniversary" *Opry* program on NBC Radio Network under sponsorship of Prince Albert pipe tobacco. Other portions of the weekly four-hour broadcast are sponsored in segments.

Nashville has become the home of western and country music, described at the convention as a $50 million annual business. The city is second only to Los Angeles as a recording center. WSM's talent agency makes an average of 3,500 unit bookings a year for the large cast.

TvB Passes $1 Million Budget, Hears Shanks Extol Television

A budget of "just under" $1 million was approved by the Television Bureau of Advertising board of directors last Thursday (Nov. 20) for the activities of TvB during 1959.

Action on the budget came on the eve of the bureau's fourth annual membership meeting at the Waldorf-Astoria Hotel in New York Friday. The board also voted to open a branch office in Chicago to supplement the work of New York headquarters and a branch in San Francisco.

Four staff members of TvB were named to vice presidencies by the directors. The officials and their new titles are: George Huntington, vice president and general manager; John Sheehan, vice president in charge of sales; Howard Abrahams, vice president in charge of retail sales, and Dr. Leon Arons, vice president in charge of research.

More than 200 members of the bureau, as well as advertiser and retail executives from various parts of the country, attended the meeting Friday.

The key speaker was Carrol M. Shanks, president of The Prudential Life Insurance Co. of America, Newark, who paid tribute to television for helping to establish a favorable corporate image of the company. He noted that Prudential invests 69% of its national advertising dollars in television, and added:

"For one thing, television effectively covers all the well-populated regions of the United States and Canada—the same territory in which the majority of our agents operate. And tv brings our message right into the home where we do most of our selling; ours is basically a family product."

Mr. Shanks reminded that in the past, Prudential has sponsored *You Are There* and *Airpower* and currently places *The Twentieth Century* on CBS-TV.

Edward P. Engle, manager of sales promotion, National Retail Merchants Assn., told the meeting that until the advent of TvB, retail stores were reluctant to use television because it was "a new and untested medium, in which old guide lines no longer held." In turn, he observed, tv stations often were unfamiliar with retail operations, and this lack of knowledge on both sides led to a "serious breakdown in communications and understanding of each other's problems." TvB's retail department, Mr. Engle said, has made a significant contribution to retailing by helping stores use tv more effectively.

TeleFrance to Market Tv Commercials in U.S.

Organization of TeleFrance to market in the U. S. the tv film commercials produced by Andre Sarrut of France was announced last week by Fred A. Niles, president of the new company which is a subsidiary of Fred A. Niles Productions, Chicago. Mr. Sarrut is a major producer of tv commercials and theatre advertising films for the European market and has made commercials for major American advertisers to use abroad for several years. These include Procter & Gamble, Lever Bros., Colgate-Palmolive, Standard Oil and Shell.

Other principals in TeleFrance include Marvin Frank, president of W. B. Doner Adv., Chicago, as treasurer and Aaron D. Cushman, head of his own Chicago public relations firm, as secretary. TeleFrance holds the U. S. franchise for film commercials in the U. S. produced by Mr. Sarrut and his production firm, S.A.R.L. LaComete, Neuilly-Sur-Seine, France. He also heads Les Gemeaux S. A., animated cartoon producer. His tv commercial output now goes principally to England, Germany and Italy. His firms claim 10% of all film export from France today.

Sarrut commercials already in the U. S. include one for Manor House coffee through Earle Ludgin Co., Chicago, and another for Holsum bread through the New York office of W. B. Doner Adv. Newest is one for Petro Solar-Therm, home fuel oil product of Petroleum Heat and Power Co., Chicago, breaking today (Nov. 24).

Messrs. Sarrut, Niles, Frank and Cushman were in New York last week to introduce the commercials to agencies and advertisers. Mr. Sarrut, who flew by commercial jet transport, pointed out that jets make Paris and his studios as handy to Madison Ave. as Hollywood "and much more interesting."

Columbia Has $5 Million Loss But $12.1 Million Boost in Tv

Columbia Pictures Corp. last week reported a gain of $12.1 million in film rentals including tv film series and feature films for the fiscal year ended June 28. However, the studio's fiscal year closed out with an all-inclusive loss of $4.98 million (due to unabsorbed studio overhead, abandoned story material, etc., arising out of the industry trend to independently-produced films) which President Abe Schneider said would be carried forward against future taxable income. Net earnings of $2.25 million were reported for the fiscal year.

Columbia's Screen Gems Inc. tv subsidiary "completed another year of heartening progress, to add measurably to the gains it has recorded during each year since its founding only 10 years ago," the report said. It pointed to Columbia's distribution rights to some 500 Universal-International films, sale of six new 30-minute network tv shows plus renewals, bringing the total number of Screen Gems shows now on the air to 14. Also, SG reports broadening of foreign business with the opening of Paris and Melbourne offices to supplement those in Great Britain, Canada and Mexico (plus the Columbia exchanges in the Far East). Outside of the U.S., there are 24 different SG packages being seen in 24 countries, the report adds.

The consolidated balance sheet shows that for the fiscal year just ended, $6.86 million was earned from installments on tv contracts due within one year (as against $3.32 million reported for the period ended June 28, 1957). Columbia notes that for the fiscal year just ended it adopted the practice of accounting for tv income—except for newly-produced tv films being released for the first time—by recording, as of the date signed, the entire income from an exhibition contract. However, Columbia points out "provision is made for shares to independent producers and any other costs or expenses to be incurred in fulfillment of the contract. The net addition to earnings for the year as a result of this change was approximately $1.9 million. Income from new film series released for the first time has, as heretofore, been recorded as billings are made over the term of a contract."

Negro Tv Series Asked To Boost Export Sales

A U. S. film exporter last week volunteered to underwrite in part a tv series which will emancipate the Negro from the accustomed role of servant—if for no other reason than to add some "excitement" to tv programs now being shipped abroad.

Such a move, Paul Talbot, president of Fremantle International Inc., said, would help maintain U. S. sales supremacy overseas which now is being seriously challenged by "considerable clamor" for indigenous programming.

Mr. Talbot, speaking before the International Advertising Assn. on Thursday (Nov. 20), scored as shortsighted the argument of U. S. film makers that to build a tv series with and around Negroes might result in a southern boycott. "This may well be true, but for every dollar lost below the Mason-Dixon line there are two across the Atlantic and on the other side of the Pacific. I will go further and say that my own company will back an appropriate series which features Negroes as an important part of the dramatic story to the entire portion of the budget which the South represents in exchange for an opportunity to distribute overseas."

A different sort of challenge was put to U. S. tv film firms by Thomas W. Hughes, president of National Export Advertising Service Inc., New York, an advertising agency whose Latin American client budget runs 41% in tv, 52% in radio and 9% in press media. Mr. Hughes said that too many film shows dubbed in Spanish are unreasonably priced by U. S. standards and in many cases cannot be accommodated in export budgets. Latin American advertisers, he said, are used to extremely low rates.

The third speaker at the luncheon was Ernesto Balleste, export advertising manager of the Gillette Safety Razor Div., Gil-

"JAXIE" says...

"SPOTS ARE TOPS FOR TEXIZE"



Texize, another fine prestige advertiser, chooses WFGA-TV to carry its advertising message to the booming North Florida-South Georgia market. For a solid year, Texize has been one of the "Jaxie Station's" heaviest spot advertisers, using daily saturation to sell its fine all-purpose cleaner in this rich $1½ billion market. "Jaxie" is proud to have Texize and the Henderson Advertising Agency of Greenville, S. C. on its growing list of prestige advertisers.

Basic NBC and selected ABC programming

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION



TIP of WEEK for SMART BUYERS

Going up and crazy, man! Our stock market tip this week is Minute Maid (that's orange juice) selling around 16½ on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.

WKAP
ALLENTOWN, PA.

Again #1 Pulse September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.

WWNR
BECKLEY, W. VA.

As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show".

WNAR
NORRISTOWN, PA.

Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

•

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

lette Co., who told of his firm's overseas sponsorship problems. Gillette in Latin America spends 30% of its budget in tv—99% of this in sports, the balance for such shows as *Gunsmoke* and *Cavalcade of 1,000 Pesos* (Mexican equivalent of *$64,000 Question*). The bulk of Mr. Balleste's talk was devoted to Gillette's sponsorship of sports over the Cuban CMQ Network—involving the first regular use of Stratovision to transmit Gillette-sponsored U. S. baseball game coverage direct to Havana, after having to "make do" with an intricate system of shipping kinescopes from Miami to Havana in "4½ inning takes."

Caribbean Networks Inc., station representative, which directed last week's luncheon session, made available a world tv fact-sheet. It found that between August 1956 and August 1958, worldwide (excluding U. S. and Canada) stations had jumped from 230 to 566 and that tv homes had grown from 9.7 million to 21 million. Of the 566 stations, 404 are commercially operated, reaching 16,277,600 homes and a potential 501,208,045 consumers. The largest tv growth was recorded in Europe where stations jumped from 157 to 442 tv homes from 8.4 million to 16.8 million.

Feiner Brings Second Claim Against C&C for Commission

A damage suit has been brought by ex-salesman Richard Feiner against C & C Films Inc. to recover his share of an alleged $400,000-potential commission pool in barter-tv film sales—but it is not the first such complaint against C & C, it was learned last week. A similar action was filed in the same New York Southern District Federal Court last January by another former C & C salesman, Jerome Weisfeldt. The latter case is now ready for hearing.

In its answer to the Weisfeldt suit, C & C denies that the purpose for which the salesman was hired involved licensing motion picture films to tv stations "in consideration for a certain number of television 'spots' per day." No answer has been filed yet to the Feiner complaint.

Mr. Feiner says he was hired by C & C in February 1956 at a salary of $20,000 plus commissions and expenses but was fired "without due cause" in October 1957 before he collected his share.

ITC to Handle Tv Film Series Based on 'Satevepost' Stories

Plans to distribute a series of tv films based on stories originally in *The Saturday Evening Post* were announced last week by Independent Television Corp., which has effected a partnership with Curtis Pub. Co., copyright holders, and Robert J. Enders Productions Inc., Washington, D. C., which already has 18 of the first 39 films "in the can."

Though some "Satevepost" material has already been transplanted to tv—notably ITC's "Tugboat Annie" series—this latest deal will provide tv with the magazine's "almost limitless supply of short fiction," ITC President Walter Kingsley noted last week.

United Artists Promotion Drums Dedicated to UA-TV Sponsor Use

Old-fashioned movie drumbeating techniques will be applied to the promotion and sale of United Artists Television Inc.'s five new tv film series, it was announced last week in New York. UA-TV President Herbert T. Golden and Executive Vice President Bruce G. Eells Tuesday (Nov. 18) said the parent company's theatrical film publicity-exploitation department would lend the force of its 100-man "army of specialists" to any advertiser signing for the UA-TV film product and that for "the first time in tv history" such sponsors will have a "ready-made network" of promotion experts at 33 theatrical film exchange offices from coast to coast.

Roger H. Lewis, the parent company's national director of advertising-publicity-exploitation, helped explain the new promotion service. Where sponsors of tv film series now on the air are forced to hire outside public relations firms or merchandising specialists who in turn must dispatch their people to the local market for special promotion, UA's plan enables the sponsor to take advantage of an already-established and operating system.

To date, UA-TV has been aiming for the spring replacement market with its video series, three of which are currently being shot, two others being in the preparatory stage. Now in production are *The Troubleshooters* with Keenan Wynn and Bob Mathias, *International Airport* with Lee Bowman, and *Hudson's Bay* with Barry Nelson. Upcoming is *The Dennis O'Keefe Show* and scheduled for the cameras in January is *The Vikings*.

Meanwhile, UA (parent) last Wednesday (Nov. 19) reported an 11% increase in net earnings for the first nine months of 1958 over a like 1957 period. Of a worldwide gross of $61.6 million for the January-September period, net earnings came to $2.6 million as against $2.3 million for 1957's first nine months. The increase also represents UA-TV income from the sale of theatrical films to tv stations—understood to be in excess of $180,000 net.



Tv Week Proves Success; National Figures Salute

Observance of National Television Week, which ended Nov. 22, far surpassed the promotional impact of past years, judging by a scanning of network and station participation and the support given by civic and educational organizations.

President Eisenhower saluted the medium in a special Television Week message, calling it "an almost universal necessity" in the national scheme.

The President's complete statement follows:

"National Television Week presents a special opportunity to our people to acknowledge the great influence which this medium brings to bear upon the nation.

"The television set has become an almost universal necessity in our lives. In the American living room it brings both entertainment and a knowledge of news events and personalities of our time. In our classrooms it is becoming an important piece of teaching equipment. In business and industry it has useful applications. Obviously it has become an instrument of great influence in America.

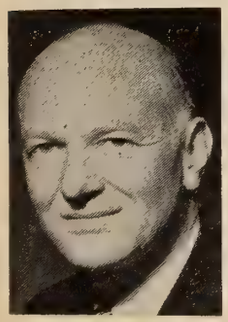
"It is my pleasure to send my congratulations and best wishes to those who are responsible for the programming and production of television in America."

Arthur S. Flemming, Secretary of Health, Education & Welfare, said tv "has achieved a great deal in making available to millions of people a wide diversity of information and entertainment. . . ." He said "current successes" in the field of educational programming, and the "imaginative planning that is now in progress give high promise of a fertile future."

Chairman Oren Harris (D-Ark), chairman of the House Interstate & Foreign Commerce Committee, called the American tv system "the best and freest yet devised," pointing to "its potential for the future welfare of this nation and other nations."

Barrett in Katz Tv Development

Halsey V. Barrett, for the past three years with Television Bureau of Advertising where he was director of national sales, has been named manager of new tv business development at The Katz Agency Inc., station representation firm. His appointment is being announced today (Nov. 24). Mr. Barrett reports to Scott Donahue, vice president in charge of tv sales. Mr. Barrett in 1952-54 was eastern sales manager of Consolidated Television Sales, a former film distributor; was spot sales manager for the old DuMont Television Network, 1948-51; member of the Eisenhower Television Plans Board, 1951-52, and promotion manager for CBS-TV, 1947-48.



MR. BARRETT

TAXES

Your Energies To A Useless Degree

to search for any better TV program or spot buys than those offered to you by KJEO-TV, the all-family TV Station in the billion dollar rich Fresno and San Joaquin Valley. Don't hesitate, act now, call your nearest H-R man for FREE information on how you too can be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!

The Sound of Quality



In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

All three, working together to achieve the most efficient transaction —the Seller, the Buyer, and Blackburn and Company. It is this complete cooperation that makes every Blackburn and Company transaction successful.

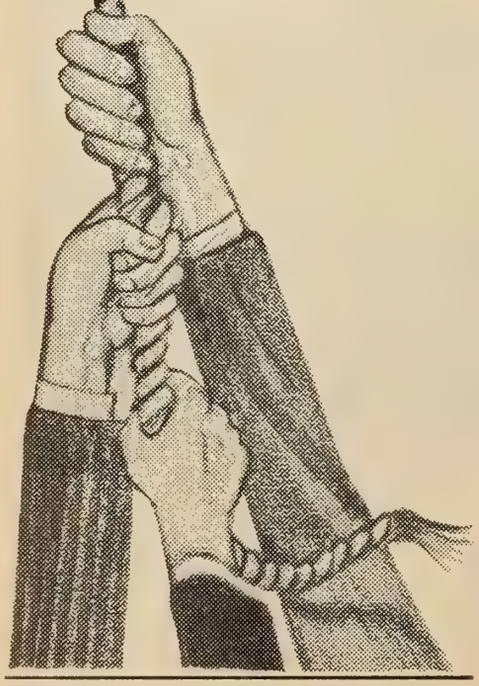
Blackburn & Company
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval. For Commission sale approvals of last week, see* FOR THE RECORD, *page 109.*

KFRE-AM-TV, KRFM (FM) FRESNO, CALIF. • Sold to Triangle Publications Inc. by Paul Bartlett, William C. Crossland and others for in excess of $3 million. Triangle Publications, owned by Walter H. Annenberg and family, publishes the *Philadelphia Inquirer, Tv Guide,* and other publications and owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLBR-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn. Triangle sold its 50% interest in WHGB Harrisburg, Pa., to Herbert Kendrick for $75,000 [AT DEADLINE, Sept. 29].

It was announced that there would be no change in the KFRE stations' personnel or operating policies. Ed Frech will continue as manager of KFRE-TV and Robert Klein as manager of KFRE. Howard Stark acted as broker in this sale for Triangle Publications. KFRE-TV operates on ch. 12, and the FCC is currently considering the possibility of deintermixing Fresno to an all-uhf community. The other two Fresno tv outlets, ch. 47 KJEO (TV) and ch. 24 KMJ-TV, have suggested that more vhf channels be allocated to Fresno instead.

KFRE is on 940 kc with 50 kw. KRFM (FM) is on 93.7 mc with 68 kw. KFRE-AM-TV are affiliates of CBS.

Triangle last week also purchased Television Digest Inc., publisher of the Washington trade newsletter *Television Digest with Electronic Reports* and *Television Factbook.* Former Publisher-Editor Martin Codel continues as associate publisher, although it's understood he will not devote full time to that function.

KBET-TV SACRAMENTO, CALIF. • Sold to Corinthian Broadcasting Co. by Sacramento Telecasters Inc., William Wright and sons, John H. Schacts, and others, for $4.55 million [CLOSED CIRCUIT, Oct. 27]. This will be Corinthian's fifth tv outlet, its fourth vhf. Other Corinthian stations: KOTV (TV) Tulsa, Okla., KGUL-TV Houston, Tex., and WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis, both Indiana. WANE-TV is the uhf station. Corinthian stations are owned or controlled by J. H. Whitney & Co. (including Ambassador to Great Britain J. H. Whitney, 48.5%, Benno C. Schmidt, 12%, C. Wrede Petersmeyer, 6%, in charge of broadcasting). KBET-TV is on ch. 10 and is CBS-TV affiliate.

Storer Nine-Month Profit Cut By Total Write-Off of WVUE (TV)

Losses suffered by Storer Broadcasting Co. through closing of WVUE (TV) Philadelphia-Wilmington brought down the company's nine-month net profit to $264,782, President George B. Storer disclosed in a letter to stockholders. The entire WVUE loss of $4,709,063 was written off in the third quarter. Storer paid $7,159,000 for WVUE and WIBG Philadelphia.

"The company's future earnings will not be subject to the drain of WVUE losses and we have been able to recapture $2,448,713 of the reserve for federal income taxes which had previously been established," he said.

"As a result of this credit from our income tax reserve, your company enjoys the best financial condition in its history. Cash and government income tax notes and bonds on hand of $6,259,121 plus other current assets give it a net working capital of $6,110,086 as of Sept. 30."

A regular quarterly dividend of 45 cents per share was declared, with 6 cents on B common, payable Dec. 15 to stockholders of record Nov. 28.

WIBG Philadelphia is the largest and fastest-growing of the seven Storer radio stations, Mr. Storer said, adding that it is No. 1 in the market according to rating services and showing a very substantial increase in advertising revenues. A new transmitter will boost daytime power from 10 kw to 50 kw.

Closing of WVUE was ascribed to the business recession, lack of network affiliation in the four-station market and transmitter location 23 miles from the other stations. The site problem was aggravated by the fact that set owners had their antennas oriented toward the other stations.

Mr. Storer told of the purchase contract for WITI-TV Milwaukee, ch. 6 outlet, for $4,462,500.

Net profit from station operations (after taxes but before non-recurring losses) for



ALBANY'S old trolley-station landmark has taken on a new role as the modernized home of WPTR there. The station spent $175,000 in the purchase and complete renovation of its building. Built in 1907 by the now-defunct Schenectady-Albany Railway Co., the large brick structure was dedicated to broadcasting at civic ceremonies Nov. 14. WPTR is a Schine property.



BULLDOZING his way through ground-breaking ceremonies for the WKRC-AM-FM-TV Cincinnati headquarters is (in driver's seat) Hulbert Taft, president of Radio Cincinnati Inc. He is surrounded by some of his 50 luncheon guests to whom he revealed that the 150,000 sq.-ft. building (sketched in background) will cost $1.5 million fully equipped. Two tv studios (2,000 sq.-ft. and 3,000 sq.-ft.) and three radio studios will be on the ground floor, air-conditioned offices on the second floor and conference rooms will be in a penthouse.

the first nine months of 1958 was $2,596,412 or $1.05 per share compared to $3,286,776 or $1.33 per share a year ago. For the third quarter the figure was $866,792 or 35 cents per share compared to $820,008 or 33 cents per share in the 1957 quarter.

Earnings for the fourth quarter, Mr. Storer predicted, should run ahead of last year, $1,300,000 with $528,251 in dividend requirements.

Spadework by Ward of KCOP (TV) Results in Probe by Grand Jury

Los Angeles county coroner Theodore J. Curphy is to appear before the grand jury this morning (Nov. 24) chiefly as a result of the persistence of Baxter Ward, news director of KCOP (TV) Los Angeles.

In more than a score of newscasts in recent months, Mr. Ward has cited irregularities in operations of the coroner's office, notably alterations in death certificates which allegedly were made to benefit insurance companies, a charge which the grand jury is to investigate.

Mr. Ward began his investigations into the coroner's method of running his office about a year ago. Since then, he and his staff have kept a careful watch over the coroner's office, investigating fully anything that looked questionable. In addition to his broadcast reports, Mr. Ward also saw to it that copies of the evidence on which they were based were delivered to the district attorney and to the county board of supervisors. One result of these activities is the grand jury investigation. Another was a public commendation of Mr. Ward by Burton W. Chase, chairman of the board of supervisors, last week.

New CBS Tv Spot Client Dept. To Be Run by Thompson, Adler

Creation of a client relations department for CBS Television Spot Sales and appointment of Lamont L. (Tommy) Thompson as director of client relations, New York, and Sherman Adler as head of the midwestern office of the new department was announced last week by Bruce Bryant, general manager of CBS Television Spot Sales. The appointments are effective Dec. 8.

Mr. Thompson has been sales manager of WHCT (TV) Hartford for two years. CBS is selling the uhf station for $250,000 to Edward D. Taddei, general manager of WNHC-AM-TV New Haven [STATIONS, Nov. 17]. Mr. Adler has been account executive for sales development in the New York office of CBS Television Spot Sales since February 1957.

Mr. Bryant said an important function of the new department will be to help clients evaluate their schedules and advise them on the most efficient use of spot.

3 Towers Gone, KWFT Carries On

Three towers of KWFT Wichita Falls, Tex., were included in the damage toll of a tornado last Monday (Nov. 17). The top of a 368-ft. tower fell to within three feet of the transmitter building. Nevertheless, speedy repair work by Lewis Dickensheets, engineering director, enabled KWFT to return to the air the same morning with its one remaining tower. According to Ben Ludy, station president, KWFT was the only station in town able to resume operations the same morning, and during that time substituted on-the-scene storm reports for regular programming.

Meredith Buys WOW-AM-TV Site

Meredith WOW Inc. (WOW-AM-TV Omaha) has purchased the property formerly leased from Woodmen of the World Life Insurance Society for WOW-TV and announced it is building new studios and offices on that site for both its Omaha outlets. WOW-AM-TV operations will be consolidated at 35th and Farnam Sts. WOW is presently housed at 17th and Farnam Sts.

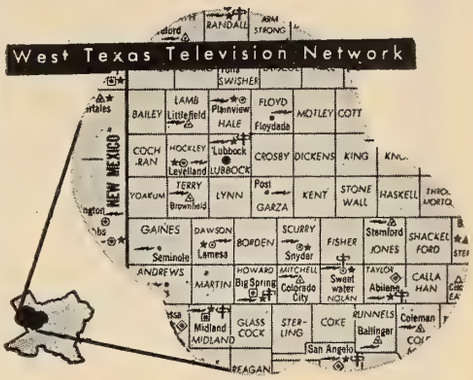
WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

1 BUY 3 MARKETS



KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country.
TV FAMILIES: 164,932

KPAR-TV, CBS, ABILENE-SWEETWATER

New studios in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities.
TV FAMILIES: 97,623

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income.
TV FAMILIES: 72,020

TOTAL TV FAMILIES: 334,575

Delivers greater % of audience in all time segments than any other BIG Texas market!



K/DUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

W. D. "Dub" Rogers, President and Gen Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV

TERRE HAUTE INDIANA

Channel 10

CBS

**Basis: 1958 Fall Schedule*

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

KOBY shows a BEAUTIFUL FIGURE in San Francisco



September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows KOBY with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both KOBY and KOSI.



KOBY 10,000 watts San Francisco

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

WJR QUITS CBS, BLAMES 'BARTER'

CBS Radio's new "Program Consolidation Plan" brought its first disaffiliation last week. Fifty-kw WJR Detroit, an affiliate of the network for 23 years, gave notice that it was leaving next spring.

John F. Patt, president of WJR, also disclosed that his station had urged for more than two years that the network "organize and develop a pure network program service, which all affiliates could underwrite." He said that "in our considered judgment, this is the only healthy way that network radio can be maintained and grow in service to our country."

What he called the "barter plan"—under which CBS Radio will provide stations with programs for local sale, in return for taking programs sold by the network [LEAD STORY, Nov. 3]—"will only continue the eroding and shrinking process of network radio which has been its problem for many years," Mr. Patt asserted.

He said the decision to disaffiliate was reached "with regret and no little reluctance" because "our personal regard for the fine people in the CBS organization is of long standing." However, he continued:

"The plan of the network to barter for the time of its affiliates that it would then sell to advertisers under its own prices and policies—a plan over which we would have virtually no control—leaves us no alternative. We value our own facilities too highly to permit our station time to be handled on a brokerage basis."

Mr. Patt said that "from a practical sales standpoint, we cannot continue to compete with the network in the commercial use of our own facilities. Particularly is this so with the network's price for WJR facilities discounted so drastically as to be totally unrealistic—so unrealistic that even advertisers and their agencies find it confusing.

"Nor is it economically sound or, we believe, in the public interest for us to carry advertising in large blocks without compensation. We cannot regard 3½-minute news summaries—provided under this plan by the network—as compensation for valuable WJR time sold to other advertisers. And the virtually complete relinquishment of control of both the programming and the selling functions—inherent in the CBS Radio plan—is not a policy to which we can subscribe."

WJR will not become a "music and news" station as an independent, it was understood, but plans to "augment its already comprehensive station programming with enlarged activity in the national and international areas, and in increased regional news, sports and public affairs programming." Formation of a Washington news bureau presumably will be one step in the new direction.

On the subject of the network changing format to become "a pure network program service," Mr. Patt said: "This would permit the radio network to concentrate its efforts in providing a superior program product to its affiliates which they in turn could sustain or sell at their own established rates. Under this concept, the network would relinquish its function of broker-agent, justified only historically."

The WJR decision was the second major disaffiliation in recent network radio history. In 1956 Westinghouse Broadcasting Co.'s NBC Radio affiliates went independent in a move ascribed to dissatisfaction with network programming, network pricing and station compensation [NETWORKS, July 16, 1956].

WJR was one of nine CBS Radio affiliates which voted against the Program Consolidation Plan when it was presented at the annual convention of affiliates last month. Other dissenters in the 86-to-9 endorsement of the plan (8 others at the convention abstained) were KFRE Fresno, KTHS Little Rock, WHAS Louisville, WWL New Orleans, KWKH Shreveport, KTOK Oklahoma City, WRVA Richmond and WTAG Worcester, Mass.

Network Tv Up Jan.-Oct.—TvB

Television Bureau of Advertising last week released its January-October audience report which only confirmed earlier studies pointing to a continuing increase in network tv audience size. The average evening program audience, TvB reported—basing its findings on Nielsen statistics—increased by 8% for the first 10 months of the year, as daytime audiences grew 9%. Average weekday daytime programs reached 276,000 more homes per broadcast than in programs calculated at 620,000 television 1957, with the average increase for evening homes.

Six New Affiliates for Mutual

Six more stations have joined Mutual as affiliates, raising the total to 453, it has been announced by Blair A. Walliser, executive vice president, who said MBS is processing applications from 18 additional outlets. The latest affiliates are WHSM Hayward, Wis.; WJMC Rice Lake, Wis.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan.; KMBC Kansas City, Mo., and KMPA Bakersfield, Calif.



Network Data Cheers ABC-TV Affiliates

ABC-TV primary affiliates heard some encouraging business news when they met in New York last Wednesday (Nov. 19)—commercial hours up from 27 a year ago to 48 now, total advertisers at an all-time ABC-TV peak of 63, compared to 50 last year. The new "Operation Daybreak," they also were told, is 95% sold out.

The affiliates were not without problems, however, partially because of the number of network's sponsors. ABC-TV's product protection policy protects sponsors for 15 minutes in both directions, thus limiting the prospect categories for additional sales.

Officials also pointed out that ABC-TV now allows its affiliates 92 minutes per week for local sale. The stations hoped to change the system, however. Instead of getting 30 seconds on the quarter-hour, as now, they were seeking a 60-second break every half-hour. Officials indicated late last week the request was still being considered.

There also were questions about ABC-TV's daytime ratings, which have left some affiliates dissatisfied. Network President Oliver Treyz assured them, however, that he was confident the ratings "will build." He cited instances on other networks to back his argument that daytime ratings almost traditionally build slowly. "This daytime will work," he asserted.

Theme of the meeting was "ABC-TV Has Come of Age," and the attitude of affiliates generally, after the session, was one of confidence.

Joseph C. Drilling of KJEO-TV Fresno, Calif., chairman of the affiliates association, told newsmen at a Wednesday luncheon that a number of affiliates had come to the meeting "with a sort of chip on their shoulders," forgetting that up to a few months ago they had practically no networks programming at all during daytime. By lunchtime, he said, this attitude had been replaced by more enthusiasm and confidence in what the network was doing.

Mr. Treyz said the business outlook for next spring was more "bearish" now than this fall's outlook had been last spring.

Among new programs being considered, the affiliates were told, are *The Alaskans*, a Warner Bros. production slated to go into the Sunday 9-10 p.m. period starting in early April; *Dr. I. Q.*, being considered for Mondays 9:30-10 p.m. beginning in January, and, for this season or next, such other productions as *Crisis* with Ray Milland, *Doc Holliday, The Fat Man, Dial M for Murder, Public Enemy,* and *Amazon Traders.* ABC-TV is already planning for the 1959-60 season, Mr. Treyz asserted.

Key speakers at the meeting, aside from Mr. Treyz, included John Daly, news vice president; Thomas W. Moore, programming vice president; William P. Mullen, sales vice president; Julius Barnathan, research director; Donald W. Coyle, vice president and general sales manager, and Bert Briller, sales development director. Alfred R. Beckman, station relations vice president, presided.

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate



Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

POWER to penetrate!



* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

* This powerful **TV** signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.

CKLW 50,000 WATTS

CKLW-TV 325,000 WATTS

J. E. Campeau President

ADAM YOUNG, INC. *National Representative*

GENERAL OFFICES GUARDIAN BLDG., DETROIT

"Tops in Towers"
for
WLST
ESCANABA, MICH.



Photo Courtesy of Escanaba Daily Press

D. D. GIROUX of Utility Tower Company, Oklahoma City, works calmly almost 200-feet up on the first of three 250-foot Utility Towers for Radio Station WLST, at Fort River, Michigan.

UTILITY TOWER COMPANY
Oklahoma City, Okla.
WI 3-5578 BOX 7022 WI 3-4303

Nine-Month Tv Shipments Down

Shipments of tv receivers by manufacturers to dealers totaled 3,498,118 units during the first nine months of 1958 compared to 4,249,775 in the same 1957 period, according to Electronic Industries Assn. September shipments totaled 663,073 tv sets compared to 789,675 in the same month a year ago. Radio shipments for nine months of 1958 totaled 5,182,851 sets compared to 5,844,280 a year ago.

MANUFACTURING

Adler Electronics Inc., New Rochelle, N. Y., has been awarded contract for design and manufacture of single sideband communications systems by U. S. Army Signal Supply Agency, Phila. Each of four mobile and air-transportable systems consists of transmitter and receiver vehicle. Delivery on $932,000 contract is scheduled for 120 days.

Ampex Corp., Redwood City., Calif., announces shipment of videotape recorders to WFIL-TV Philadelphia and WNTA-TV New York. When completed, installation will be WFIL-TV's second.

RCA reports shipment of uhf pylon antenna to KBAS-TV Ephrata, Wash.; traveling wave antenna to WXYZ-TV Detroit; six-section superturnstile antenna to WCSC-TV Charleston, S. C.; 12-section superturnstile antennas to WKBW-TV Buffalo and WTOL-TV Toledo, and 50-kw transmitter to WTOL-TV.

Camera Equipment Co., N. Y., appointed U. S. distributor for new Gaumont-Kalee "1690" sound recording unit for Arriflex 16 camera. Transistorized magnetic sound attachment designed to broaden sound and silent newsreel and documentary photography with its lightweight portability. Two-channel recording amplifier unit contains not only recording amplifier with input mixer for two microphones but also bias oscillator, monitoring amplifier (for headphones audio monitoring off either input or film) and volume indicator drive amplifier. Write J. M. Kesslinger & Assoc., 37 Saybrook Pl., Newark 2, N. J.

General Radio Co., Cambridge, Mass., reports new standard frequency multipliers, type 1112, with crystal-controlled frequency standard. Multipliers generate sine-wave signals of 1, 10, 100 and 1000 mc and greatly extend useful range of conventional frequency standards such as GR type 1100-A. Instruments are characterized by low noise and by almost complete freedom from submultiple-frequency spurious signals, claims GR. Type 1112-A standard frequency multiplier is $1,450, type 1112-B, $1,360. Write General Radio Co., 275 Mass Ave., Cambridge 39, Mass.

Wollensak Optical Co., Rochester, N. Y., announces new remote control zoom lens, Tv f/2.7 Raptar auto zoom lens. Lens increases effectiveness of camera by permitting various degrees of wide angle and telephoto coverage with single lens. Special control panel enables cameraman to zoom in or out on subject by pushing key. Silence of operation is another feature of Wollensak auto zoom. Lens complete with control unit is $1,350; without control unit, $1,275.

Prodelin Inc., Kearney, N. J., announces availability of complete microwave antenna systems featuring their newly developed semi-flexible Spir-O-line coaxial cables. Copies of illustrated "Microwave Antenna Systems" bulletin and related antenna gain charts may be secured by writing Prodelin Inc., Dept. GE-24, 307 Bergen Ave., Kearney, N. J.

Minnesota Mining & Manufacturing Co., St. Paul, Minn., announces publication of how-to-do-it folder showing through series of drawings how to make "professional" magnetic tape splices. Folder also lists valuable tips on tape editing and storage. For copies write MM&M Co., 900 Bush St., St. Paul 6, Minn.

RCA electron tube division announces new short vidicon (RCA-7262), 5⅛ inches, in overall length, especially designed for compact transistorized tv cameras—black-and-white or color. Vidicon has bulb diameter of one inch and is approximately 1⅛ inch shorter than similar tubes of same diameter. It employs low-power heater which requires only 0.6 watt—reportedly one third lower than any other commercial vidicon.

Westinghouse Electric Corp., Elmira, N. Y., announces new small-size vidicon camera tube (WL-7290) designed for slow speed scanning operations. Low residual current of tube reportedly permits high resolution, long-storage time with higher sensitivity, higher output signal and better signal-to-noise ratio. WL-7290 is also useful for transmitting high resolution information over conventional audio circuits as system bandwidth requirements are sharply reduced with slow scan. For further information write Westinghouse Electric Tube Div., P. O. Box 284, Elmira, N. Y.

Bell & Howell, Chicago, announces new concept in automatic slide projectors, featuring rear and front panels, illuminated "dashboard" controls at back and remote control system permitting move of slides in reverse and forward at touch of button. Four new models are included in new Explorer series.



Postal Workers Union Reports 60 Acceptances of Tv Series

The National Federation of Post Office Clerks said last Thursday (Nov. 20) that 60 tv stations have indicated they would like to receive "free" weekly 15-minute news reports on Congress the AFL-CIO union plans to distribute, starting in March.

Stanley Allen, public relations representative of the union, said 28 stations replied they were not interested in airing the show, titled *Spotlight on Congress*, while one station referred NFPOC to its commercial rate card. In a letter to tv stations, E. C. Hallbeck, union legislative director, said the film is being offered as a "public service . . . to provide straight, unbiased commentaries."

"This is not a propaganda program," he said. "It is a straight news report." There is no gimmick, he maintained. He explained the show is being offered free to tv stations "because our advertising budget isn't big enough to buy time nationally on a continuing basis. . . ."

Mr. Hallbeck said the union plans to use one-minute institutional commercials midway through the program. "These institutional commercials will not be inflammatory union pitches nor will they contain material of a controversial nature," he promised station owners. The program will have 30-second opening and closing periods which can be tailored to suit local needs, he said.

Gotham Recording to Open Expanded Studios in New York

Gotham Recording Corp., New York, will open its new $100,000 recording studio late this month to service radio and television clients, it has been announced by Herbert Moss, president. The 30 x 51 ft. studio will accommodate a full-orchestra and choral group, Mr. Moss said. The company will continue to maintain its smaller studios.

Gotham, organized in 1950, produces radio programs for public service organizations and spot radio and tv film commercials, musical jingles and industrial records. The Marine Corps has renewed with Gotham for its *Take Five* program for 26 additional weeks although the original 13-week cycle will not expire until Jan. 1, Mr. Moss reported. The five-minute program, featuring singer Betty Johnson and former New York Yankee star Gerry Coleman, is carried on 1,300 stations three times a week on an exclusive market basis. Gotham also produces time and weather signal spots for the Marines which are integrated into programs by local announcers. Mr. Moss said more that 2,000 sttaions now are carrying these spots.

Gotham also is headquarters for other Moss interests. They include Metropolitan Jazz Quintet Inc., a jazz group that has recorded five albums for release on MGM records; Galaxy Productions Inc., a radio-tv merchandising organization; Ile de France Productions, an international music recording company and Ile de France International, a company set up to produce the *Brains & Brawn* tv program in the U. S., now carried on NBC-TV.

ANOTHER VTR USE

Because the California-Stanford football game last Saturday (Nov. 22) was to decide which team would represent the Pacific Coast Conference in the New Years Day Rose Bowl and since it was a sellout, the NCAA gave permission to KTVU (TV) Oakland, Calif., to record the play-by-play for re-telecasting in full that evening to the Bay Area.

Swanson Forms Production Firm

Formation of Robert Swanson Productions, New York, to specialize in production of musical commercials, was announced last week by Robert Swanson, formerly associated with BBDO, Cunningham & Walsh, Campbell-Mithun and other agencies. His credits include the "Piel's is the beer for me, boys" jingle of several years ago as well as the current Northwest Orient Airlines broadcast jingle.

The Swanson office will be located at 1 E. 54th St.; New York, telephone: Murray Hill 8-4355. Mr. Swanson has reported signing several clients, including Texaco, Bristol-Myers (Ban), American Tobacco (Lucky Strike), U.S. Steel and E. I. DuPont de Nemours.

UPCOMING

Nov. 28-30: National Assn. of Tv & Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 2-4: Electronic Industries Assn., quarterly meeting, Roosevelt Hotel, New York.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, Convention committee, NAB headquarters, Washington.
Dec. 17: NAB, Ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

February

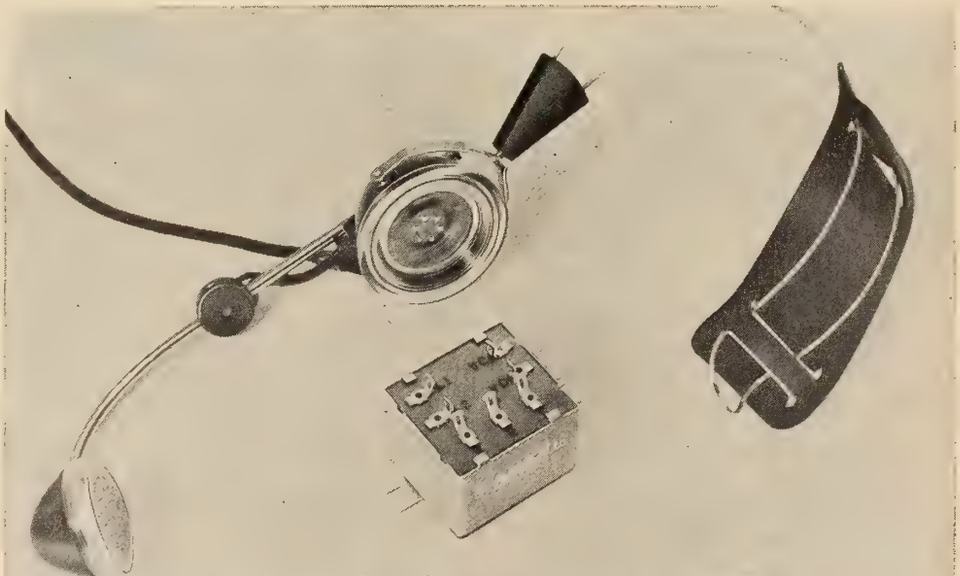
Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

AFTRA, Networks Close To Contract Agreement

Outlook for agreement on a new contract between television-radio networks and the American Federation of Television & Radio Artists brightened considerably last Thursday following several late evening-early morning negotiating sessions. The old contract expired at midnight Nov. 15 [PERSONNEL RELATIONS, Nov. 17] but performers were continuing on the job until further notice.

Network and AFTRA officials declined to discuss the latest developments but it was reported that "considerable progress" was achieved in the main area of friction: rates and working conditions for performers in videotape programs and commercials.

Negotiators met late Wednesday (Nov. 19) and until 3 a.m. Thursday and at that time the networks made what they called "an ultimate offer." A source close to AFTRA acknowledged that the latest proposal on videotape rates was "substantially in excess" of the Screen Actors Guild rates for tv filmed commercials. Neither networks nor union officials would discuss the details of the network offer but it was said to be one that AFTRA considered "negotiable," conducive to "more give and take."

AFTRA has received strike authorization from its members but has extended the deadline without setting a new one.

Another negotiation session was scheduled for Thursday evening.

It was learned that agreement had been reached on virtually all provisions of the radio network and transcription codes, with rates in some areas rising from 10 to 15%.

Networks were reported to have agreed to some reduction in rehearsal time before the overtime rate prevails and upon a formula for taped commercials and programs to cover payment up to eight re-plays (instead of five re-plays as under the old contract).

A spokesman for AFTRA said a detailed list of specific rates and conditions in videotape still had to be agreed upon. Along with network officials, he declined to speculate on the possibility of an early agreement.

On a related matter, the National Labor Relations Board continued to hear testimony last week on a petition by AFTRA calling upon NLRB to hold a referendum among performers to select a single union in the field of videotape commercials. At present, AFTRA has tape jurisdiction at networks and stations, while the Screen Actors Guild handles film studios. The networks, SAG and the Screen Extras Guild are opposing the petition.

WINS Continues Programming Despite 'Surprise' IBEW Strike

New York Local 1212 of the International Brotherhood of Electrical Workers called a strike against WINS last Tuesday (Nov. 18). Station programming continued uninterrupted, except for two hours on Tuesday, with the use of supervisory personnel as engineers, technicians and announcers. Nine staff announcers declined to cross the union's picket lines.

The strike caught station officials by surprise, a spokesman said. The old contract expired on Sept. 15 and, he added, negotiations were set to begin on Dec. 3. The reason for the delay, he explained, is that J. Elroy McCaw, WINS president, has been in a hospital on the West Coast for about seven weeks, recovering from injuries received in an automobile accident. He said that the Dec. 3 date had been set with the union's knowledge.

Charles Calame, business manager for Local 1212, declared that station officials have failed to respond to a bid to negotiate a new contract for 14 engineers and technicians. The union is seeking an increase in wages and fringe benefits.

A WINS spokesman said that despite the strike no plans have been made to move up the date for negotiations.

Assoc. Directors, Stage Mgrs. At Networks Get NLRB Ballots

The National Labor Relations Board last week distributed ballots to tv associate directors and stage managers employed at the three tv networks in New York, Chicago and Hollywood, asking them to certify the Radio & Television Directors Guild as their bargaining agent, or vote for "no union." The ballots are returnable Dec. 3.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS SPECIALIZING IN TELEVISION AND RADIO STATIONS

Fifth Third Bank Bldg., Cincinnati 2, Ohio DUnbar 1-7775

Midwest Division: Paul Fry, P. O. Box 1733, Benson Station, Omaha 4, Nebraska

Backers of Commercial Tv In Britain Hitting Jackpot

British commercial television, once considered an ugly duckling, has laid a golden egg. Within three years, investors have seen their stock go up 20,000%, it was stated Wednesday (Nov. 19) in a report to stockholders.

In its first year in Britain, commercial tv lost money; the following year it cleared only $600,000. In 1957 profits rocketed to $10 million and are expected to reach $14 million this year. A $6,300 investment in the medium by former BBC chief Norman L. Collins has netted him more than $1.4 million. Other investors have converted a $2,500 investment into $560,000 and $3,000 into $625,000. Shares originally selling for 14 cents now are worth $31—an increase of 22,042%.

ABROAD IN BRIEF

TV TEST CASE: A 35-year-old law regulating transmitter licensing was invoked by the Italian government in confiscating the transmitter of Televisione Libera, Milan, an independent tv station that is ready to commence commercial operations. By this means the government-owned RAI broadcasting system retains its monopoly but Libera's case is before the courts and decision in its favor may portend the advent of commercial tv in Italy.

UNINTERRUPTED VIEW: Britons will have commercially uninterrupted television programs from their independent tv networks if a bill now before the House of Commons goes through. Laborite Christopher Mayhew, who gives occasional news commentaries on noncommercial BBC-TV, introduced a bill Nov. 12 to prohibit the interruption of shows for commercials. The measure is slated for debate this session.

FILM ENTENTE: The newest effort to speed up international tv transmission is a daily half-hour closed-circuit link between five countries to exchange newsfilm. The system, involving Britain, France, The Netherlands, Italy and Belgium, has concluded two weeks of tests in cooperation with Movietone, which provided some of the news coverage exchanged.

1.1 Million Watching in Day

Canadian daytime television is delivering about 1.1 million homes weekdays from 3:30 p.m., as reflected in an analysis made by the tv division of the Broadcast Advertising Bureau, Toronto. This represents about 45% of the peak evening audience. The analysis, made from all Canadian tv stations, shows that the peak weekday afternoon audience is from 3:30-4 p.m. local time, with 1,129,000 homes tuned in at that time and audience of 1,456,000 of whom 1,005,000 are women.

The audience, reported by half-hour periods, from noon to 6 p.m. goes from 309,000 homes from 12-12:30 p.m., to 1,656,000 homes from 5:30-6 p.m.

IRE Honors Thornton, Blecher; Weber New Institute President

The Institute of Radio Engineers board of directors announced last week that the 1959 W.R.G. Baker Award for 1959 will be given to Richard D. Thornton, assistant professor of electrical engineering, Massachusetts Institute of Technology. Mr. Thornton was cited for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE *Transactions on Circuit Theory*. The award is given annually for the best paper published in the *Transactions*.

Franklin H. Blecher, Bell Telephone Labs, has been named recipient of the 1958 Browder J. Thompson Memorial Prize for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the same issue of *Transactions*. The Thompson award is given annually for an IRE paper combining "the best technical contribution and presentation which has been written by an author under 30 years old."

At the same time, election of Ernst Weber, president of the Polytechnic Institute of Brooklyn and president of the Polytechnic Research & Development Corp., as president of IRE, was announced. Dr. Weber succeeds Donald G. Fink, director of research, Philco Corp. Newly-elected vice president is Donald B. Sinclair, vice president and chief engineer of General Radio Co., West Concord, Mass., succeeding Carl-Eric Granquist, director of Svenska Aktiebolaget Gasaccumulator, Stockholm-Lidingo, Sweden. Elected as directors for the 1959-61 term are Ferdinand Hamburger Jr., professor of electrical engineering, Johns Hopkins U., Baltimore, and Bernard M. Oliver, vice president of research and development, Hewlett-Packard Co., Palo Alto, Calif.

Pioneers Honor CBS' Paley

William S. Paley, CBS board chairman, was honored with a special citation from the Broadcast Pioneers last Thursday at a meeting of the New York chapter. He was hailed for 30 years service to radio-tv as "one of broadcasting's most imaginative and resourceful leaders."

Other awards were presented to Carl Haverlin, president of Broadcast Music Inc., and to William S. Hedges, NBC vice president in charge of general services, for their contributions to the growth of Broadcast Pioneers. In the principal speech at the luncheon, Mr. Paley recalled some of the highlights of his early years in the broadcasting business.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

WILLIAM T. LANE, head of own advertising-public relations firm William T. Lane Co., Syracuse, N. Y., to Carrier Corp. (air-conditioning, heating), there as corporate relations v.p. Mr. Lane formerly was part owner-general manager of the former WAGE Syracuse, and the old WLTV (TV) in Atlanta.

HOWARD SHANK, formerly v.p. and creative supervisor, Benton & Bowles, appointed v.p. and creative director, Grey Adv., succeeding **ARKADY LEOKUM,** retired.

J. R. McCUE, formerly executive v.p., Western Adv. Agency, Chicago, appointed senior executive v.p. Other firm appointments include: **ROY J. SANDBERG** and **F. W. PAIN,** formerly v.p.'s, named executive v.p. and board member, and general media director for Racine and Chicago offices, respectively, **DELMAR E. GURLEY,** account executive, appointed v.p.

EDWARD W. KARTHAUS, account executive at Erwin Wasey, Ruthrauff & Ryan, N. Y., named v.p.

PAUL E. MATHIAS, account executive with BBDO, N. Y., resigns to join F. L. Bradfute & Sons, N. Y., producer of supermarket promotions and displays, as v.p.

WILLIAM J. McLAUGHLIN and **J. RICHARD SCHMIT,** account supervisors, Farson, Huff & Northlich, Cincinnati, named v.p.'s.

ROBERT M. ELLIS, since 1953 an automotive account executive with McCann-Erickson, Detroit, to Kenyon & Eckhardt, Detroit, in similar capacity.

EDWARD J. (NED) GARVEY, account supervisor (Volkswagen of America Inc., Burlington Industries) at J. M. Mathes Inc., N. Y., promoted to v.p.

JACK HOUSE, former William Esty Co. tv executive and one of organizers of WVET-TV Rochester, named advertising manager of Taylor-Reed Corp. (QT instant frostings, Cocoa-Marsh), Glenbrook, Conn.

JERRY LUBOVISKI, manager of public affairs for Union Oil Co. of California, appointed director of public relations and advertising, succeeding **C. HAINES FINNELL** who has become manager of retail marketing for Union Oil.

SI SCHARER, formerly general manager of Mayfair supermarket chain, to S. Jay Reiner Co., N. Y., merchandising consultant, as vice president-merchandising director.

EARL IMHOFF appointed v.p. of Derby Foods Inc., Chicago. **RALPH MAULIN,** formerly assistant to president, promoted to director of marketing of Derby.

PAUL W. SHELDON, formerly supervisor in public relations, Young & Rubicam, N. Y., to Gulf Oil Corp., N. Y., public relations department.

HOWARD CLAYPOOLE, formerly advertising manager, Reddi-Wip Inc., appointed marketing director, new post, with supervision over all advertising, merchandising and sales promotion. **FRANK ANSEL,** formerly with General Mills Co., named general sales manager, succeeding **T. C. THOMPSON,** retired.

EDWARD MUCHA, assistant to treasurer, W. S.



ON THE SPOT RECORDING *

MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

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• FLAT TO 10,000 CYCLES

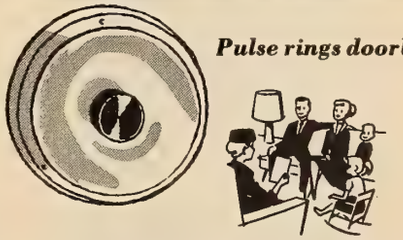
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100% WHOLE SAMPLE

This year, of all 17 years since 1941, we have enjoyed our greatest business. Recession-wary executives must have said to themselves, "This is no time to monkey around!" So they investigated — bought Pulse—and use the mine of qualitative Pulse information profitably.

Pulse alone delivers the 100% whole sample. Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack phones—Pulse alone uses direct, face-to-face interviewing right in the home.

Information from 3,000 trained interview specialists reaches you in ample time for important decisions. For your Network TV investment, for your individual market-by-market implementation, let us show you how Pulse may be able to help you during 1959. A personal interview will be appreciated. Please write—or phone Judson 6-3316.



Pulse rings doorbells

. . . interviews families in their homes

Largest Scientific Sampling

"Only U.S. Census talks with more families"

Nothing takes the place of INTERVIEWS in the home

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LOS ANGELES • CHICAGO • LONDON

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.



PEOPLE CONTINUED

Walker Adv., Pittsburgh, promoted to company controller.

JOHN SAUNDERS appointed account executive on United Motors Service and **ROBERT S. KNAPP** appointed account executive on Hertz System Inc., in Campbell-Ewald's tv-radio department in Detroit.

HERB ZELTNER, assistant media director, Lennen & Newell, N. Y., promoted to v.p.-assistant media director of agency.

JULIAN KOENIG, Ellington & Co., N. Y., to Doyle Dane Bernbach, N. Y., as copy supervisor.

JACK E. KANNAPELL JR., formerly with Brown-Forman Distilleries Corp., Louisville, named account executive at Erwin Wasey, Ruthrauff & Ryan, Chicago.

FRANK CHIZZINI, last with NBC-TV Sales, to sales associate, TPI Ratings Inc., division of M. A. Wallach Research Inc., N. Y.

GARTH SALISBURY, formerly advertising manager of Bemis Bros. Bag Co. and previously news writer at KWK St. Louis, appointed assistant print media manager at D'Arcy Adv. Co., St. Louis.

JOHN BRYAN DAVIS, formerly art department supervisor in Chicago office of Kenyon & Eckhardt Inc., to McCann-Erickson, also Chicago, as senior art director.

ROBERT S. WRIGHT JR., formerly art director at J. M. Mathes Inc., N. Y., to Hogan, Rose & Co., Knoxville, Tenn., advertising agency as creative director.

JACK WISE, formerly radio-tv farm director at KCMO Kansas City, to farm radio department of Aubrey, Finlay, Marley & Hodgson, Chicago agency.

BILL ERIN, tv-radio commercial writer, Needham, Louis & Brorby, Chicago, author of "Advertising Is Writing, Too" in December *Writer's Digest.*

FILM

SIDNEY MORSE named associate producer on *The Veil,* tv film series starring Boris Karloff, currently in production at Hal Roach Studios, Hollywood.

BURTON I. LIPPMAN, since 1956 assistant comptroller of National Telefilm Assoc., N. Y., and previously in certified public accounting, appointed comptroller of NTA, succeeding **LEONARD S. HOLSTAD,** resigned.

CHARLES F. HOLDEN, formerly production manager for CBS-TV in Hollywood, to similar post for Videotape Productions of New York Inc., tape production firm.

WILLIAM GILBERT, formerly with Granada Theatres Inc., London, named assistant to managing director of National Telefilm Assoc., London. Appointed account executives for NTA's owned and operated radio and television stations (WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul): **JOHN FERNANDEZ, MARSHALL KARP** and **PETER YAMAN,** all formerly with Adam Young Inc., N. Y., and **LAWRENCE GERSHMAN,** previously assistant to Ted Cott, v.p. in charge of NTA broadcasting properties.

STATIONS

F. SIBLEY MOORE, radio operations v.p., WJR Detroit, named v.p.-secretary, succeeding **WILLIAM G. SIEBERT,** secretary-treasurer, who retires. **RICHARD M. THOMAS,** auditor, WJR, named treasurer. Mr. Siebert, with the station since 1929, remains as a director of WJR The Goodwill Station Inc.


MR. DENNIS

EDWIN L. DENNIS, local tv sales manager, KMBC-TV Kansas City, Mo., named v.p. of KMBC Broadcasting Co. Mr. Dennis has been associated with Cook Paint & Varnish Co. (station's owner) for 27 years.

RICHARD M. FAIRBANKS, WIBC Indianapolis president and general manager, appointed trustee of Cornelia Cole Fairbanks memorial fund, established in 1920 by late Charles Warren Fairbanks, v.p. of United States under Theodore Roosevelt and Mr. Fairbanks' grandfather, for betterment of Indianapolis through educational and charitable enterprises.

JAMES T. OWNBY, general manager of KONI and KELE-FM, both Phoenix, has announced appointment of new officers and directors for both stations. President of Anjo Broadcasters & Telecasters Inc., owner of stations, is Mr. Ownby; v.p., **ANNIE DEE DAVIS;** secretary-treasurer, **MARY JANE PHILLIPPI;** and directors, **CHARLES S. VOIGT** and **ROBERT C. BOHANNAN JR.** Mr. Ownby also announced that new offices and studios will be occupied by both stations at 2300 North Central in Phoenix.

JOHN T. CAULEY, formerly station manager of KGRI Henderson, Tex., named manager of KPLT Paris, Tex.

EDWARD HARVEY LONG, 60, treasurer of WSAZ Inc. and parent, Huntington (W. Va.) Publishing Co., died of cancer Nov. 17 at Cabell-Huntington Hospital.

CHANDLER R. MELOY, tv sales operation manager, KGO-TV San Francisco, named national spot sales manager succeeded by **NUEL PAZDRAL,** recently discharged from U. S. Army. **AL MACKAY,** national spot sales manager named KGO account executive.

DAVID GREEN, formerly with KCMK (FM) Kansas City, to KCMO-FM, that city, as account executive.

JAMES A. JORDAN, formerly sales manager of WJJD Chicago, to WOKY Milwaukee in similar capacity.

GORDON LLOYD, formerly sales manager of KBOX Dallas, returns to KBOX as account executive.

JACK JESTER, formerly account executive with KCKN Kansas City, Kan., to KCMO Kansas City, Mo., sales department.

ROBERT E. HAGAN, account executive, WTRF-TV Wheeling, W. Va., named local sales manager.

RUSS NAUGHTON, chief announcer of WDRC Hartford, Conn., won seat in Connecticut House of Representatives as Republican, in Nov. 4 elections. **HENRY BRODERICK,** father of WDRC Chief Engineer **HARRY BRODERICK,** was elected to same body as Democrat.

ROBERT REAGAN, public relations director of KTLA (TV) Los Angeles, to director of publicity and public relations, replacing **RICHARD P. ROBBINS,** former director of press information, who has been made staff producer-writer for station.

THOMAS A. MAGER, formerly buyer with Atlantic & Pacific Tea Co., to WABC New York as merchandising manager, succeeding **JACK DUNN,** resigned.

ROBERT J. DUFFY, assistant manager-sales manager, KOLR Sterling, Colo., named manager succeeding **JOHN GAZDIK** who joins Tiedgen-Rambler (car dealer) there.

DR. RICHARD M. HAYWOOD, associate professor of classics, New York U., named instructor for "Classics H1. The Legacy of Greece and Rome."



WCBS-TV New York *Sunrise Semester* course. Dr. Haywood succeeds **DR. CASPER J. KRAEMER,** who died Nov. 5.

M. L. NELSON, 49, managing news editor, WHO-AM-TV Des Moines, Iowa, died Nov. 16, following heart attack.

LARRY WILSON, disc jockey, WTIX New Orleans, named program director. **MARSHALL PEARCE,** program director, WSMB New Orleans, to WTIX as promotion director.

JIM RANDOLPH, formerly program director of KSAY San Francisco, to KGFJ Los Angeles in similar capacity.

ROD CREEDE appointed news director of WWTV-TV Cadillac, Mich. Other WWTV-TV appointments: **VIRGIL FREEL** to account executive and **JOHN JACOBSON,** formerly with WDMJ-TV Marquette, Mich., to sports director.

OSCAR H. HUFF, formerly news and program director of WKMF Flint, Mich., to WTOL-TV Toledo, Ohio, as news director.

JAMES BURNES, news development specialist at WDRC Hartford, Conn., promoted to news manager.

NORMAN GORIN appointed director at WTOP-TV Washington, replacing **VIC HIRSH,** resigned. **JOHN DREW,** who directed several radio programs for Voice of America, promoted to assistant director, succeeding Mr. Gorin.

HARRY REIGERT, acting production manager, WFRV-TV Green Bay, Wis., named production manager. **LEN GRENBA** succeeds him as assistant production manager.

TED BARBONE, formerly d.j., WFIN Findlay, Ohio, to WTOD as program director.

FRANKLIN HOBBS, formerly v.p. for Remington Record Corp., N. Y., to WISK St. Paul, Minn., as promotion director.

BEWEY DRUM, announcer, WSOC Charlotte, N. C., named operational manager. **JACK KNIGHT,** formerly with WLAS Jacksonville, N. C., to WSOC as announcer-salesman.

DAVID A. RING, formerly associated with General Electric and *Life* Magazine as merchandising field rep., has joined KMOX St. Louis' merchandising department.

DON HENRY, previously affiliated with WFAA-TV Dallas and KFJZ-TV Fort Worth, to WBAP-TV Fort Worth in commercial department.

JOHN ALBERT, salesman, Amsterdam Press, to WWJ-TV Detroit, in similar capacity.

BILL HARGAN, formerly chief engineer at KSBW-TV Salinas-Monterey, Calif, appointed director of technical operations. Other Salinas Valley Broadcasting Corp. appointments include **WES CHANEY,** named to post vacated by Mr. Hargan, and **CHARLES MITCHELL,** to chief engineer at KSBY-TV San Luis Obispo, Calif.

JIM HALL named d.j. of WMAL Washington's 3-8 p.m. record show, succeeding **JOHNNY BATCHELDER,** who will devote full time to WMAL-TV commitments.

CONRAD PATRICK to WKMH Detroit as disc jockey succeeding **FRANK SIMS** who is named the station's sportcaster.

MARY ANN VARGA, secretary to manager of KGFJ Los Angeles, named program service manager of station.

GEORGE CORWIN, formerly assistant sales manager, WAMM Flint, Mich., and **TOM WHITMORE,** formerly account executive, WWCA Gary, Ind., to WALT Tampa, Fla., sales staff.

WILLIAM VALENTEEN, formerly in WIBG Philadelphia sales department, to WNAR Norristown, Pa., sales staff.

BILL McREYNOLDS, KCMO Kansas City newsman, transfers to KCMO sales department.

JIM HAWTHORNE, program director and air personality of KDAY Santa Monica, Calif., adds duties as m.c. of late-night program over KTTV (TV) Los Angeles.

BOB ENGEL, formerly with WJW Cleveland, to WHK, that city, as newscaster.

JACK TAYLOR, formerly with WBBM, WCFL and WIND, all Chicago, to announcing staff of WGN-AM-TV, that city.

GENE FILIP promoted from special events editor to assistant director of news at WGN-AM-TV Chicago.

NETWORKS

BOB FINKEL, NBC-TV contract producer, has been assigned to produce and stage four Eddie Fisher shows. **CLIFFIE STONE,** executive producer of *The Tennessee Ernie Ford Show,* elevated to producer, replacing Mr. Finkel.

WILLIS W. INGERSOLL, formerly with CBS-TV network sales development, and **EDWARD H. FORESTER,** previously with Edward Petry & Co., station representative, in radio sales, to tv sales staff in New York office of The Katz Agency, station representation firm.

HARPER CARRAINE, research director; **PHILIP LEVISON,** assistant supervisor of technical operations, and **ALICE SANTTI,** spot sales research manager—all CBS Radio—inducted last Monday (Nov. 17) into CBS 20-Year Club, bringing club membership to 210.

PETER SARAN, formerly engineer, WINR Binghamton, N. Y., and NBC, to ABC, N. Y., in similar capacity.

PROGRAM SERVICES

ERNEST G. FANNING named to newly created post of executive assistant to the general manager for diary reports of American Research Bureau. Mr. Fanning will be responsible for overall coordination of sales and production departments with respect to ARB's diary based surveys.

MANUFACTURING



MR. KELLEY

RAYMOND F. KELLEY, v.p.-director, Dynamics Corp. of America (Waring Blendor, tv broadcast equipment, single side-band radio equipment, etc.), N. Y., elected president board chairman of DCA, succeeding late **DAVID T. BONNER.**

JOHN B. McLAUGHLIN has resigned as v.p. for marketing of Purex Corp., South Gate, Calif. He has not announced future plans, nor has successor been appointed.

ALBERT E. KELEHER, manager, equipment operations long range planning activity, Raytheon Manufacturing Co. (lighting equipment), Waltham, Mass., named manager of government relations marketing planning, for government equipment division.

E. K. (BUCK) ROGERS, affiliated with Packard Bell Electronics Corp. in various capacities since 1928, appointed district sales manager for Northwest.

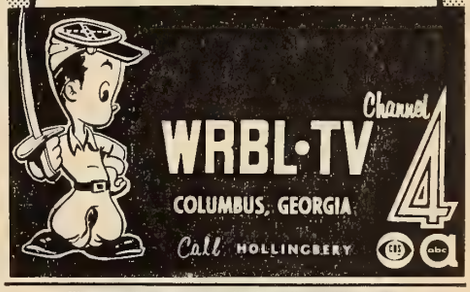
MAURICE KALEN, manager of budgets and inventory control, RCA Electron Tube Div., Harrison, N. J., to controller of division.

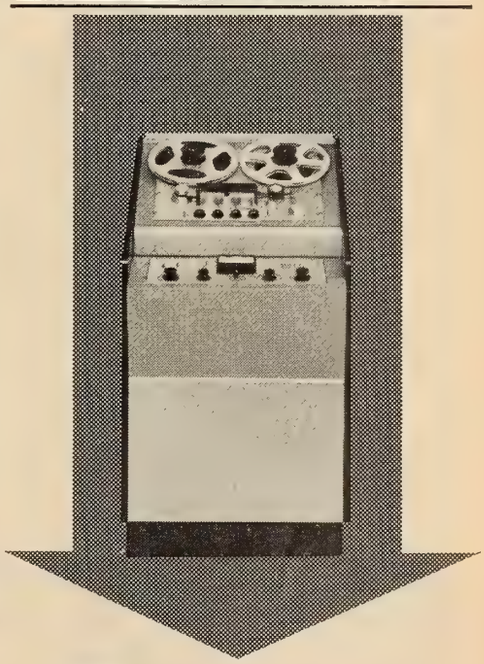
GORDON R. VANCE, manager of product controls (industrial tubes), Distributor Products Dept., RCA Electronic Tube Div., Harrison, N. J., to manager of sales coordination, distributor sales division.

JOHN CANTWELL, formerly district sales manager for Washington branch of Sylvania Sales Corp., to district sales manager, Washington, D. C., for Sylvania Home Electronics, division of Sylvania Electric.

L. HARRISS ROBINSON, former regional sales man-

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
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Announces
GENERAL and RETAIL
RATE DESIGNATION
• Another indication of the willingness of WRBL-TV to come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.
Call HOLLINGBERY
FOR
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ALL NEW ELECTRONICS
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professional products division
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PEOPLE CONTINUED

ager of Motorola Inc., appointed manager of marketing, surface communications dept., RCA defense electronic products, Camden, N. J.

DR. RUDOLF G. E. HUTTER appointed chief engineer, special tube operations, Sylvania Electric Products Inc. and manager of Microwave Components Labs, Mountain View, Calif.

WILFRED WEISS, formerly with Kudner Agency, N. Y., to director of public relations at Electronic Corp. of America, Cambridge, Mass.

PROFESSIONAL SERVICES

BUELL A. PATTERSON, 63, account executive at Communications Counselors Inc., N. Y., died last Wednesday (Nov. 18) in Miami, Fla., on return from business trip to Havana. Mr. Patterson's previous public relations experience included advertising sales promotion manager for Curtiss-Wright, during the 40's; director of public relations for both American Airlines and Pan American Grace Airways during the early 1950's.

FRANK B. EIDGE, Miami bureau manager for United Press International, promoted to Florida manager for UPI. **DICK HATCH,** Charlotte bureau manager, succeeds Mr. Eidge as Miami head.

ALVIN WEBB JR., Greensboro manager, succeeds Mr. Hatch in Charlotte. **LOYD JEFFERS** moves from Columbia, S. C., to Greensboro, replacing Mr. Webb.

INTERNATIONAL

VIN DITTMER, formerly sales manager of CKNX-TV Wingham, Ont., to CFCF Montreal as station manager.

JOHN C. MORRIS, formerly sales manager of CKSL London, Ont., to manager of the radio times sales division at Toronto, Ont., of Stovin-Byles Ltd., Toronto, station representation firm.

JACK KENNEDY, senior sales representative of Canadian Broadcasting Corp., Toronto, to CFRB Toronto.

REYNALD TEASDALE, manager of CBAF Moncton, N. B., to production manager of CBF Montreal, Que.

LYMAN POTTS, manager of CKSL London, Ont., to production manager of CJAD Montreal, Que.

ROCH DEMERS, chief engineer, CFCL-TV Timmins, Ont., elected chairman, Central Canada Broadcasters Assn. Engineers, succeeding **BILL OHN,** CHLO St. Thomas, Ont. **CLIVE EASTWOOD,** CFRB Toronto, Ont., named manufacturers liaison officer. **JACK BARNABY,** CFCH North Bay, Ont., elected secretary-treasurer.

WALTER SHEAN, with extensive press, tv and commercial background, has been appointed advertising and promotion manager for S. W. Caldwell Ltd., Toronto.

W. C. MOODIE has been appointed manager of newly opened office of A. C. Nielsen Co. of Canada Ltd., Toronto, at 550 Sherbrooke St. West, Montreal, Que. **J. A. GOVIER,** client service executive, will also move to Montreal office from Toronto.

PROGRAMS & PROMOTIONS

KAKE-TV Raises Prize Offer As Oil Lease Value Climbs

Oil wells being what they are, first-prize winner in KAKE-TV Wichita's "Name the Network" contest is going to fare a lot better than originally anticipated when the competition was first announced, the station reports.

The original plan was to give the winner the option of the oil lease, which could amount to $10,000 or more, or a cash prize of $1,000. Additional wells have increased the present lease value to the point where the winner will be offered the choice between a $5,000 cash purchase of his interest or the oil royalty interest.

In addition to an interest in a producing oil lease the contest offers runner-up prizes of a whole grade "A" beef, income from 50 bushels of wheat and shares in Boeing, Beech and Cessna aircraft companies.

The purpose of the contest, KAKE-TV said, is to name the three-station network which now "blankets with a single buy 70% of the tv homes in Kansas"—KAKE-TV, KTVC (TV) Ensign and KAYS-TV Hays. Advertising agency personnel have until Dec. 12 to name the network and give a reason for the name in no more than 50 words.

VOTERS' CHOICE

The Democrats were not the only ones winning by a landslide in this election year, according to WDAK Columbus, Ga. WDAK also reports a victory from voters in similar geophysical terminology. During a week-long voting machine demonstration sponsored by the Provisional League of Women Voters of Columbus at the 1958 Chattahoochee Valley Exposition more than 600 persons voted on questions of local and national political interest as well as on radio listening habits and preferences.

Out of a total of 14 questions on the league's ballot, seven were concerned with radio. A majority of the voters preferred newscasts of five-minute length; a total of 350 said music was their reason for listening to radio, and WDAK personality Dick Killebrew won the most votes for "favorite local radio disc jockey." Television was named 241 times on the question "with which do you spend the most time?" Radio got 235 votes and newspapers only 22 votes.

Votes were also asked their favorite area radio station and disc jockeys with WDAK coming out on top, according to the station.

WTOL Event Revives Record Hits

Recording hits of the past 30 years were utilized recently by WTOL Toledo, Ohio, during its "Big Record Week" promotion to salute the music industry. Every half-hour throughout the week WTOL played million-seller records.

Promotion tie-ins included personal appearances and remote broadcasts by the station's disc jockeys, called Toledo's Big Five, at four shopping centers and two downtown stores where drawings were held for free records. In five days, more than 15,000 persons registered for drawings at the various locations. To publicize the event the d.j.'s wore special shirts with their names and the station's call letters printed on them; over 500 posters were distributed, and promotion spots were run during the day. Mail going out of the station also carried the Big Record Week identification.

WCIA (TV) Relays Ideas for ID's

The technique of presenting effectively an eight or ten-second television ID message is demonstrated in a brochure prepared by WCIA (TV) Champaign, Ill., for distribution to advertisers and agencies. Entitled "What's the Idea," WCIA's presentation appeals to the advertiser who "feels he has too much to say and not enough time in which to say it." According to WCIA, the purpose of the ID is to sell a single idea, in the same manner in which highway billboards make one impression on a speeding driver. The booklet includes ID's originated by WCIA's staff of commercial artists and copywriters for a local food store account and illustrates how the station and client work together to get across a single selling point.

KBKC Celebrates First Birthday

The first anniversary of KBKC Kansas City is being celebrated in a series of station promotions during an eight-week campaign. KBKC personnel recently served birthday cake and distributed free door prizes to more than 2,000 visitors to a hi-fi music show in Kansas City's Bellerive Hotel. A current on-the-air promotion offers more than $3,000 worth of prizes to listeners who display numbered car window stickers bearing the call letters and frequency of the independent music-news station. Lucky numbers are announced periodically. Some 20,000 stickers were distributed in the first two weeks. Weekly "appreciation" cocktail parties for advertisers and agency personnel are being held in KBKC's studios.



Irving Berlin Saluted on VOA

A three-day radio tribute to composer Irving Berlin was scheduled for last week over the planet-wide facilities of the Voice of America, with the participation of show business celebrities and President Eisenhower. The program marked Mr. Berlin's 50th anniversary in show business and his 70th birthday.

In his statement, President Eisenhower expressed his admiration for Mr. Berlin's music. Bing Crosby, Louis Armstrong, Benny Goodman, Ethel Merman, Fred Astaire, Eddie Cantor and others were heard on the series. Many of the guests performed the Berlin songs with which they are identified. Kate Smith, for example, sang "God Bless America," as recorded from her radio program of Armistice Day, 1938, when she introduced the song.

A portion of one of the programs was devoted to a selection of Berlin songs sung by Ella Fitzgerald at the Hollywood Bowl accompanied by a 60-piece orchestra. Willis Conover wrote and produced the salute to Mr. Berlin and served as narrator. At the conclusion of the series, Mr. Berlin replied to the President and his other friends.

WCPO-TV Show Solves Problems

WCPO-TV Cincinnati is proving once again that men and women observe the world through different eyes and can discuss their opposite observations with verve and interest. A new WCPO-TV daily morning show called *Jim and Joan Advise . . .* is the proof offered. Never seen in person, but only silhouetted behind a screen, Jim and Joan present the masculine and feminine viewpoints, respectively, on personal problems sent in by viewers. In addition, a panel of four selected citizens shoots further questions at Jim and Joan and gives its own opinions. The panel then votes on which advice the letter writer should follow.

WRCA-TV Sends Tv-Movie Listing

A 244-page pocketbook published by Bantam Books, New York, and listening a description and rating of over 5,000 theatrical films now available to tv is being mailed to prospective and present advertisers of WRCA-TV New York's *Movie 4* program. The book was compiled and edited by the staff of Tv Key, a preview service.

ABP

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

THE VERY LAST HURRAH

The elections were over in Seattle, Wash., and Minneapolis, Minn., the tumult and shouting had died. There remained only the joy of victory and the sorrow of defeat and a few thousand useless election signs and posters littering the cities.

WDGY Minneapolis offered two cents each for posters collected by its listeners and a fifty-dollar bonus for the individual collecting the greatest number. Over 11,500 posters were collected in the WDGY effort. Meanwhile, KOL Seattle offered a penny apiece for any signs or posters brought to the station and managed to collect 31,751 separate pieces. Civic officials in both localities congratulated the stations for a job well done.

Five Stations Give Stereocast

A musical demonstration of fm and stereophonic sound featuring stereo disc and tape recordings of popular and classical music was presented Nov. 26 by four Houston, Tex., fm radio stations and KUHT (TV), that city. The half-hour stereophonic program was televised by KUHT and carried simultaneously by KFMK (FM), KHGM (FM), KTRH-FM and KUHF (FM). Representatives of each station introduced and played stereo recordings of the type of music typical of their stations. The stereocast was directed by Lynn Christian, sales manager of KHGM.

WTTG (TV) Kicks Off Art Contest

Details for entering an annual Christmas Card Art Contest were announced last week by WTTG (TV) Washington, D. C., on the station's children's program *Grandpa's Place* (Mon.-Fri., 3:30 p.m.). Guests on the program were Al Capp, creator of Lil Abner, who spoke earlier at the annual Christmas Seal Sale luncheon sponsored by the D. C. Tuberculosis Assn., and Patty Ann Gerrity, star of NTA Film Network's *This Is Alice* series.

The grand prize for WTTG's five-week card contest will be an art scholarship at Washington's Corcoran Gallery of Art for the winning child and a $100 savings bond for the child's parents. Mr. Capp furnished the area's youngsters with helpful ideas for making original Christmas cards, using Christmas Seals in some manner. Miss Gerrity, who was accompanied by her co-star Hector, the St. Bernard, bought the first sheet of seals from Mr. Capp.

KETV (TV) Prize: Liberace

In a new contest, KETV (TV) Omaha, Neb., has offered its feminine listeners the ultimate in prizes: a two-day stay in Hollywood topped by an appearance on the Liberace television show (ABC-TV, 1-1:30 p.m.). Housewives merely have to complete a statement in 25 additional words or less as to why they "would like to appear on

Fort Wayne's
Number 1
Network Radio Station*

WANE
Fort Wayne

CBS

Represented by Petry
**Pulse, April, 1958*



A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

CHRISTMAS SEALS AT WORK!



A most important medical discovery during the past year was a blood test for the detection of tuberculosis.

Made possible by your purchase of Christmas Seals—under a grant from the National Tuberculosis Association—it is now undergoing widespread trials.

Continue the fight against TB—send in your contribution today.

Buy and use Christmas Seals



This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

the . . . Liberace Show . . ." According to Eugene S. Thomas, KETV vice president and general manager, entries have noted Liberace's "wonderful personality . . . friendly smile . . . talent at the piano." Wrote one housewife: "I would enjoy meeting Liberace because I am Polish, too."

WRUL Airs S. A. Tour Seminars

Portions of a group of six international seminars conducted throughout South America by industrial and civic leaders of both North and South America will be broadcast by international station WRUL New York. The tour of 30 leaders of major private enterprises is being led by George V. Denny Jr., founder of the *Town Meeting of the Air* radio series. In each of the cities visited the local affiliated station of the World Wide Broadcasting System Network will record the seminar discussions and forward them to WRUL in New York, where they will be edited and broadcast in a series.

Brochure Describes Night Format

WPIX (TV) New York has invested $20,000 in an elaborate, 19 x 17 in. promotion mailing piece for its new programming concept, which sets aside each night of the week for a certain type of show. Example: Wednesday is mystery night, which the brochure illustrates with stills from the six mystery shows which run consecutively that night. The rest of the week: Adventure on Monday, sports on Tuesday, comedy on Thursday, drama on Friday, movies on Saturday and "family" shows on Sunday.

Airline Serves Grounded D.J.'s

As part of a major promotion in markets served by the airline, Northeast Airlines, a radio user, has been serving breakfast to station disc jockeys. By pre-arrangement with program directors, stewardesses have been marching into studios with trays of typical breakfasts served during flight. The airline reports it has received on-air attention from disc jockeys as a result.

Thermometer Plugs Spot Radio

Peters, Griffin, Woodward Inc., New York, station representative, has sent to advertisers and agencies a "gimmick" thermometer which "determines how retail sales are going while a campaign is running." On its current advertising brochure PGW affixed a tube containing a green fluid which rises when fingers grip the tube's base. A printed scale under the tube marked near the bottom: "Not enough spot radio"; and near the top: "Spot radio pays off." The brochure also includes a reprint of a radio advertisement which advises prospective clients to "take your sales temperature fast with spot radio."

KAKC Adds Punch to Pepsi Drive

KAKC Tulsa, Okla., and the Tulsa Pepsi-Cola Bottling Co. staged a direct mail promotion to tie-in with the bottling company's radio spot saturation campaign —the heaviest air schedule ever carried in Tulsa for a 13-week period, according to KAKC. Called a "Spotacular," the campaign was stepped up by sending empty Pepsi-Cola cartons to retail outlets. With the cartons went messages saying the spot drive had resulted in empty Pepsi-Cola cartons throughout the area and dealers should order more Pepsi.

Tv Ads Smile for WMT-TV

WMT-TV Cedar Rapids, Iowa, has rounded up a dozen of its advertising success stories for a brochure entitled "The Sweet Smile of Success," now being sent to advertisers and agencies. In introductory remarks WMT-TV declares ". . . it's the rock crusher of Iowa advertising and is capable of reducing mountains of sales resistance to talcum."

Attention Wins 'Shock' Album

WABC-TV New York is finding out to what extent viewers are glued to their sets (not to mention seats) during their late night horror films. Host Zacherley, the ghoulish impresario of *Shock Theatre*, is offering viewers an ABC-Paramount long-playing disc titled "Shock" should they correctly answer such questions (based on film scenes they just saw) as "What was the height of the cliff from which Lon Chaney was thrown?" The album contains such cheerful numbers as "Haunted Heart," "Gloomy Sunday," etc.

PRESSED INTO ACTION

Another attempt by print media to snipe at television brought an instant rebuttal from WTVJ (TV) Miami, Fla.

A brochure that the *Miami Herald* sent out maintained that the *Herald* delivered 87% more customers per ad dollar than WTVJ. The station replied with 1,000 brochures mailed to national and local advertisers and agencymen who use the *Herald*. In it WTVJ "corrects a number of faulty premises and incorrect figures to prove that WTVJ's advantage is actually 236% over the *Miami Herald*." Using the paper's basis of figuring and matching Audit Bureau of Circulation figures with A. C. Nielsen's, WTVJ showed that its average cost-per-thousand is $1.02 compared with the *Herald's* $3.43 c-p-m.

WMIK Celebrates Tenth Year

WMIK Middlesboro, Ky., has announced that as part of its tenth anniversary festivities it will award cash prizes to listeners who correctly answer special questions dealing with events from the station's initial year, 1948. WMIK's promotion theme is "Leadership, in radio broadcasting and in service to the community by station personnel." Taped salutes from radio and recording stars as well as those from local and state government officials will be broadcast, according to WMIK.

NTA to Pick Best Film Promotion

NTA Film Network last week announced an on-the-air promotion contest for station promotion managers in support of the *Shirley Temple Film Festival* series of six feature films, which now are being telecast on 63 stations. At the conclusion of the *Festival* on Dec. 14, the NTA Film Network will select winners. The first prize will be a trip for two to Mexico and Bermuda; second prize, a mink stole, plus runner-up prizes including Necchi Mirella sewing machines and Westinghouse transistor radios.

KDKA Bricks Turn to Gold

KDKA Pittsburgh reported a capacity crowd of 3,800 turned out Nov. 8 for the first annual "Miss Brick Throw" beauty contest in the brick throwing promotion concocted by wake-up man Rege Cordic. Like other Cordic capers, the whole thing started as a gag on his program. Local firms and industries contributed more than 100 prizes —including, of course, bricks. An airline (KLM) got in the act by flying bricks from around the world.

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S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 13 through Nov. 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

CALL LETTERS ASSIGNED

KTVE El Dorado, Ark.—South Arkansas Tv Co., ch. 10. Changed from KRBB.

KCCC-TV Sacramento, Calif.—Capitol Tv Co., ch. 40.

KALA Wailuku, Hawaii—Radio Honolulu Ltd., ch. 8.

Translators

APPLICATIONS

(Announced Nov. 13)

International Falls, Minn.—Minneonto Tv Inc., ch. 73; ERP 59.5 w. P.O. address Chamber of Commerce Bldg., Second Ave. and Fourth St., International Falls. To translate programs of WDSM-TV Duluth, Minn.

Kabetogama, Minn.—Minneonto Tv Inc., chs. 76 and 78; ERP 248 w. To translate programs of KDAL-TV and WDSM-TV Duluth, respectively.

Orr, Minn.—Minneonto Tv Inc., chs. 80 and 82; ERP 248 w. To translate programs of KDAL-TV and WDSM-TV, respectively.

Virginia. Minn.—Minneonto Tv Inc., ch. 74; ERP 71.5 w. To translate programs of WDSM-TV.

New Am Stations

ACTION BY FCC

New Boston, Ohio—Grady M. Sinyard—Granted 1010 kc, 500 w D. Announced Nov. 19.

APPLICATIONS

Roseville, Calif.—Service Bcstg. Co., 1110 kc, 500 w unl. P.O. address Box 1644, Modesto, Calif. Estimated construction cost $34,450, first year operating cost $72,000, revenue $90,000. Ownership: **Frank M. Helm** (65%), auto dealer and real estate man; **Donnelly C. Reeves** (25%), owner of KAHI Auburn and one-third of cp for KACY Port Hueneme, both California, and **Judson Sturtevant Jr.** (10%), one-third owner of KACY. Announced Nov. 17.

Clayton, Ga.—Blue Ridge Bcstg. Co., 1570 kc, 1 kw D. P.O. address Box 443, Seneca, S. C. Estimated construction cost $12,940, first year operating cost $31,440, revenue $30,000. Applicants are **Mr. and Mrs. J. A. Gallimore** who also own: 60% of **WLFA Lafayette, Ga.**; and 90% of **WSSC Sumter**; 50% of **WBHC Hampton**; 60% of **WBAW Barnwell**, and 52% of **WABV Abbeville**, all **South Carolina**. Announced Nov. 13.

Perry, Iowa—Perry Bcstg. Co., 1310 kc, 500 w D. P.O. address % **G. E. Whitehead**, Perry. Estimated construction cost $22,625, first year operating cost $36,000, revenue $48,000. **Willard D. Archie**, newspaper man, and Mr. Whitehead, printer, are equal partners. Announced Nov. 17.

Morganfield, Ky.—Union County Bcstg. Co., 1560 kc, 1 kw D. P.O. address Box 185, Campbellsville, Ky. Estimated construction cost $11,800, first year operating cost 32,850, revenue $47,450. One-third owners **R. L. Turner, W. B. Kelly** and **J. B. Crawley** also have interests in WTCO Campbellsville, WLOK Scottsville and WLOC Mumfordsville, all Kentucky. Announced Nov. 18.

Portland, Me.—Casco Bcstrs. Corp., 97.9 mc, 10 kw. P.O. address 212 Middle St. Estimated construction cost $14,515, first year operating cost $15,000, revenue $20,000. **Sherwood J. Tarlow** (50%) also has interest in WHIL Medford (94%) and WARE Ware (51%), both Massachusetts; WHYE Roanoke, Va. (35%); WWOK Charlotte, N. C. (51%), and is buying 51% of WJBW New Orleans. **Faust Couture** (25%) owns 99.6% of Twin City Bcstg. Co. (WCOU-AM-FM Lewiston, and WFAU Augusta, both Maine; 25% of WLOB Portland and 33⅓% of WGUY Bangor, both Maine. **Melvin L. Stone** (25%) owns 76.72% of WRUM Rumford, 55.49% of WGHM Skowhegan, 25% of WLOB Portland and 33⅓% of WSME Sanford, all Maine. Announced Nov. 13.

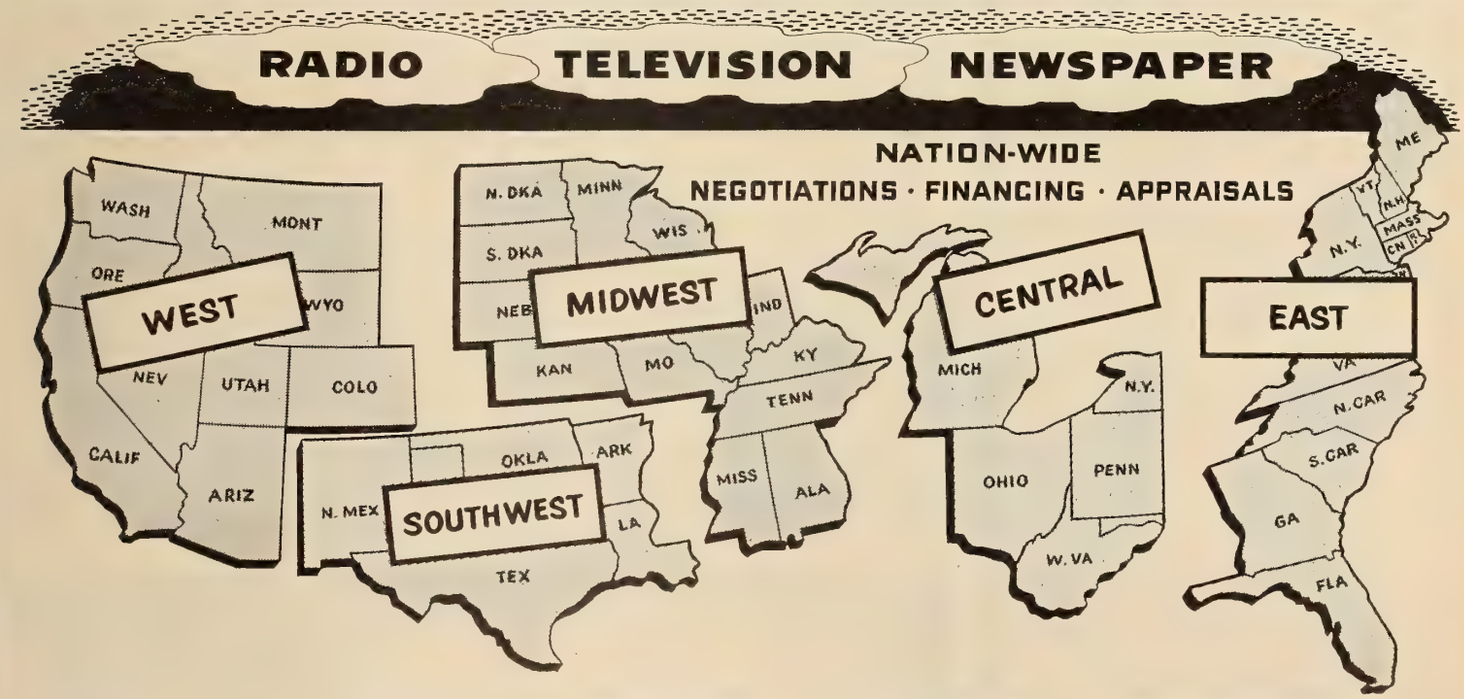
Greensboro, N. C.—Francis M. Fitzgerald, 1550 kc, 1 kw D. P.O. address 2331 Overhill Rd., Charlotte, N. C. Estimated construction cost $7,350, first year operating cost $36,200, revenue $40,000. Mr. Fitzgerald, sole owner, also owns WGIV Charlotte. Announced Nov. 19.

Chesterland, Ohio—Northern Ohio Bcstg. Co., 600 kc, 500 w D. P.O. address Herrick Dr. and Rt. 306. Estimated construction cost $116,680, first year operating cost $75,000, revenue $90,000. Applicant is composed of 13 stockholders, none of whom has subscribed for more than 15.1%. Announced Nov. 19.

Portland, Ore.—David M. Segal, 1550 kc, 5 kw D. P.O. address Box 98, Aurora-Denver, Colo. Estimated construction cost $25,000, first year operating cost $48,000, revenue $60,000. Mr. Segal, sole owner, has majority interest in KOBY San Francisco, KOSI Aurora and WGVM Greenville, Miss. Announced Nov. 17.

Boyertown, Pa.—Boyertown Bcstg. Co., 690 kc, 250 w D. P.O. address Box 88, Red Lion, Pa. Estimated construction cost $35,785, first year operating cost $44,615, revenue $53,975. Owners are **David G. Hendricks** (60%), announcer, WCGB Red Lion, and **Lester Greenwalt**, minority interest, WGSA Ephrata, Penn. Announced Nov. 14.

Metter, Ga.—Radio Metter, 1350 kc, 500 w D. P.O. address Box 391, Vidalia, Ga. Estimated construction cost $9,561, first year operating cost



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$175,000
250w Network affiliate in attractive climate area. Fast growing market. Efficient operation showing good profits. Easy terms to qualified buyer.

DAYTIME INDEPENDENT
$75,000
This is a small market operation and is showing a very nice profit. Some terms available.

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Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

OHIO FULLTIMER
Good power on good frequency. High fixed assets. Profitable. Can be more so. Also FM. $100,000 cash will handle down payment.

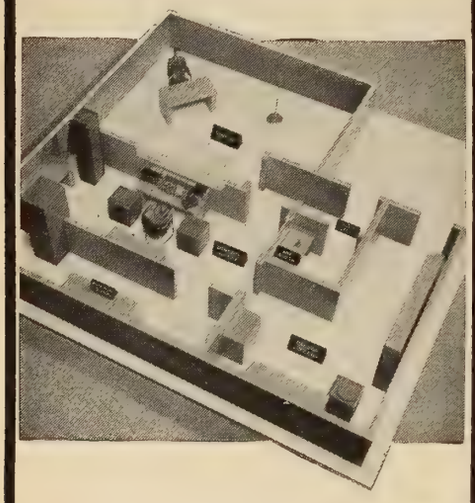
1000 WATT DAYTIMER
$175,000
Good frequency, 150,000 population market. Perfect for owner-operator. 29% down.

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RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

$28,600, revenue $35,000. **Howard C. Gilreath**, sole owner, also owns WGUS North Augusta, S. C., and WCLA Claxton, Ga. Announced Nov. 19.

Mayaguez, P. R.—WPRA Inc., 960 kc, 1 kw unl. P.O. address Box 869. Estimated construction cost $15,000, first year operating cost $50,000, revenue $70,000. Applicant is licensee of WPRA which has applied for move of its facilities to San Juan. Announced Nov. 19.

Gatesville, Tex.—Horace K. Jackson Sr., 1580 kc, 250 w D. P.O. address Gatesville. Estimated construction cost $17,490, first year operating cost $25,000, revenue $33,000. Mr. Jackson, sole owner, is insurance man. Announced Nov. 14.

Existing Am Stations

APPLICATIONS

WJLD Homewood, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KNEZ Lompoc, Calif.—Cp to increase power from 500 w to 1 kw and make changes in transmitting equipment.

KDES Palm Springs, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans.

KSYC Yreka, Calif.—Cp to change frequency from 1490 kc to 1380 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to daytime and install new trans.

WLBB Carrollton, Ga.—Cp to increase power from 250 w to 1 kw and install new trans.

WPGC Morningside, Md.—Mod. of license to change main studio location and station location to Washington, D. C.

WGAW Gardner, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESX Salem, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KRNY Kearney, Neb.—Cp to change frequency from 1460 kc to 910 kc and make changes in ant. system (increase height).

WBAB Babylon, N. Y.—Cp to increase power from 500 w to 1 kw and install new trans.

WEOK Poughkeepsie, N. Y.—Cp to increase power from 1 kw to 5 kw, install directional ant. daytime and new trans.

KGAY Salem, Ore.—Cp to change frequency from 1430 kc to 1550 kc.

WXRF Guayama, P. R.—Cp to change frequency from 1590 kc to 1320 kc. (Contingent on grant of WRIO change frequency.)

WPRA Mayaguez, P. R.—Cp to change power from 10 kw unl. to 1 kw, 10 kw LS; change from DA day and night to non-directional ant.; change ant.-trans. and studio location; changes in ground system and change station location to San Juan, P. R., and operate trans. by remote control.

KZUN Opportunity, Wash.—Cp to increase power from 500 w to 1 kw and make changes in ant. system (increase height).

KWSC Pullman, Wash.—Mod. of license to change hours of operation from fulltime day and share nighttime (KTW) to unl.

CALL LETTERS ASSIGNED

WAVC Boaz, Ala.—Marshall County Bcstg. Co., 1300 kc.

WFAB Miami-South Miami, Fla.—Louis G. Jacobs, 990 kc.

WLOD Pompano Beach, Fla.—Pompano Beach Bcstg. Corp., 980 kc.

KLEO Wichita, Kan.—Radio Active Inc., 1480 kc.

WLSN Wilson, N. C.—Harry A. Epperson Jr., 1350 kc.

KIMB Kimball, Neb.—Kimball Bcstg. Co., 1260 kc.

KTSA San Antonio, Tex.—Sunshine Bcstg. Co., 550 kc. Changed from KAKI, effective Nov. 27.

WEEL Fairfax, Va.—O. K. Bcstg. Co., 1310 kc. Changed from WFCR, effective Jan. 1.

New Fm Stations

APPLICATIONS

Newhall, Calif.—Newhall Bcstg. Co., 95.1 mc, 1 kw. P.O. address 722 Mott St., San Fernando, Calif. Estimated construction cost $13,135, first year operating cost $30,000, revenue $35,000. **Manuel Martinez**, sole owner, is in furniture. Announced Nov. 17.

San Luis Obispo, Calif.—KATY Inc., 99.9 mc, 3.77 kw. P.O. address Box 700. Estimated construction cost $9,920, first year operating cost $11,800, revenue $15,600. Applicant is licensee of KATY San Luis Obispo. Announced Nov. 17.

Arlington Heights, Ill.—John D. Morgan, 92.7 mc, 1.20 kw. P.O. address 321 S. Drury Lane. Estimated construction cost $46,850, first year operating cost $12,000, revenue $19,500. Mr. Morgan, sole owner, is in advertising. Announced Nov. 17.

Fitchburg, Mass.—Wachusett Bcstg. Corp., 104.7 mc, 20 kw. P.O. address 455 Main St. Estimated construction cost $16,000, first year operating cost $1,200. Applicant is licensee of WFGN Fitchburg. Announced Nov. 19.

Pittsburgh, Pa.—WPIT Inc., 101.5 mc, 19 kw. P.O. address 213 Smithfield St. Estimated construction cost none—equipment on hand. First year operating cost $2,500. Applicant is licensee of WPIT Pittsburgh. Announced Nov. 14.

Staunton, Va.—American Home Bcstg. Corp., 102.5 mc, 0.630 kw. P.O. address Box 446 Staunton. Estimated construction cost $7,735, first year operating cost $7,075, revenue $7,220. **Lloyd Gochenour** (80%) and **Charles E. Heatwole** (20%) are with WAFC Staunton. Announced Nov. 13.

Madison, Wis.—Paul A. Stewart Enterprises, 102.5 mc, 3.45 kw. P.O. address Box 504. Estimated construction cost $15,000, first year operating cost $9,000, revenue $10,000. Mr. Stewart, sole owner, is in insurance and real estate. Announced Nov. 19.

Existing Fm Stations

CALL LETTERS ASSIGNED

WIBC-FM Indianapolis, Ind.—WIBC Inc., 93.1 mc.

WSFC-FM Somerset, Ky.—Southeastern Bcstg. Co., 92.3 mc.

KEGA Eugene, Ore.—KEED Inc., 93.1 mc.

WMPS-FM Memphis, Tenn.—WMPS Inc., 97.1 mc.

KHGM Houston, Tex.—Taft Bcstg. Co., 102.9 mc.

WKNA Charleston, W. Va.—Joe L. Smith Jr., 98.5 mc.

Ownership Changes

ACTIONS BY FCC

KFSA Fort Smith, Ark.—Granted transfer of control from **Southwestern Radio and Television Co.** to **Southwestern Operating Co.**, which owned transferee company, now dissolved. Announced Nov. 19.

KCMJ Palm Springs, Calif.—Granted assignment of license to KCMJ Inc. (**Robert D. Blashek**, president); consideration $200,000, assignor's shareholders to be employed as consultants for seven years at $7,000 per year plus agreement not to compete within 50 miles of Palm Springs for five years. Stockholders of assignee are **Cole W. Wylie** (KREW Sunnyside, Wash.) and **Louis Wasmer**. Announced Nov. 19.

KBLF Red Bluff, Calif.—Granted transfer of control from **R. G. Frey** and **Rawlins Coffman** to **Lynn** and **Winnie E. Smoot**; consideration $25,000 for 51.1% interest. Announced Nov. 19.

KFMA Davenport, Iowa—Granted assignment of license to **Doralcar Associates Inc.** (**Howard**

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Dorsey, president); consideration $85,000. Announced Nov. 19.

WJBW New Orleans, La.—Granted (1) renewal of license and (2) assignment of license to **Radio New Orleans Inc. (Sherwood J. Tarlow**, president, has interest in WARE Ware, and WHIL Medford, Mass.; WHYE Roanoke, Va.; WLOB Portland, Me., and WWOK Charlotte, N. C.); consideration $175,000. Announced Nov. 19.

WTPS New Orleans, La.—Granted assignment of license to Rounsaville of New Orleans Inc. **(Robert W. Rounsaville**, owner of WQXI Atlanta; WCIN Cincinnati; WTMP Tampa; WMBM Miami Beach; WLOU Louisville, WVOL Nashville, and WYLD New Orleans); consideration $170,000; subject to condition that assignment not be consummated until assignee has disposed of all interest in WYLD. Announced Nov. 19.

WYLD New Orleans, La.—Granted assignment of license and cp to **Connie B. Gay** (owner of WFTC Kinston, N. C., and KITE San Antonio, Tex., and majority interests in WTCR Ashland, Ky.); consideration $170,000. Announced Nov. 19.

WILD Boston, Mass.—Granted assignment of license to **Noble Bcstg. Corp. (Nelson B. Noble**, president); consideration $200,000. Announced Nov. 19.

WKBZ Muskegon, Mich.—Granted transfer of control from **Arch Shawd** to **WKBZ Radio Corp. (Frederick L. Allman**, president, has interest in WTRX Bellaire, Ohio; WKYR Keyser, W. Va., and WREL Lexington, Va.); consideration $200,-200 plus $1,000 a month for 10 months to Mr. Shawd for consultant services. Announced Nov. 19.

KWYR Winner, S. D.—Granted transfer of control from **William H. Finch**, et al., to **A. L. Clark**, et al.; consideration $31,026 for 92.46% interest. Announced Nov. 19.

KEAN Brownwood, Tex.—Granted acquisition of negative control by **C. E. Farren** and **Pat Farren Davidson** (each now having one-third interest) by purchase of remaining third interest from **Clifford J. Farren** for $4,751. Announced Nov. 19.

KSWA Graham, Tex.—Granted assignment of licenses from **J. Earl** and **Gilbert T. Webb** to **Burney B. Jones** and **Neil J. Gilligan Jr.**, d/b as **Jones & Gilligan**; consideration $71,250. Announced Nov. 19.

WSKI Montpelier, Vt.—Granted transfer of control from **Ellis E. Erdman**, et al., to **Eben** and **Elinor M. Parsons** and **Daniel B.** and **Elaine P. Ruggles**; consideration $109,500. Announced Nov. 19.

KPKW Pasco, Wash.—Granted assignment of license to **Robin Hill**; consideration $38,500. Announced Nov. 19.

APPLICATIONS

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku, all Hawaii—Seek transfer of control (75.45%) of licensee **(Hawaiian Bcstg. System)** from **Consolidated Amusement Co.** to **Hialand Development Corp.** for $8,088,249. Buyer is composed of 17 stockholders, largest owning 12½%, three of whom have fractional interest in KARD (TV) Wichita, Kan., and one of whom has 12½% interest in KWTV (TV) Oklahoma City. Announced Nov. 13.

WEND Baton Rouge, La.—Seeks transfer of 100% of licensee **(VOX Inc.)** from **Charles E. Ray** et al to **Capital Bcstrs. Inc.** for $75,000. Transferee includes **Bruce Broussard** (20%), WEND general manager; **Robert S. Boeker** (20%), one-third owner of WFPR Hammond, La.; and **Kainor Carson** (19.4%), WEND employe. Announced Nov. 18.

WGAY and **WAYL-FM Silver Spring, Md.**—Seek assignment of license of former and cp for latter from **Tri-Suburban Bcstg. Corp.** to **Connie B. Gay** for $456,000. Mr. Gay also owns 67.9% of WTCR Ashland, Ky., and 100% of WFTC Kinston, N. C., and KITE San Antonio, Tex. Announced Nov. 14.

WWDC-AM-FM Silver Spring, Md., and **WMBR-AM-FM Jacksonville, Fla.**—Seek involuntary transfer of 95.65% of former and 100% of latter from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse**, executors of estate of Joseph Katz. Transferees are executives in both stations. Mr. Strouse also owns 25% of WEBB Dundalk, Md., and 49% of WFMZ (TV) Allentown, Pa. Announced Nov. 14.

KWRE Warrenton, Mo.—Seeks assignment of license from **W. T. Zimmerman** to **KWRE Radio Inc.** for $65,000 for assets other than real estate and $25,000 for 10-year consultancy. Buyers are equal partners **James S. Johnson**, employe, KWK St. Louis, and **Harry G. Kline**, food brokerage representative. Announced Nov. 14.

WKIX-AM-FM Raleigh, N. C.—Seeks assignment of license from **Ted Oberfelder Bcstg. Co.** to **WKIX Bcstg. Co.** for $215,000. Buyers are equal partners **Ralph C. Price**, owner of WFVG Fuquay Springs, N. C.; **James M. Stephenson**, farm owner; **Hugh E. Holder**, WFVG general manager, and **James G. W. MacLamroch**, real estate man. Announced Nov. 18.

KWRC Pendleton, Ore.—Seeks assignment of license from **Western Radio Corp.** to **WSC Bcstg. Co. of Ore. (Fred W. Stevens**, 86.7% owner) for $37,500. Mr. Stevens is in auto insurance and auto sales. Announced Nov. 18.

WWWW Rio Piedras, P. R.—Seeks assignment of license from **Frank A. Gandia** to Abacoa Radio Corp. for $50,000. **Manuel Pirallo-Lopez** (27.77% of WISO Ponce and 45% of WAEL Mayaguez, both Puerto Rico) and **Carlos Pirallo-Lopez** (14.72% of WISO and 5% of WAEL) each will own 37.5%. Announced Nov. 14.

WWBD Bamberg, S. C.—Seeks transfer of control of licensee **(Bamberg County Bcstg. Corp.)** from **P. Eugene Brabham** et al to **Joe Speidel III**. Mr. Speidel (also owner of WOIC Columbia and WPAL Charleston, both South Carolina) increases ownership of WWBD to 100% through purchase of 59.05% for $47,500. Announced Nov. 14.

WHLP Centerville, Tenn.—Seeks assignment of license from **Tri-County Bcstg. Co. of Hickman, Lewis and Perry Counties** to **Trans-Air Broadcast Corp.** for $26,250. Purchaser is equally owned by **William R. McDaniel** (former owner of 40% of WCTW Whitesburg, Ky., and WHBT Harriman, Tenn.), and **Eugene N. Hester**, battery manufacturer. Announced Nov. 13.

WBAC Cleveland, Tenn.—Seeks involuntary transfer of negative control (50%) of licensee **(Fitch & Kile Inc.)** from **Thad F. Fitch** to **Susan M. Fitch**, executrix of estate of Mr. Fitch, deceased. Announced Nov. 18.

WCHV Charlottesville, Va.—Seeks assignment of license from **Charles Barham Jr.** and **Emmalou W. Barham**, d/b as **Barham and Barham**, to **Eastern Bcstg. Corp.** for $200,000. Buyer is WCHV announcer **Nash L. Tatum Jr.** Announced Nov. 13.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 3 initial decision and granted application of **Grady M. Sinyard** for new am station to operate on 1010 kc, 500 w DA, D, in **New Boston, Ohio.**

By order of Nov. 19, Commission granted petition by Broadcast Bureau and Ben Hill Bcstg. Corp. to cancel oral argument and dismiss latter's application for mod. of cp of station WBHB Fitzgerald, Ga.; cancelled oral argument scheduled for Nov. 20 and dismissed Ben Hill application with prejudice.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of James S. Rivers Inc. to change facilities of station WJAZ Albany, Ga., from 1050 kc, 1 kw D to 960 kc, 5 kw DA, D. Announced Nov. 18.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of L. Berenice Brownlow for new am station to operate on 1600 kc, 1 kw D, in St. Helens, Ore. Announced Nov. 14.

OTHER ACTIONS

(Announced Nov. 19)

By memorandum opinion and order, Commission (1) granted petitions by Alfred Ray Fuchs (KTJS), Hobart, Okla., and Joseph S. Lodato, Santa Rosa, N. M., for reconsideration of Oct. 22 order, and (2) dismissed as moot their petitions for severance of their am applications.

By memorandum opinion and order, Commission (1) denied motion by Musical Heights Inc., to strike comments by Monocacy Bcstg. Co. (WFMD), Frederick, Md., and (2) granted petition by Richard F. Lewis Jr. Inc. (WAYZ), Waynesboro, Pa., for enlargement of issues in proceeding on Musical Heights application for new am station to operate on 1370 kc, 500 w DA, D, in Braddock Heights, Md. Comr. Cross dissented.

By order of Nov. 19, Commission granted petitions by Broadcast Bureau and Ben Hill Bcstg. Corp. to cancel oral argument and dismiss latter's application for mod. of cp of station WBHB Fitzgerald, Ga.; cancelled oral argument scheduled for Nov. 20 and dismissed Ben Hill application with prejudice.

Commission adopted correction to its April 21 supplemental decision (which affirmed grant of application of Beaumont Bcstg. Corp. for new tv station [KFDM-TV] to operate on ch. 6 in Beaumont, Tex., and denied competing application of The Enterprise Co.) to correct data on overlap of contours in findings of fact and conclusions; no change in ultimate conclusions or ordering clause of decision was made. Comrs. Ford and Cross not participating. Action stems from motion by Beaumont to correct record, and no party to proceeding objected.

By separate memorandum opinions and orders, Commission (1) pursuant to Court of Appeals remand, ordered oral argument before Commission en banc, at date to be announced by subsequent order, in proceeding on applications of **Crosley Bcstg. Corp.** (WLWI) and **WIBC Inc.**, for new tv stations to operate on ch. 13 in **Indianapolis, Ind.**; (2) denied petition by WIBC for joint operation on ch. 13 by two applicants under trusteeship, denied WIBC request for oral argument on its petition, and granted request of Crosley for special temporary authorization to

Continued on page 116



CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Advertising teacher for creative and sales courses in large midwestern school of journalism. Newspaper, radio-tv, or agency background necessary. Send personal application with resume of professional and teaching experience and degree or degrees. Box 720G, BROADCASTING.

Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Management

Commercial manager capable of moving up to station manager in California group operation. Guarantee against percentage. Send full story of yourself to Box 733G, BROADCASTING.

Sales manager for aggressive new independent, upstate New York metropolitan market. Excellent future. Full details first letter. Box 758G, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Aggressive, promotion minded salesman for top-ranking station in medium-sized market. Unusual opportunity and potential for man willing to work. Send full particulars and photo. Box 726G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 746G, BROADCASTING.

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Salesmen—Florida suncoast. Must have exceptional sales ability with record for producing. Opportunities unlimited for the right men. Boom area—expanding organization. Needed immediately. Salary open. J. L. Garrett, Mgr., WDCL, Clearwater, Florida.

Men wanting a larger opportunity. Must be of good character and willing to learn and work hard. In addition, an automobile is required. General knowledge of the media field as well as some sales background would be helpful. Your income will be in proportion to your ability. Interviews will be conducted in Atlanta, Chicago, New York and Washington. For further information, please write Paul H. Chapman, Media Broker, 1182 West Peachtree, Atlanta.

Announcers

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Gabby announcer with first class ticket. Good pay, steady work. Box 765G, BROADCASTING.

Daytime popular wants A-1 personality announcer. Top salary, plus 15% of anything he sells. Not necessarily looking for network announcer, but man who really sells products ad lib. Rush tape, resume, Box 869, Medford, Oregon.

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

Wanted immediately. Announcer with first phone, no maintenance. Excellent opportunity for advancement. Come to America's winter and summer vacationland. Write, phone, wire. Norm Kurtz, KGEZ, Kalispell, Montana.

Wanted by an old, 23 year, well established 5,000 watt independent station, KIUP, Durango, Colorado, has opening for dependable, experienced engineer-announcer. Accent on announcing. No maintenance. Must have first ticket. Floaters, drunks and glamour boys do not apply. References will be thoroughly checked. Send tape, resume of background and salary expected to KIUP, P.O. Box 641, Durango, Colorado.

Quality announcer, first ticket. Send complete information, tape, photo to John Aldern, KZIX, Fort Collins, Colorado.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Virginia kilowatt daytimer wants experienced staff announcer for all-around station work, primarily news and music shows. Some selling possible. Should have car but not imperative. No hot shots need apply. Present man headed for draft. Will consider radio school graduate who likes small town. John D. Wilson, manager, Radio Station WFLO, Farmville, Virginia.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

A good announcer who is interested in sales work. Good job with many benefits. Please send complete information and background to WVOP, Vidalia, Georgia.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

#1 station in central Kentucky looking for top dj with first phone. This is a good position for young man who wants to move with an aggressive organization. Rush tape, resume, to Ted Estabrook, 49 East 96th Street, N.Y.C., phone AT 9-6787.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Experienced radio engineer, must be combo man and a good mechanic. Highest wages paid, must furnish reference. Cut or no notice. Write Box 705G, BROADCASTING.

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

KW daytimer in bluegrass needs experienced combo-engineer, announcer, salesman, WKLX, Box 141, Paris, Kentucky.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, reference, salary requirements to WMIT, Charlotte, N. C.

Engineer wanted immediately for WMPM, Smithfield, N. C. No announcing, no sales. Call John Townsend at 9-6651 in Durham, N. C.

Immediate opening for engineer at WSBA radio-tv, York, Pennsylvania. For full details, contact Glenn Winter at York 25-531.

First class engineer-announcer wanted. New station. Salary according to experience. Immediate opening. Call Leon Beaver, 919 Copperhill, Tennessee or 6321 Ducktown, Tennessee.

Mobile radio technician wanted. Must be experienced on two-way Motorola, G.E. communications equipment. Must be capable of checking out systems without assistance. Second class license or above. Call T. C. Wood, Jr., Edison 3-1102, Charlotte, N. C.

Production-Programming, Others

Program director opportunity. Outstanding opportunities with one of the best known southern radio stations. Must be outstandingly efficient with success record format, modern but not wild. Character station need of a character man. Salary open. Air work big asset but no deciding factor. Send outline and picture immediately, tape if you do air work. Drifters and incompetents would be wasting their time. Box 763G, BROADCASTING.

Girl writer-announcer in resort area radio station. Box 766G, BROADCASTING.

Eastern station has opening for newsman-announcer. Good voice with experience. Profit-sharing and insurance plans. Actors, singers and hillbillies do not apply. Box 770G, BROADCASTING.

Newsman-announcer combination to complete three man news operation in northeastern Ohio metropolitan operation. Must be able gather, write and air news and do some board work. Excellent working conditions with good salary-talent setup. Send photo, tape, resume first letter. Box 783G, BROADCASTING.

KBKC, modern radio for Kansas City, is searching for a news director. Adequate news background, authoritative, smooth delivery. Have good pay for the right man. Send tape, picture and information to Roy Stanley, KBKC, Mission, Kansas.

WSWW, Platteville, Wisconsin, seeking reliable, experienced newsman to gather, write and air tri-county news. Must like community of 6500. Only honest, sober, and industrious newsmen need apply. Send tape, resume, picture and references.

RADIO

Situations Wanted

One complete experienced radio staff including; station manager - announcer - salesman - program director-announcer-two announcer. Experience included remotes, special events, record hops, newscasting, traffic, record liberarian, also traffic and copy writer. All this in five people. The staff is from a small midwesten station. Box 729G, BROADCASTING.

Situations Wanted—(Cont'd)

Napoleon Jones . . . The only man in America, who can take a biscuit apart, and put it back together again.

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. Robert R. Feagin, General Manager, WPDQ, Jacksonville, Fla., wrote, "I would like to express WPDQ's appreciation of your excellent service. Not only have your reports been a highlight of our operation, but the prestige of our frequent news beats through you alert news reporters has been a major factor in our audience growth. I heartily commend you for your outstanding work. We consider you one of the basic reasons why a recent audience survey shows us No. 1 throughout the Jacksonville area." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news thoroughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

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HOLLYWOOD CALIF.	Grantham School of Electronics 1505 N. Western Avenue Hollywood 27, California
SEATTLE WASH.	Grantham School of Electronics 408 Marion Street Seattle, Washington

Situations Wanted—(Cont'd)

Management

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manage with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Now managing small market music and news indie. Looking for larger market to manager or sales manage, up to 25,000. Now making $8,000 a year, want to make 12, will work for it. Can do everything, sports, engineering. College grad. (Journalism). Professional radio and tv school. Interested in am-tv situation. First phone. Box 684G, BROADCASTING.

Manager for small-medium small market southern station Sales manager with 13 years experience all phases operation, 31, college, family, civic-minded. Best references. Box 685G, BROADCASTING.

Programming to boost ratings. Sales to boost revenue. Management personality to boost prestige. Now managing number "one" in 3-station market. Ready for "big job." Box 728G, BROADCASTING.

General manager for southwest market greater than 100,000. Young, successful sales manager. Currently with one of nation's leading independent station groups. Station must be independent or willing to drop network in favor of money. $10,000. Box 751G, BROADCASTING.

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Terrific coordinator, 3 years network experience interested sales-programming. Box 788G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Where is that first job for an ambitious beginner? News, dj, staff. Box 739G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative, reliable. Box 678G, BROADCASTING.

News! Dynamic! Creative! Authoritative! Tape on request. Box 740G, BROADCASTING.

Announcer - dj - personality - first phone. Good news. Adult programming featuring music; classical, standards and jazz. No rock and roll. Midnight to dawn or late shift in western United States, California preferred. Have done sales and written copy. Baseball and football play-by-play. Color on all sports. Minimum weekly salary $100.00. Currently employed. Write Box 727G, BROADCASTING.

Professional experience includes network production. M. A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 730G, BROADCASTING.

Newest voice in radio—Strong on news, know music. Box 738G, BROADCASTING.

Personable, hard sell announcer for radio, tv or combination. 24, vet, college plus experience. For photo and tape write Box 753G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Breezy, versatile deejay with experience. Indiana, Ohio, Kentucky, area. Box 748G, BROADCASTING.

Country music personality looking for steady employment in south-east. Have thorough knowledge of my music. May I send you a tape? Write Box 749G, BROADCASTING.

No box tops needed, just complete this sentence, we would like your tape and picture because. Act now. Box 754G, BROADCASTING.

Available immediately. 1st phone announcer, no maintenance. $80, no car. Box 759G, BROADCASTING.

Announcer, 4 years experience, mid-twenties, all phases of radio: News, sports, dj, idea man for production tapes. Married. $100 minimum. Looking for station wth possible advancement. Now employed. Box 764G, BROADCASTING.

"Do-everything-announcer," wants small market full time. One year part-time experience. Box 769G, BROADCASTING.

Robert T. Spaudling announcer-personality disc jockey, friendly commercial, good news. Box 771G, BROADCASTING.

Announcer light but good experience. much potential. Desires music, news indie. Tape, travel. Box 772G, BROADCASTING.

Non-Caucasian: New York girl. desires dj/newscaster position. Experienced. College. Very attractive. Excellent diction. Box 773G, BROADCASTING.

Hungry for talent? Be the first to send for my tape and get someone who can really sell. Married, veteran, ready to travel. Box 774G, BROADCASTING.

Sportscaster desires baseball, basketball, football. Also news, dj, operate board. Married, college, vet. Best offer. Go anywhere. Box 775G, BROADCASTING.

Fast! Clever! Voice! College, single, 27, experienced. Take me and get a lot for your disc jockey money, workwise, that is! Box 779G, BROADCASTING.

First class announcer, 1st class phone, 3 years experience, $100. Box 780G, BROADCASTING.

DJ announcer, negro, experienced news, commercials, operate board. Prefer south or southwest. Box 786G, BROADCASTING.

This is a radio man! Six years. First phone. DJ-sportscaster-copywriter, creative production work. Also knows managerial side. 14215 Riverside Drive, Van Nuys, California.

Country and western dj. Due to a change to a combination operation, WKTC is forced to part with one of Charlotte's top c & w disc jockies. We highly recommend this man, who will fit your needs for a dependable all-around c & w disc jockey. For further information call the Manager or Program Director of WKTC, Charlotte, N. C., Edison 3-1102.

Permanent position. Announcer, or news dept. quality station. Experience dates back ten years. T. Jerome Bishop, 3301 Proctor Street, Charleston Heights, S. C.

Announcer-disc jockey platter specialties, 3 years experience. Strong commercials, news—permanent position wanted. Young, single, eager. Hard worker. Tape, resume, references. Reno Martin, 681 Seymour Drive, North Augusta, S. C., TAylor 4-7332.

News director, newscaster, and news commentator with ten years successful news commentating in northwest. Public relations. Recognized editorialist. Seeking stable connection. Jess Mason, Country Editor of the Air, Carson City, Nevada.

Available!!! A Mike that makes money. Good looking, top flight, known personality to bring you overwhelming response from sponsor and listeners. Wire, write, or call after 7 p.m.: Mike Pace, 327 Bradford St., Brooklyn 7, N. Y., EVergreen 5-0153.

Technical

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Engineer: Sober, single, solid background, salary open. Experienced all radio. Box 723G, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Technical

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Never topped on tv. #1 rated newscaster, 7 years big eastern market am-tv. Network exclusives, creative writer documentaries. College through masters—34, married, excellent voice, appearance, character. Power-boost for your station. Box 690G, BROADCASTING.

Newsman: Former news director with announcing and production background, desires opportunity for on the spot coverage of local news. Has tape mobile unit and police radio. East only. Box 752G, BROADCASTING.

Newsman, experienced all phases radio-tv news; emphasis "depth" reporting. Journalism degree; 7 years with leading bureau; 2 years college journalism teaching. Veteran; 32; top references. Available June 59; must decide by January 1. Prefer southwest or midwest. Box 762G, BROADCASTING.

TELEVISION

Help Wanted

Sales

CBS affiliate in Kentucky needs aggressive, imaginative salesman. Opportunity to grow with present station and chain. Address complete details to Box 756G, BROADCASTING.

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

Announcers

Announcer—midwest television station. Television experience not necessary, but radio background is a must. Prefer man from Illinois, Indiana, Iowa, Missouri area. Young, willing to learn and grow with top rated, progressive station. Salary open, based on experience and ability. Send pictures and complete background, including available date to Box 668G, BROADCASTING.

Technical

Maintenance supervisor: for tv station increasing power. Must have experience in installation of equipment and good maintenance man. Leadership needed to train inexperienced personnel. Opportunity to grow with growing station. Box 704G, BROADCASTING.

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

Immediate opening for experienced video engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.00 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Photographer-commercial artist. Man or woman who can handle layout and slide photography for southern vhf full power station. TV experience not essential if you have proof of ability. Box 734G, BROADCASTING.

Continuity writer for full power vhf south. Can open door to sales or production career. Box 735G, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily with desire to return to tv. Good radio background, too. Box 669G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 676G, BROADCASTING.

Experienced announcer-director, presently employed, mature, quality type-booth, on camera, news, weather, commercials, program host. Married, veteran, theatrical background. Box 689G, BROADCASTING.

Available December 1st, experienced announcer, very good appearance on camera, currently employed in 200,000 market, photo available. Married, college, 7 years radio. Minimum $125. Prefer southwest. Box 761G, BROADCASTING.

Newscaster with compelling voice writes clear, crisp professional newscasts radio and television. Network and local news background. Dependable family man. Box 776G, BROADCASTING.

Technical

Color experience 6 years in studio operation construction and maintenance. Family man, desires good pay and security. Box 781G, BROADCASTING.

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

Sportscaster, seven years, big ten sports. Now with O&O newsroom. Vet, MSJ, pilot, professional photographer. Box 619G, BROADCASTING.

Top announcer, personality, news. Age 28, married, family, wealth of experience including network tv. Strong commercials. Presently employed. Relocate west of Mississippi. Minimum $600. Resume. Box 721G, BROADCASTING.

News director employed medium market wants staff job or better with larger news operation. Experienced movie cameraman (personally filmed over 1500 stories and SOF past two years), film editor, writer of daily newscasts. Authoritative on-camera delivery. Veteran, degree. Box 724G, BROADCASTING.

New ideas. Three years network production and creative experience. Single. Travel anywhere. Box 745G, BROADCASTING.

Photographer: Well experienced and educated. For last two years have handled all news and commercial photography for midwest station. Excellent references. Will relocate anywhere. Box 750G, BROADCASTING.

TV traffic manager. Experienced, single, female. Complete resume on request. Box 755G, BROADCASTING.

Make your local look like net with top-notch television operations manager and program director. Experience all phases. On-camera everything, young, energetic. B.S. radio and television. Work is middle name. Currently employed in top-rated vhf. Wants progressive station. Box 768G, BROADCASTING.

Starter—Any tv production assignment, camera, floor manager, audio, td, or any studio and control room operations. College grad, communications. Double as announcer. Draft exempt. Will travel immediately. Good references. Box 777G, BROADCASTING.

Director with 7 years experience in film and live tv directing wishes to relocate. Currently employed in large midwest indie tv station as director. Family man. Box 778G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV cameraman. 2 years with large vhf station (now black). Experience studio, control room, promotion, sales, record hops for top dj's, record promotion, full of ideas, loves to hustle. Or radio program director (new station). Prefers east, New England and south. Write Box 782G, BROADCASTING.

Top tv program and production director, also excels in announcing. Five and half years tv. Age 34, single. Eleven years same station. Currently employed as program production director. Excellent references from present employer. Interested in Rocky Mountain, southwest or west. Tape and photo available on request. Owen C. Moore, Jr., Box 670, Roswell, N. M.

FOR SALE

Stations

West. Ideal climate. Daytime, music and news. Big market. Box 731G, BROADCASTING.

Florida station, 1 kw in small market. A neat well run operation, accepted in market. Can be leased-purchased with $10,000 down. All equipment nearly new. Write Box 741G, BROADCASTING.

Rocky Mountain high profit full timer. Top rated in market. Annual gross $135,000. Priced at less than gross for cash, or 1¼ times gross on terms. Excellent real estate included. Box 744G, BROADCASTING.

Gulf coast fulltimer, making money. $175,000, 29% down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Gulf south states small market stations (7), prices ranging $35,000 to $125,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

New England small market stations (3), $50,000; $100,000; $200,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida medium market stations (4) $90,000 to $225,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

Used rear screen projector, good condition $750. Box 784G, BROADCASTING.

Two RCA 70B vertical/modified lateral turntables, excellent mechanical condition. NAB filters. Minus 20 dbm out, individual booster amplifiers. One precision four channel RCA frequency-limit monitor, type 303A, 1.5 to 45 mc. Work shops associates type 3XA colinear antenna, 152 to 162 mc, 3 db gain horizontal nondirectional. Fine for relay pickup. Technical Director, KXYZ, Houston.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Operator-owner wishes to buy medium market am station. Approximately $50,000 down. Box 767G, BROADCASTING.

WANTED TO BUY

Equipment

Western Electric consoles model 23, turntables, microphones and what have you. Box 736G, BROADCASTING.

Used 250 fm complete with monitors. Immediate need. State best price and condition. Box 737G, BROADCASTING.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

Used studio console or consolette, in working condition. WBSR, P. O. Box 5668, Pensacola, Florida.

Tape playback machine-Presto PB-17. Radio Station WMHE, 4665 W. Bancroft St., Toledo 7, Ohio.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Announcers

WANTED . . . No. 1 Deejay for No. 1 Station. Send tape, photo, resume now!

Box 725G, BROADCASTING.

MORNING MAN NEEDED IN MAJOR SOUTHERN MARKET. EXCELLENT SALARY FOR RIGHT MAN. SEND TAPE, RESUME, PHOTO TO:

BOX 747G, BROADCASTING.

Production-Programming, Others

WANTED AT ONCE

For WPOM, 5000 watt Daytimer—Opening about December 15. Top-flight Program Director, also First Ticket Comboman. Rush complete resume, tape, photo, salary expected to William A. Knight, General Manager, WPOM, P. O. Box 1470, Pompano Beach, Florida.

TELEVISION

Help Wanted

Announcers

TV & RADIO ANNOUNCER

to do top grade commercial radio-TV air work in market of over 550,000 sets. TV experience preferred, but will consider TV potential if no experience. Send tape, photo, qualifications data to Program Manager, WAVE-TV, 334 E. Broadway, Louisville 2, Kentucky.

FOR THE RECORD *continued from page 112*

continue operating station WLWI on ch. 13 without prejudice to any action Commission may take in its ultimate determination, and (3) dismissed as moot pleading by WIBC for disqualification of Comr. T. A. M. Craven in this proceeding since Comr. Craven will not participate in any of further proceedings ordered by Court in this matter.

By memorandum opinion and order, Commission (1) granted motion by Gillespie Bcstg. Co. (KNAF), Fredericksburg, Tex., to strike reply of Red River Valley Bcstg. Corp. (KRRV) Sherman, Tex., and (2) denied petition by KRRV for stay of effective dates of Sept. 4 decision granting application of KNAF to change facilities from 1340 kc, 250 w unl., to 910 kc, 1 kw D, and of subsequent issuance of construction permit to KNAF, pending action upon KRRV petition for rehearing. Comr. Lee voted for stay in dissenting statement.

By memorandum opinion and order, Commission denied motion by Cleveland Bcstg. Inc. (WERE), Cleveland, Ohio, to enlarge and change issues in proceeding on application of County Bcstg. Co. for new am station to operate on 1300 kc, 1 kw D, in Clarion, Pa. Comr. Lee concurred; Comr. Cross dissented.

By memorandum opinion and order, Commission denied petition by Crawfordsville Bcstrs. Inc., Crawfordsville, Ind., to reopen record in proceeding on its application and that of J. E. Willis, Lafayette, Ind., for new am stations to operate on 1410 kc, 1 kw D, DA, to inquire into Willis' financial qualifications. Initial decision of Mar. 19 looked toward granting Willis and denying Crawfordsville.

Hearing Examiner H. Gifford Irion issued second supplement looking toward setting aside initial decision and first supplement and denying application of Town and Country Radio Inc., for new am station to operate on 1150 kc, 500 w D, DA, in Rockford, Ill.

Commission on Nov. 19 directed preparation of document looking toward denying petition by Jackson Bcstg. & Television Corp. for stay of effective date of Sept. 3 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—commercial and educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., conditioned that State Board of Agriculture surrender its permit for educational station WKAR-TV, ch. 60, East Lansing, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp. seeking same channel in Parma, Mich. Petition for rehearing filed by Jackson is pending Commission consideration. Announced Nov. 19.

Commission on Nov. 19 directed preparation of document looking toward denying application of Greenwich Bcstg. Corp. for new am station to operate on 1490 kc, 250 w unl., in Greenwich, Conn. Dec. 19, 1957, initial decision looked toward action. Announced Nov. 19.

Commission on Nov. 19 directed preparation of document looking toward denying petition by Straits Bcstg. Co. for reconsideration of July 28 decision which granted application of Midwestern Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan, Mich., and denied competing application of Straits. Announced Nov. 19.

TELEVISION

Help Wanted

Technical

We are looking for men who want commercial or military field engineering assignments in the installation and servicing of television systems at domestic and overseas locations. Excellent starting salaries and living allowances.

Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering,

Dage Television Division
Thompson Ramo Wooldridge Inc.
Michigan City, Indiana

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on November 12

Granted petition by Broadcast Bureau for extension of time to Nov. 10 to file exceptions to initial decision in proceeding on am applications of Historyland Radio and Star Bcstg. Corp., Fredericksburg, Va.

By Hearing Examiner Herbert Sharfman on November 13

Granted petition by Alvarado Television Co. for extension of time from Dec. 1 to Jan. 12, 1959, to file proposed findings of fact and conclusions and to Jan. 26 for replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. M., for mod. of cp.

Continued hearing from Nov. 17 to Dec. 22 on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

Scheduled prehearing conference for Dec. 4 on applications of KPOJ Inc., et al., for new tv stations to operate on ch. 2 in Portland, Ore.

By Hearing Examiner Charles J. Frederick on November 13

On own motion scheduled oral argument at 9 a.m., Nov. 19 on question of whether present hearing scheduled should be modified, and dismissed as moot joint petition by four applicants for revision of hearing schedule in proceeding on applications of Community Telecasting Corp., Moline, Ill., et al., for cps for new tv stations to operate on ch. 8 in Moline, Ill.

Granted petition by Binder-Carter-Durham (WAMM), Flint, Mich., for leave to amend its am application to specify an additional tower and change directional ant. pattern in consolidated proceeding.

Ordered that engineering exhibits in proceeding on application of Irving Braun (WEZY), Cocoa, Fla., for mod. of cp, shall be exchanged on or before Dec. 4, and that hearing shall commence at 9 a.m., Dec. 12.

By Hearing Examiner Millard F. French on November 13

Continued prehearing conference from 9 a.m., Nov. 18, to 9 a.m., Nov. 26, on am application of Cherokee Bcstg. Co., Centre, Ala.

Granted petition by Henderson County Bcstg. Co. (KBUD), Athens, Tex., for continuance of date for exchanging enginering exhibits from Nov. 14 to Nov. 28 in proceeding on its am application and that of University Advertising Co., Highland Park, Tex.

By Hearing Examiner Thomas H. Donahue on November 12

On motion of Pan American Radio Corp., Tucson, Ariz., and with consent of all other parties to proceeding on its am application and that of Vernon G. Ludwig, Benson, Ariz., continued hearing from Nov. 17 to Nov. 18.

By Hearing Examiner Basil P. Cooper on dates shown

Granted motion by Columbia Bcstg. System Inc., for extension of time from Nov. 14 to Nov. 21 to file reply findings and conclusions in proceeding on am application of Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn. Action Nov. 12.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by Eleven Fifty Corp., Capitol Heights, Md., to extent that it seeks dismissal of its application and denied in other respects; dismissed application with prejudice and retained in hearing status remaining am applications in consolidated proceeding. Action Nov. 12.

Scheduled hearings on dates shown in following proceedings: Jan. 7—Applications of KPOJ Inc., Portland, Ore., et al., for new tv stations to operate on ch. 2 in Portland, Ore.; am application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license and application of James E. Walley for am facilities in Yuba City, Calif. Jan. 9—am applications of Russell G. Salter Inc., Dixon, Ill., et al.; Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N. C. Actions Nov. 7.

By Hearing Examiner Millard F. French on November 12

Continued hearing from Nov. 12 to Dec. 3, 4 p.m., in matter of assignment of call letters KOFY to Intercontinental Broadcasting Corp. for its am station in San Mateo, Calif.

By Hearing Examiner J. D. Bond on November 12

Granted petition by W. A. Pomeroy, Tawas

City-East Tawas, Mich., to enlarge the scope of further hearing to commence on Nov. 17 on his am application, et al.; reopened record and enlarged issues to permit offering of additional evidence by Pomeroy relating to electrical interference between his proposed station and newly constructed station in Blind River, Ontario.

By Hearing Examiner Charles J. Frederick on November 12

Granted petition by Kenneth G. and Misha S. Prather, Boulder, Colo., for leave to amend their am application to specify power of 500 w in lieu of 1 kw.

By Commissioner Robert T. Bartley on November 10

Granted petition by Herbert Muschel for extension of time to Nov. 19 to file exceptions and requests for oral argument in proceeding on his application for new fm station in New York, N. Y., et al.

Granted motion by Plains Television Corp. (WICS, ch. 20), Springfield, Ill., for extension of time to Nov. 17 to file response to oppositions to Plains' petition to intervene, enlarge issues, etc., in proceeding on applications of Wabash Valley Bcstg. Corp., for renewal of license of station WTHI-TV (ch. 10) Terre Haute, Ind., and Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

By Hearing Examiner Jay A. Kyle on November 10

Closed record in proceeding on application of South Kentucky Bcstrs. (WRUS), Russellville, Ky., and ordered applicant to file proposed findings of fact and conclusions by Dec. 8, and reply findings, if any, by Dec. 19.

By Hearing Examiner Thomas H. Donahue on November 10

Issued order governing course of hearing on am applications of M.V.W. Radio Corp., San Fernando, Calif., et al.—exchange of engineering exhibits, Jan. 5, 1959; engineering conference, Jan. 15, 1959; future prehearing conference, Feb. 2, 1959, and hearing Feb. 5, 1959.

By Hearing Examiner Annie Neal Huntting on November 10

Granted joint motion by Wabash Valley Bcstg. Corp., and Illiana Telecasting Corp., for continuance of dates designated for various procedural steps in proceeding on their applications for new tv stations to operate on ch. 2 in Terre Haute, Ind.—for exchange of exhibits from Nov. 10 to Jan. 12, further prehearing conference from Nov. 19 to Jan. 21, and hearing from Dec. 1 to Feb. 2, 1959.

By Hearing Examiner Millard F. French on November 10

On own motion, continued prehearing conference from Nov. 12 to Dec. 3 in proceeding on am application of South County Bcstg. Co., Wickford, R. I.

By Hearing Examiner Forest L. McClenning on dates shown

Granted petition by Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., except as to date requested for exchange of affirmative evidence in proceeding on application of M & M Bcstg. Co. (WMBV-TV, ch. 11), Marinette, Wis.; on own motion, extended to Nov. 12 date for exchange of affirmative evidence and hearing is continued to Nov. 18, at 2 p.m. Action Nov. 6.

Received in evidence CBS Radio's Exhibit 12 and closed record in proceeding on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Calif. Action Nov. 10.

By Hearing Examiner H. Gifford Irion on dates shown

Reopended record on am applications of Fox Valley Bcstg. Co., Geneva, Ill., Radio Wisconsin Inc. (WISC), Madison, Wis., and Logansport Bcstg. Corp., Aurora-Batavia, Ill., and scheduled oral argument on petition by Logansport for leave to amend its application for Nov. 12 at 2 p.m. Action Nov. 10.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 14

WICC-AM-TV Bridgeport, Conn.—Granted acquisition of positive control by **Philip Merryman**, individually, through purchase of stock from estate of **G. Gresham Griggs**.

KBRC Mount Vernon, Wash.—Granted license covering increase in daytime power and installation new trans.

KALT Atlanta, Tex.—Granted cp to install new trans.

WMBN Petoskey, Mich.—Granted cp to install new ant. system and increase height of tower.

WSOM Salem, Ohio—Granted mod. of cp to change type trans.; condition.

WBAB-FM Babylon, N. Y.—Granted mod. of cp to change type of ant.; increase ERP to 670 w; ant. height to 110 ft.; conditions.

KBRO Bremerton, Wash.—Granted mod. of cp to change ant.-trans. location; make changes in ground system and change type trans.; remote control permitted.

KFRC-FM San Francisco, Calif.—Granted mod. of cp to change ant.-trans. location; change studio location and remote control point, and ant. system; condition.

Following stations were granted extensions of completion dates as shown: WNSM Valparaiso-Niceville, Fla., to 2-13-59; KBRO Bremerton, Wash., to 3-20-59; KRCW (FM) Santa Barbara, Calif., to 5-15-59; KBCA (FM) Los Angeles, Calif., to 1-30-59; WRED (FM) Youngstown, Ohio, to 1-15-59; WCUE-FM Akron, Ohio, to 6-30-59; KNOP (TV) North Platte, Neb., to 1-1-59.

KGLA Los Angeles, Calif.—Granted change of remote control authority (second remote control point).

WPIN St. Petersburg, Fla.—Granted change of remote control authority.

Actions of November 13

KDEC Decorah, Iowa—Granted cp to change ant.-trans. location and install new ant. system; remote control permitted.

KWLC Decorah, Iowa—Granted cp to change ant.-trans. location and install new ant. system; remote control permitted.

KDAY Santa Monica, Calif.—Granted request to cancel license for aux. trans.

WLOE-FM Leaksville, N. C.—Granted authority to operate at reduced power from 6 kw to 4 kw pending application for license to operate on reduced power.

KVHC O'Neill, Neb.—Granted extension of authority to sign-off at 7 p.m. CST, for period ending 1-9-59.

Actions of November 12

WTIX New Orleans, La.—Granted license covering installation of new trans. as aux. trans. at present location of main trans.

WNRI Woonsocket, R. I.—Granted license covering installation of new type trans. and change studio and trans. location.

KSVC Richfield, Utah—Granted license covering increase of daytime power from 1 kw to 5 kw, installation new trans., make changes in ant. system and change type trans.

KILT Houston, Tex.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; and license covering installation new trans.

WAEL Mayaguez, P. R.—Granted cp to change ant.-trans. location.

WLAV Grand Rapids, Mich.—Granted cp to change ant.-trans. location, change ant. and ground system and install new trans.; remote control permitted.

WBBQ-FM Augusta, Ga.—Granted cp to replace expired cp to change ant.-trans. location; increase ERP to 19.3 kw; change ant. height to 682.2 ft.; make changes in ant.; remote control permitted.

WFKB Key West, Fla.—Granted mod. of cp to change type trans.

Actions of November 10

KTCB Malden, Mo.—Granted acquisition of positive control by **James D. Craft**, et al. (as family group) through death of **Charles W. Craft** and distribution of stock to **Mary Craft** and **Shelby Jean Craft**.

WTSV-FM Claremont, N. H.—Granted license covering ERP and ant. changes.

WMBD-TV Peoria, Ill.—Granted cp to change ERP to vis. 678 kw, aur. 339 kw; change type ant. and other equipment; ant. 670 ft.

WKTV Utica, N. Y.—Granted mod. of cp (authorized by order adopted 9-3-58) to change type directional ant. system; type trans., install alternate main trans.; and make other equipment changes; ERP vis. 20.4 kw DA, aur. 10.2 kw DA; ant. 1380 ft.

WSJG Miami, Fla.—Granted extension of completion date to 3-27-59.

Action of November 7

WKEY Covington, Va.—Granted change of remote control authority.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 19

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	42	97	579
FM	543	25	108	71
TV	432[1]	79	107	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 19

	VHF	UHF	TOTAL
COMMERCIAL	430	81	511[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

NARBA Notifications

Notification under Provisions of Part III, Sec. 2 of North American Regional Broadcasting Agreement

550 kc

CFNB Fredericton, N. B.—50 kw, DA-2 U Class III. EIO 10-15-59 (PO: 550 kc, 5 kw DA-N III).

CFBR Sudbury, Ont.—1 kw, ND D Class III. Now in operation.

590 kc

CKAR Huntsville, Ont.—1 kw, DA-1 U Class III. Now in operation.

600 kc

CFCF Montreal, P. Q.—5 kw, DA-1 U Class III. Now in operation at new site with pattern notified on list #101.

620 kc

CFCL Timmins, Ont.—10 kw D, 2.5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 580 kc, 1 kw DA-1 III).

680 kc

CJOB Winnipeg, Man.—10 kw D, 2.5 kw N, DA-N U Class II. Now in operation.

730 kc

CJNR Blind River, Ont.—1 kw, DA-N U Class II. Now in operation.

800 kc

CHRC Quebec, P. Q.—10 kw, DA-1 U Class II. Now in operation.

980 kc

CFPL London, Ont.—10 kw D, 5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 980 kc, 5 kw DA-2 III).

1220 kc

CKDA Victoria, B. C.—10 kw, DA-1 U Class II. Now in operation.

1280 kc

CKDA Victoria, B. C.—5 kw, DA-1 Class III. Delete assign.—vide 1220 kc.

CJMS Montreal, P. Q.—10 kw D, 5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 1280 kc, 5 kw DA-1 III).

1340 kc

CKAR Huntsville, Ont.—0.25 kw, ND U Class IV. Delete assign.—vide 590 kc.

1380 kc

CKLC Kingston, Ont.—5 kw, DA-2 U Class III. Now in operation.

1400 kc

CKDH Amherst, N. S.—0.25 kw, ND U Class IV. Now in operation.

1570 kc

CHUB Nanaimo, B. C.—10 kw, DA-2 U Class II. EIO 11-15-58.

THE BEST DAMN SOUND IN THE WEST!

KDYL A.M.
KDYL F M
and
KTVT 4 UTAH NBC

Are Now Broadcasting
STEREOPHONIC SOUND
Daily . . .

130 Social Hall Ave. Salt Lake City 11, Utah
National Representatives: Katz Agency, Inc.

MONDAY MEMO

from **IVAN HILL,** *executive vice president, Cunningham & Walsh, Chicago*

Ivory tower is no place to run a store

It's time for advertising men to climb down from their ivory towers for a closer look at what is happening to the nation's political economy. While they are at it, they might also take an even closer look at their own professional techniques.

In this era of continuous and rapid changes, advertising men must be loyal to the free enterprise system. This sounds like a needless admonition, but stop and take a look around. We stand up and clap hands for free enterprise and democracy. We boast of American capitalism and economic freedom.

Yet too many advertising men and advertisers are right up in the front ranks of those who condemn the advertising profession and who criticize those who engage in it. It's amazing that we appear so concerned about maintaining America as the land of freedom and opportunity but at the same time relegate advertising to the political and economic doghouse.

For a decade or more many economists have placed increasing importance on advertising's part in this philosophy of constant change. They observe that advertising creates innovation and innovation creates advertising. We live in an era when the greatest sin is standing still. As technological differences disappear, advertising and brand names must play a far more important role in the selling of products. Are we recognizing the increasing burden and the new responsibility of advertising and brand names in building and protecting the individuality and the freedom of business enterprises?

It is well that we appreciate the economic aspects of advertising but what seriously concerns me is that we may be neglecting its political values. If advertising is essential to our increasing productivity and improving quality of products, then what is the political outlook if individual brand names lose out?

For the good of every individual business, for the good of our total economy, and for the welfare of our democracy, let's look at advertising with more regard and let's advertise with a deeper sense of public as well as private responsibility. Society itself will eventually determine whether it wants a nationalized, integrated economy. But while it is making up its mind, let's be sure that it doesn't move in that direction too fast because we didn't fight hard enough to build our own free and independent businesses and make future events justify themselves.

While advertising men take a thoughtful look at what's happening in the political scene, they must decide whether the whole concept of national advertising is keeping pace with economic evolution. Are advertisers close enough to the retailer's shelves and the factors that influence buying? Should the national advertising approach be adapted to the immediacy of retailing techniques?

The national advertiser should learn a lesson the successful retailer learned long ago—that the best way to build a good product or corporate image is to promote on a specific item basis with precise and complete product information rather than on the so-called institutional basis.

For several years Cunningham & Walsh has required its copy writers, art directors, radio-tv men, merchandising specialists and account executives to spend at least one week a year working at the retail level—in service stations, drug stores, supermarkets, etc., selling to the consuming public. Today, hundreds of case histories, developed by our own agency people at the point of sale, strongly suggest that the whole concept of national advertising must be primarily adapted to the immediacy of the retailing approach.

Some national advertisers and agencies still take a rather dim view of retail advertising, which can't be supported with as much expenditure for copy art and preparation as national accounts. Further, the topical nature of retail copy demands fast preparation. Even after allowing for these factors, many advertising people scoff at the quality of retail campaigns. But this attitude is changing—and rapidly. The new approach to national advertising is that of the modern merchant who demands that his advertising dollars should be closely related to sales results.

Media purchases should conform to distribution and sales patterns, with minimum waste in coverage and adequate flexibility. It is becoming increasingly difficult to justify expenditures for broad shotgun exposures of advertising messages to a faceless entity called the "national market."

Advertising copy should be more informative and immediate in its appeal to buy. Descriptive material should be basic and clear to show the individual quality and character of the product or service. The retailer has learned that much of his advertising is not designed to create wants but to inform—to tell how, why and where wants can be better satisfied.

The kind of company and kind of product should be clearly defined. When products are alike, people and personality make the difference, no matter whether they are in a store or in an advertisement. Retailers know how to present their message clearly. They have a short-range objective—today's sales today. They capture public interest with excitement, color, news, education and entertainment.

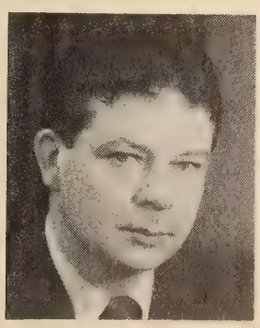
These merchants set a good example for the national advertisers because in today's expensive, complex and fast-moving consumer market you cannot build a company or a product brand image with the traditional approach. There is no magic in advertising unless related to sales at the point of sale.

The retail-minded advertiser or agency knows there is no more important use of good art, copy and creative talent than for promotion and merchandising aids. Advertising and promotion programs should be fully integrated.

The need for more retail-mindedness in national advertising is part of the movement of our times.

There are major economic, political and sociological factors working for rapid change that make imperative the development of advertising and marketing programs of directness and immediacy.

The creative direction for national advertising must do almost the same job as the local merchant in moving goods.



Ivan Hill, born in Louisiana and attended grade school and high school in Arkansas. Principal college work was obtained at the U. of Washington, but he was graduated from the U. of California in Los Angeles. Began advertising career on the West Coast working with newspapers, radio stations, and network. He went to Chicago to enter the advertising agency business. After a number of years of operating his own agency, he merged with Cunningham & Walsh Inc., and is now executive vice president of Cunningham & Walsh in Chicago. Married and lives in Winnetka, Ill., with his wife and their three children—blond, redhead and brunette.

Shooting Out the Light

TELEVISION is the victim of a hatchet job in a piece which will appear in the December issue of *Fortune* magazine.

The title of the piece is "Tv: The Light that Failed"—and that is only the beginning, literally. What the piece says, in endless ways, is summarized neatly in an accompanying blurb: "Another season of second-rate programming has started tv on a self-destructive cycle: program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seems to bring on more mediocrity."

This venture into subjective journalism can be challenged on a number of scores. One of the most obvious is what *Fortune* calls television's "exotic economics." No one questions—unless it be the Barrow Committee or certain elements of Congress—that television's economics can be difficult. Yet can *Fortune,* or print media generally, claim to have come through the recession with billings higher than before? Television *can* make that claim.

Audiences are less bewitched with television than they used to be—so goes another theme of the *Fortune* article. The facts do not justify any such conclusion. Actually, viewing per tv home is running about the same, sometimes higher than a year ago, sometimes a little lower. For the past September it was 260 minutes a day per home as against 274 in September 1957. How much time per day is spent with *Fortune?* Or with all printed media?

Overall, the aim of *Fortune* seems clear: make television look like a bad media buy.

Some advertisers may get that notion, but any number of them can cite their own case histories in proof that this is not true. In the meantime we suggest that, next time, *Fortune's* editors begin by consulting their colleagues, the television stations owned and operated by Time-Life-Fortune (TLF) Broadcasters Inc., which contribute so notably to the fortunes of the Luce empire.

Testimonials

THERE was a full house at the Radio Advertising Bureau's National Radio Advertising Clinic last week, but it's a pity that *all* advertisers couldn't be there. It was just about the best forum imaginable to convince doubting Thomases that radio can sell more, for less, for everyone.

One after another, advertisers took the stand to tell how radio had meant money in the bank for them. Officials representing such diverse products as tomato paste and ice cream bars, macaroni and air lines, a motor oil additive, wines and sterling silver paraded their success stories in a program that could not fail to inspire new confidence in the medium.

There was even one advertiser, B. J. Wiernik of Mogen David Wine Corp., who is using radio heavily this year without any hard experience to justify it. His company, he said, was influenced by an RAB presentation—and an awareness of a growing trend toward radio. If Mr. Wiernik had any serious doubts about the results of the move to radio they weren't apparent. And if he did have doubts, they should have been put to rest by the next speaker, Martin Morici of Contadina Foods, who pointed out that his firm turned to radio in 1954 with such success that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

That's the way it went throughout the session—one success story after another. RAB is to be complimented; so is radio.

A Loaded Committee?

THE mission of the newly appointed Special Advisory Committee on Telecommunications is to recommend means of tidying up the government's housekeeping in the communications field.

Undeniably, present arrangements are untidy. The FCC, by Congressional mandate, manages allocations and licensing in all areas of the spectrum except those used by the federal government. The substantial parts of the spectrum used by government are under the President's control. Division of management creates inefficiency.

Strictly as a matter of good administration it would make sense to create some kind of agency with general authority over spectrum allocations.

But what kind of agency should it be?

It is that question which will trouble broadcasters when they examine the composition of the telecommunications advisory committee that was established last week. It includes two former executives of the telephone company, a retired Army signal officer and an academician who, on a previous government assignment, issued recommendations which broadcasters did not find particularly reassuring. The only member with a broadcasting background is Frank Kear, a consulting engineer.



Drawn for BROADCASTING by Sid Hix

"To hell with the market figures in my ad, Smedley. What's the model's phone number?"

No matter how well-intentioned its members may be, the committee is oriented by background more toward communications uses of the spectrum than toward broadcast uses. For broadcasters there may be further concern in the reasons given by Leo A. Hoegh, director of the Office of Civil and Defense Mobilization, for the committee's creation. Here is a quote from his announcement:

"Mr. Hoegh said that rapidly changing technology and changing needs in both government and non-government areas are presenting increasingly difficult problems in telecommunications management. The situation, he said, is becoming no less complicated by developments in satellites and space vehicles as well as defensive weapons systems and civil defense communications."

We fail to find in those sentences any reference to the important developments in television and radio broadcasting which also are difficult problems in telecommunications management.

Yesterday's Heroes

IN its conduct of hearings in the Pittsburgh case the House Oversight Subcommittee has acted like a faded matinee idol removing his pants on Hollywood Boulevard in a last convulsive effort to attract attention.

The spectacle has been both unrewarding and indecent.

It is time the subcommittee retired from the public scene.

There is no denying that the subcommittee was a celebrity at the peak of its career. Its investigations led to the indictment of an FCC commissioner and the resignation of the President's principal aide.

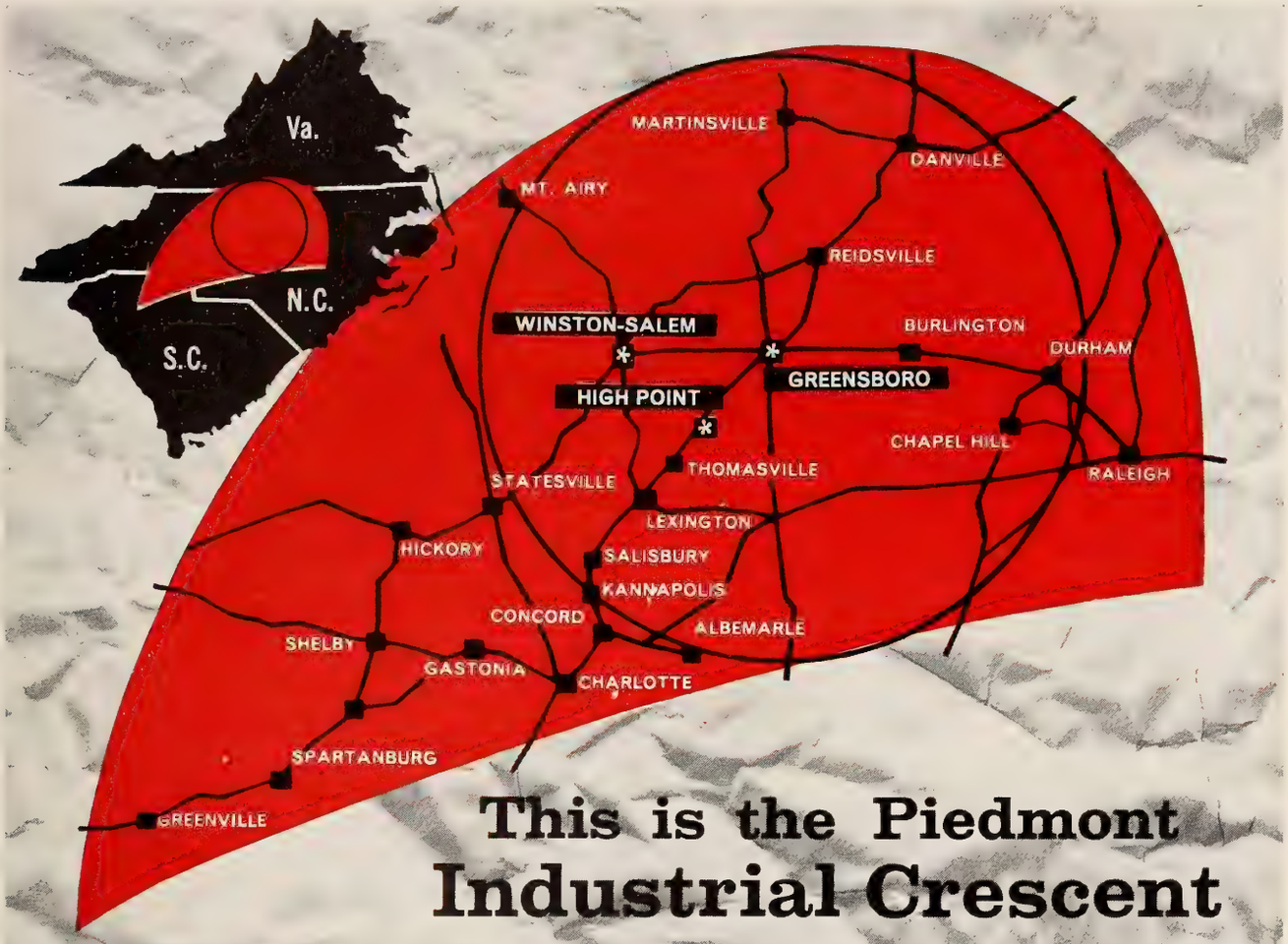
But the peak of its career is long past. In recent months the subcommittee has been groping. It has found nothing new of consequence. Yet it has persisted in pawing through hearsay and rumor in public.

It first brought the Pittsburgh case to public view two months ago when it put one of its own investigators on the stand and let him testify—under immunity from libel action—to what he frankly admitted was hearsay information.

No committee with the most elementary respect for morality or law would have condoned that procedure. Yet the Oversight Subcommittee followed its first gross error with another. Last week and the week before it summoned other witnesses to compound the hearsay testimony.

What was the subcommittee seeking to accomplish? Certainly it could not have believed it would discover, during public hearings, new evidence which its investigators had been unable to turn up. Notoriety must have been its purpose.

As reported elsewhere in this issue, some members of the subcommittee are talking about its perpetuation. On its recent record, it deserves to be dissolved.



This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)

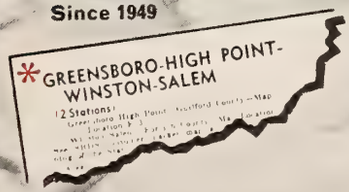
dominated by wfmy-tv

Just what is this area . . .. this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area Laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

Basic CBS TELEVISION NETWORK Since 1949

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.



wfmy-tv 2

GREENSBORO, N. C.

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston



AMONG THE OUTSTANDING
TELEVISION STATIONS
WE ARE PROUD TO REPRESENT:

WNEW-TV	New York, N. Y.
WCNY-TV	Watertown, N. Y.
WTTG	Washington, D. C.
KCRG-TV	Cedar Rapids, Iowa
KHAS-TV	Hastings, Nebraska
KTTS-TV	Springfield, Missouri
WFBC-TV	Greenville, South Carolina
KTNT-TV	Seattle-Tacoma, Washington

WEED
TELEVISION

TELEVISION STATION REPRESENTATIVES

new york • chicago • detroit • san francisco
dallas • atlanta • boston • hollywood • des moines

DECEMBER 1, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

All radio-tv unions may wind up in one fold — Page 39

Why television has Mennen in such a lather — Page 44

Arbitron gets ready to bust the block-buster — Page 50

Option time proposal kindles intra-FCC fire — Page 71

OKLAHOMA CITY'S ONLY 50,000 WATT RADIO STATION IS NOW A STORZ STATION

Watch Storz Station proven *programming* team up with 50,000 watt (clear channel) *coverage* to create the big, bright new radio buy in America's *48th market.* Talk to KOMA General Manager Jack Sampson.

THE NEW

K | O | M | A

50,000 WATTS
clear channel
Oklahoma City

one of the STORZ STATIONS WDGY, *Minneapolis-St. Paul* | WHB, *Kansas City* | KOMA, *Oklahoma City* | WTIX, *New Orleans* | WQAM, *Miami*

Todd Storz, President. Home Office, Omaha • WDGY, WHB, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



NO. 9 IN A SERIES **TITANIUM**

Pacemaker of progress is the Titanium Metals Corporation of America. Its Toronto, Ohio, plant—in the WTRF-TV area—is the world's first plant designed and instrumented specifically for rolling and forging Titanium mill shapes such as alloy sheets, plates and billets. The hundreds of highly skilled employees of TMCA at Toronto are more reasons why the WTRF-TV market is a *super* market for alert advertisers . . . a market of 425,196 TV homes, where 2 million people have a spendable income of $2½ billion annually.

• Titanium is the 20th Century metal that is stronger than aluminum, lighter than steel, and will withstand temperatures in excess of 800°; it is resistant to salt water, and practically immune to nitric acids, moist chlorine and most chemicals. Titanium is a vital metal in the planes, rockets and missiles program.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf·tv CHANNEL 7

reaching a market that's reaching new importance!

For Action at Lowest Cost

86%* of CBS Commercial Time

is ordered on

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

CBS TELEVISION

WTHI-TV

CBS • ABC

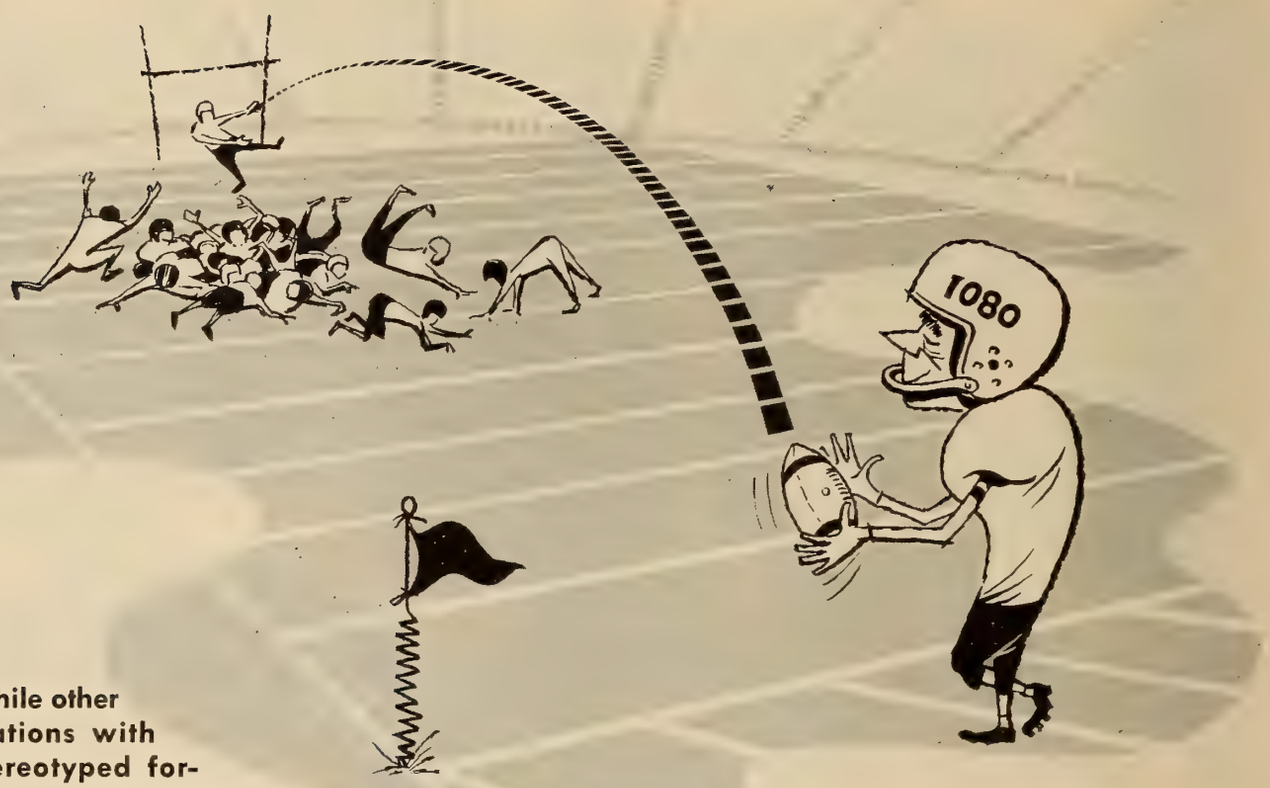
**Basis: 1958 Fall Schedule*

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

it's easier to SCORE...

on an open field



While other stations with stereotyped formats battle it out toe-to-toe for a share of audience, KRLD Radio continues to *SCORE* in an OPEN FIELD through audience preferred VARIETY PROGRAMMING — a tremendously important audience field, and a field it dominates almost exclusively. . . . With a 'round-the-clock schedule of excellent music, news, drama, sports, farm and big-name personality programming, CBS network shows and local programs, KRLD dominates with the BIG SCORE — the audience with the BUYING POWER. . . . While others split their audience approximately 50 different ways — (50 primarily record-playing stations operating in the KRLD coverage area) — no wonder more listeners are tuned to KRLD Radio than any other one station in Texas — (NCS #2, 1958). Check with KRLD or your Branham Company man and SCORE in the KRLD wide-open field — the field that's not cluttered up with interference — a broad field stretching across Texas where an advertiser's dollar goes farther and reaps greater results.

KRLD

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

closed circuit.

MUST-BUY OUT • CBS-TV affiliates were thrown in tizzy by network's closed-circuit announcement Thanksgiving Eve that effective March 1 network would go to "minimum buy" base in lieu of "must-buy" which would have effect of shifting basic network buy from minimum specified stations to minimum dollars or unspecified stations. Must-buy, along with option time, was condemned in Barrow Network Study Report, now before FCC. ABC-TV uses "minimum buy" dollar base. CBS-TV affiliate spokesmen at Barrow hearing supported must-buy on ground that it gives affiliates in smaller markets opportunity to pitch for business.

•

Hassle over option time report by FCC Network Study staff (page 71) has one commissioner thinking aloud—along these lines: "Be damned if I'll be a party to ripping up industry. That's not to say nothing should be done about option time. Maybe deleting half-hour at night to allow for local, non-network programming . . . but by God, that's all!"

•

BOUNDARY DISPUTE • Clarification of areas of responsibility between NAB and Radio Advertising Bureau was purpose of hitherto unreported session in New York, Friday, Nov. 21, of elected officials of both groups with their paid executive heads—Harold E. Fellows, president, and John F. Meagher, radio vice president, of NAB and Kevin B. Sweeney, president of RAB. Triggering session was exclusion by U. S. Census Bureau of radio count in 1960 census. Also debated was RAB's practice of holding its own regional meetings rather than participating in NAB area sessions. Session, described as harmonious, also cited fact that many radio stations belong to one organization and not other, prompting demands for service foreign from each.

•

While Television Bureau of Advertising was not directly involved in unprecedented session, broadcast executives did suggest there should be greater liaison among all three organizations, each operating with approximately $1 million annual budget. Present, aside from paid executives, were following broadcasters serving on NAB and RAB boards, or both: Kenyon Brown, KCOP-TV Los Angeles, who also owns several radio stations; Arthur Hull Hayes, president, CBS Radio; John S. Hayes, president, Washington Post Broadcast division (WTOP-AM-TV Washington, WJXT (TV) Jacksonville); Alex Keese, WFAA-AM-TV Dallas; Allen M. Woodall, WDAK Columbus, Ga., and J. Frank Jarman, WDNC Durham.

•

PASADENA SALE • Contract for acquisition of KXLA Pasadena from Loyal K. King, president-general manager and chief owner, by Donald R. Cooke, national station representative, for $900,000 (minus net quick assets of about $250,000) has been negotiated, with transfer application probably to be filed with FCC this week. Purchaser is 1110 Broadcasting Co. (KXLA operates on 1110 kc with 10 kw but holds cp for 50 kw). Jack Kent Cooke, brother of Donald R. Cooke, negotiated transaction and holds seven year option to acquire stock. Jack Cooke is Canadian citizen and owner of CKEY Toronto, along with Toronto ball club and Frybrooke Ltd., magazine publishers, and would not exercise option unless he became U. S. citizen.

•

Plans of some tv broadcasters to put local musical programs into syndication via videotape have been brought up short by notice from Harry Fox, trustee and agent for major music publishers, that they will have to pay synchronization rights for all music they use. These rights, not covered by BMI or ASCAP public performance licenses, have no set scale but are matter for individual negotiation. Price suggested to one broadcaster-syndicator was $25 per song per station, or $125 per song for unlimited distribution.

•

YEAS AND NAYS • While rumblings of further defections continue in wake of WJR Detroit's decision to drop CBS Radio because of network's new "Program Consolidation Plan," officials are hoping for best—and apparently are getting some encouragement to do so. Of nine stations which voted against plan at convention (WJR was one), KFRE Fresno understand to have dispatched signed contract, and among eight which abstained from voting, WLAC Nashville and WFPG Atlantic City have signed, and WBRY Waterbury, Conn.; KOIN Portland; WBIG Greensboro, N. C., and WBEN Buffalo reportedly have indicated they'll go along. Other abstainers and dissenters not yet heard from, according to network sources, but they say such group owners as Storer, Corinthian and Meredith have indicated they'll accept.

•

It can now be told how CBS-TV arranged affiliation with ch. 3 WTIC-TV Hartford, television companion of WTIC-AM, one of NBC's oldest affiliates. When CBS decided to scrap its owned uhf in Hartford, WHCT on ch. 18, Frank Stanton, CBS president, phoned Paul W. Morency, WTIC president, to ask if Mr. Morency would see him that day. They met at Hartford airport. Deal was made so fast that Dr. Stanton flew back to New York on same commercial plane that had taken him to Hartford. Plane had been on ground only long enough to unload, load and prepare for takeoff.

•

NETWORK BOOST • Decision of Todd Storz, one of nation's top independent radio operators, to affiliate KOMA Oklahoma City with NBC Radio (see page 69) is being hailed—even at rival networks. Said one non-NBC network official: "This strikes me as one of the most significant developments in a long time. It gives network radio important recognition from an important spokesman for a concept—independent operation—that has seemed almost uniformly hostile to network radio in the past. It's a good thing for networks and I'm glad it happened, even though it didn't happen to us." Conversely, report is current that Hearst-owned WBAL Baltimore may go independent by first of year, after affiliation with NBC from start.

•

FCC general counsel's office prepared to give Commission an opinion this week on whether and how it should handle Pittsburgh ch. 4 case—now that House Legislative Oversight Committee has spread bribe charges far and wide. Best bet is that staff will urge Commission to investigate—as it has in all ex parte *cases publicized on Capitol Hill before.*

•

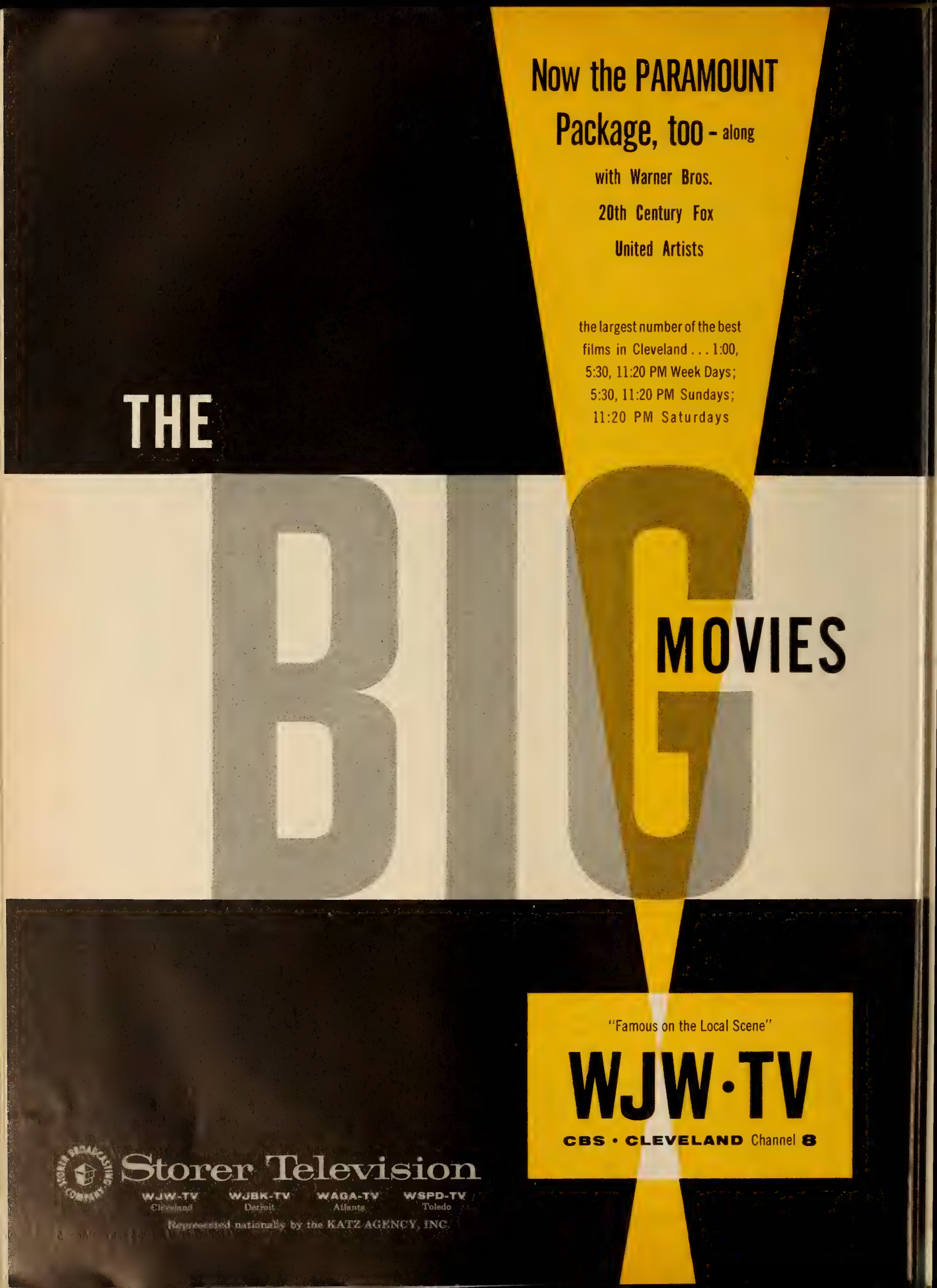
ADVICE WANTED • If broadcasters have any ideas on how radio spectrum should be managed or administered, they should send them to Telecommunications Advisory Committee, c/o Office of Civilian & Defense Mobilization, Washington 25, D. C. That is retort of one member of committee who bridled at reports broadcasters are uneasy because they aren't represented on committee. Committee is looking for ideas from all segments of telecommunications industry, he emphasized.

•

FCC's "overemphasis" on broadcasting has caught eye of President's Telecommunications Advisory Committee, appointed two weeks ago to recommend clean up of radio spectrum management and administration [GOVERNMENT, *Nov. 24*]. *Interest became apparent when committee discovered that out of about 65 items on last week's FCC agenda, 60 were on broadcast matters.*

•

CBS TO ABC • Look for announcement soon that *Peter and Mary* show, starring Peter Lind Hayes and Mary Healy, is moving—with sponsorship by A. E. Staley Mfg. Co. intact—from CBS Radio to ABC Radio. Negotiations have been in progress several months, stemming to considerable extent from fact that since *Peter Lind Hayes Show*, with Miss Healy as frequent guest, started on ABC-TV (Mon.-Fri., 11:30 a.m. to 12:30 p.m.) they've been in competition with themselves. Radio show, now on 12:05-15 p.m. Monday through Friday, is slated to move to 10-10:30 a.m., also across board, upon transfer to ABC Radio in January. Agency for Staley (starches, syrups) is Erwin Wasey, Ruthrauff & Ryan, New York.


Now the PARAMOUNT
Package, too - along
with Warner Bros.
20th Century Fox
United Artists
the largest number of the best
films in Cleveland . . . 1:00,
5:30, 11:20 PM Week Days;
5:30, 11:20 PM Sundays;
11:20 PM Saturdays
THE
BIG
MOVIES
"Famous on the Local Scene"
WJW·TV
CBS · CLEVELAND Channel 8
Storer Television
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
WSPD-TV Toledo
Represented nationally by the KATZ AGENCY, INC.

THE WEEK IN BRIEF

One Big Talent Union for Radio-Tv—That's a strong possibility as Screen Actors Guild votes for study of merger with American Federation of Television-Radio Artists. Door also open to other unions. Proponents cite rise of television and the videotape issue as factors that dictate feasibility of such an action. Page **39.**

Who's on Top in Big Tv Agencies—NBC-TV's Don Durgin says that in many of the larger tv agencies it's the tv program department as contrasted to the media department which now tends to carry more weight in buying decisions. Page **41.**

Report on Spot Tv's Big Spenders—Here's third quarter breakdown of leading 100 such advertisers plus breakdown of the buying by product classification. Page **42.**

Devilish Approach to a Commercial—Animations created by Andre Sarrut, "France's Walt Disney," utilize backstage of "Faust" to promote Solar Therm. Page **43.**

Tv-Minded Mennen—This fast-growing toiletries enterprise chooses television as the dominant medium to help sell the baby, men's and youth market. Page **44.**

'Fortune' Misfortune — Television leaders counterattack against magazine's report on tv, charging bias and misrepresentation. ABC-TV disagrees with claim that *Fortune* was out to axe networks, but says piece was "brilliant distortion" and "clearly out of focus" nonetheless. Page **47.**

Busting the Blockbuster—American Research Bureau revamps reports designed to prevent tv stations from inflating their ARB ratings by use of big-name movie films when surveys are being made. Page **50.**

Eastern Grounded—Its planes strike-bound, stations also strike Eastern's air copy in refusing to carry "controversial" explanation of airline's position. Page **52.**

Taste, Misused Ratings & Politics—Comments on limitations of an agency's role are given frankly by two top agency executives on local night show in New York. Page **56.**

No Five O'Clock Shadow for Revlon—Giant cosmetics firm acquires working control of Schick Inc. by purchasing 20% of shaver firm's outstanding shares for estimated $3.1 million. No immediate merger is planned though Revlon now will run company, dictate its advertising strategy. Page **58.**

Tv Program Quality—Sales Executives Club of New York hears advertiser-agency panel drop responsibility on network doorstep, then accept partial blame for consenting to costs and practices which dilute tv effectiveness as an advertising medium. Page **64.**

Independent to Network and Vice Versa—Storz affiliates KOMA Oklahoma City with NBC Radio as WKY goes independent, as station and NBC sever 30-year affiliation by mutual consent. Page **69.**

Tension, Dissension on Network Study—Commission tense as it gives once-over to proposed draft of network study staff on option time. Charges fly (internally) that proposal includes judgments leading to inference option time must go. Proposed findings due to be submitted to Justice Dept. and some commissioners heatedly insist nothing in report gives Justice Dept. peg on which to hang antitrust opinion; let Attorney General make his own judgment, is feeling. Page **71.**

FCC Uses Scalpel on Program Forms—Revised categories—and changed spot announcement listings—simplify and modernize paper work for broadcast stations. Comr. Craven hits program "censorship" in lengthy dissent. Page **72.**

FCC Off Grill—Legislative Oversight completes its public airing of FCC laundry; schedules Dec. 10 executive meeting to consider report. Three Pittsburgh ch. 4 witnesses recalled and repeat conflicting testimony given earlier. Page **74.**

Promotion Complaint—Federal Trade Commission charges New York promoter and four of his firms with "using misrepresentations" to sell advertising promotions to radio and tv stations. Page **81.**

Westinghouse's New Tv Reps—Multiple station owner sets up Television Advertising Representatives Inc., with Larry Israel at helm. Page **84.**

Tv Promotion Climbs Toward $1 Million—Early NAB figures show 72 member tv stations in U.S. have set aside more than $836,000 worth of time in which to run NAB-produced, animated tv film spots in 13-week campaign to tell viewers how tv has affected American life. Page **86.**

No Hard Liquor Ads in Arizona—At least that's the stand of the state broadcasters' association which terms its self-imposed taboo as being in the public interest. Page **86.**

Muse in the Market Place—Many television administrators are not ready to admit that their business is an art form, says Ernest P. Zobian, products vice president of the Vick Chemical Co. It's time, he suggests, for administrators to make room for artists and for tv to take some lessons from older art forms—the theatre's road-show tests, for instance. With videotape available, tv should start small-scale tape tryouts immediately, Mr. Zobian urges in MONDAY MEMO. Page **109.**



MR. ZOBIAN

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

December 1, 1958



Ten years ago today this dime put us in business.

An unidentified viewer used it to telephone us that he enjoyed our premiere performance, planned to buy his own TV set and aimed to try any products we would advertise. We like to think that he is one of the 2½ million Central New Yorkers in our audience today.

Yes, ten years ago today WHEN Television signed on the air, proved it had a buying audience and the Meredith broadcasting family was born.

Perhaps this birthdate dime may mean as much to you, too. We know it will if you use it to place a collect call to Fred Menzies, our commercial manager, or to the Katz Agency.

Cordially,

Paul Adanti

Paul Adanti
Vice President

PA/mw

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

Kluge Buying Paramount's 21% Of Metropolitan Broadcasting

Purchase of Paramount Pictures' 21.75% interest in Metropolitan Broadcasting Co. by multiple broadcaster John W. Kluge and associates reported in process of negotiation Friday. Financial consideration unavailable, but figure in neighborhood of $5 million has been mentioned. Transaction being handled through Washington brokerage firm of Jones, Kreeger & Hewitt, which in its own name owns 23.77% of Metropolitan.

Metropolitan stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland, Ohio. Mr. Kluge owns WGAY-AM-FM Silver Spring, Md. (suburb of Washington) which he is selling to Connie B. Gay [CHANGING HANDS, Nov. 10]; KNOK Fort Worth, Tex., and has interests in WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.; WINE-AM-FM Buffalo, N.Y.; WLOF-TV Orlando, Fla., and WSRS-AM-FM Cleveland, Ohio.

Talks With 3 Independents Halt; L. A. AFTRA Walkout Imminent

Walkout of AFTRA members at Los Angeles' four non-network tv stations—KCOP (TV), KHJ-TV, KTLA (TV) and KTTV (TV), appeared imminent Friday after breakdown in negotiations with no more meetings set. Talks ended when AFTRA delegation rejected offer of station management of $30 a week increase for announcers (raising base to $182.50 per week) provided off-camera announcements are included without extra fees.

On-camera announcements would continue to carry special fees under management proposal. Station operators feel offer of "more pay for more work" both fair and adequate, state average earnings of announcers at the independent stations run $15,000 to $25,000 annually, appreciably better than $12,000 per year average of network announcers in Los Angeles. Union claims elimination of off-camera fees would reduce earnings of announcers by more than $100 weekly.

Two Stations Sold; NTA Control Purchased by National Theatres

Station sales announced Friday, all subject to FCC approval:

WFRP Savannah, Ga. • Sold by Georgia Broadcasting Co. to Fisher Broadcasting Co. for $87,500. John F. Pidcock is principal owner of Georgia Broadcasting and holds interest in WMGA Moultrie, Ga. Fisher Broadcasting is principally owned by Albert T. Fisher Jr., who recently sold interests in WPAL Charleston and WOIC Columbia, both S. C. WFRP is 250 w on 1230 kc with ABC affiliation. Transaction was handled by Blackburn & Co.

KWFR San Antonio, Tex. • Sold by Arthur R. Foster and associates to Vanguard Broadcasting Co., for $75,000. Vanguard stockholders are John H. Hicks Jr., Dallas manager for Paul Raymer Co., national station representative, and Jules H. Fine, Dallas businessman. KWFR is 1 kw daytime on 1260 kc. Broker was Hamilton, Stubblefield, Twining & Assoc.

National Theatres Inc. (theatre chain, owner of WDAF-AM-TV Kansas City) filed application with FCC Friday for purchase, through stock transaction, of about 15% of National Telefilm Assoc. Inc., owner of WNTA-AM-FM-TV Newark, N. J., and KMSP-TV Minneapolis-St. Paul, from Ely A. Landau, Oliver A. Unger and Harold Goldman [FILM, Nov. 17].

NT said deal would give firm "working control" of NTA, since Landau group holds main offices and represents four of seven directors on NTA board. There are some 2,400 other stockholders. After transaction is approved, NT said, it intends in 3-6 months following to increase its equity in NTA by offers to other NTA stockholders.

Comr. Hyde Defends Proposed Revision in FCC Program Forms

FCC Comr. Rosel H. Hyde termed Commission's program forms best means of determining whether broadcast licensees operate in public interest. In apparent answer to dissent by Comr. T. A. M. Craven to proposed program form revisions (page 72), Comr. Hyde said Commission must have basis for determining applicant for broadcast license will serve public interest, convenience and necessity. And, he added, same goes at renewal time.

Comr. Hyde also called for support in securing Senate ratification of 1950 North American Regional Broadcasting Agreement and 1957 U.S.-Mexico Agreement. Further delay, he said, "can but worsen an already difficult situation for our rural areas." Mr. Hyde's speech was scheduled to be given Saturday, Nov. 29 (not Nov. 23 as erroneously reported last week [AT DEADLINE, Nov. 24].

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 41.

FEMALE KEGLERS • Brunswick-Balke-Collender Corp. (bowling equipment), Chicago, in move to capitalize on growing interest of women in bowling, understood to have signed for alternate week sponsorship of filmed series on bowling featuring outstanding women performers over NBC-TV, starting Dec. 13 (5-5:30 p.m.). Sponsorship set through mid-April for untitled series. Agency: McCann-Erickson, Chicago.

BABBITT TAKES YEAR • B. T. Babbitt, N. Y., for Bab-O Cleanser, understood to be lining up 52-week schedules effective Jan. 1. Markets are undetermined but it's learned campaign will entail 6-12 spots a week. Agency: Brown & Butcher Inc., N. Y.

KM&J, D&C Combine Facilities In N. Y., Chicago, Los Angeles

Keyes, Madden & Jones, Chicago, and Donahue & Coe Inc., New York, are announcing today (Dec. 1) agreement under which two agencies will combine facilities in New York, Chicago and Los Angeles "in order to expand services to list of national advertisers with total billings of $150 million." It was stressed that arrangement, effective Jan. 1, 1959, does not constitute merger of two agencies.

E. J. Churchill, president of D&C, and Freeman Keyes, chairman of board of KM&J, said agreement enables each agency to retain "individual identity and corporate structure" while "achieving maximum advantages of their total facilities." Under arrangement, Keyes, Madden & Jones in Chicago will continue to service its accounts and also assume responsibility for accounts presently serviced out of D&C's Chicago office, including Norge, York and Presto. Similarly, D&C will service its own accounts in New York and Los Angeles, as well as those currently handled by KM&J in those offices.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 21-27 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 21	*Lineup* (10 p.m.)	CBS-TV	19.5
Sat., Nov. 22	*Perry Como* (8 p.m.)	NBC-TV	29.6
Sun., Nov. 23	*Loretta Young* (10 p.m.)	NBC-TV	27.4
Mon., Nov. 24	*Danny Thomas* (9 p.m.)	CBS-TV	24.6
Tues., Nov. 25	*Rifleman* (9 p.m.)	ABC-TV	25.1
Wed., Nov. 26	*This Is Your Life* (10 p.m.)	NBC-TV	26.1
Thurs., Nov. 27	*New York Thanksgiving Day Parade* (11 a.m.)	NBC-TV	27.7

at deadline

Multiple Owner Not Foreclosed Court Says in Upholding Grant

How far FCC can go in favoring applicant with existing broadcast properties over newcomer in light of diversification of communications media and anti-monopoly policies of Commission was spelled out last week by U. S. Court of Appeals in Washington.

Three judge court, by split vote, upheld FCC's 1956 grant of Knoxville, Tenn., ch. 10 to WBIR Inc. Denied was appeal by Tennessee Television Inc., one of two unsuccessful applicants in three-year-old case. Other was Scripps-Howard Radio Inc. (WNOX Knoxville). WBIR-TV Knoxville has been operating since August 1956, with CBS affiliation.

Tennessee Tv, comprising local businessmen headed by Guilford Glazer, claimed FCC preferences for WBIR in experience, past performance and programming plans were based on multiple ownership. WBIR is owned by Gilmore N. Nunn and associates and 30% by Taft family (WKRC-AM-TV Cincinnati, Ohio).

Circuit Judge Charles Fahy, for himself and Judge Warren E. Burger, said that choice of WBIR "does not rest simply upon its strength in matters that might be attributable to concentration of media of communicaion, but in good part upon the relative weakness of appellant in other respects."

Earlier Judge Fahy declared: "The diversification of media of communication that would result were the permit granted to appellant [Tennessee Television] does not on the record so clearly warrant selection of appellant in the public interest as to outweigh other public benefits of the award to intervenor [WBIR], at least to a degree that requires substitution of our judgment for that of the Commission."

Judge Fahy also said that modification of ch. 10 grant was not substantial enough to infer that it is "new" grant or "significantly" affected comparative qualifications of applicants. After securing grant, WBIR asked for and received permission to move transmitter site and studios in Knoxville.

Dissenting vigorously, Circuit Judge David L. Bazelon maintained that Commission has nullified diversification doctrine "by thus attributing to these by-products of concentration a greater degree of importance than it attributes to the traditional and antipodal preference for decentralization of ownership of the mass media of communication. . . ."

TvB Clinic to Spotlight Auto Tv

More than 100 advertiser and agency executives are expected to attend Television Bureau of Advertising's "automotion" cellomatic presentation tomorrow (Dec. 2) at Detroit's Statler Hilton Hotel. New presentation traces relationship between automotive industry and tv.

TvB President Norman E. Cash and National Sales Vice President John Sheehan also will introduce three auto dealers who will relate how tv works for them. They are John Spitzer, "World's Largest Dodge Dealer," from Elyria, Ohio; Dan Rohyans, one of top 10 Ford dealers in U.S., from Columbus, Ohio, and James Belcher, leading Delaware County (Pennsylvania) Buick dealer.

Demise of WSIZ Brings Protest From Douglas, Ga., Businessmen

Death of WSIZ Douglas, Ga., has brought formal complaint to FCC from local merchants and citizens. WSIZ ceased operation Nov. 14, asked FCC to cancel license and delete call letters because of financial difficulties. Telegram wired to FCC by local citizens protested close demise of WSIZ on grounds no prior notice was given to listeners and advertisers, station not offered for sale to local citizens and "station's vital part in unprecedented growth and industrial development of Douglas during the past year." Telegram was signed by 33 local businessmen.

Daytimer, on 1310 kc (with 1 kw), began operating in September 1957. Station is owned by Marshall W. Rowland and wife. Original grant was protested to no avail by WDMG Douglas on economic injury grounds.

In announcing closing in paid newspaper advertisement, Mr. Rowland stated that in his opinion there is no "reasonable" opportunity for second radio station in Douglas. Papers filed with FCC show that WDMG bought equipment and physical assets of WSIZ including $7,000 liability for about $30,000.

BACKFIRE IN MIAMI

Can anti-tv newspaper brochure backfire? Apparently that's what's happening in Miami where *News* (Cox paper) this week will rebut *Herald* (Knight paper) brochure that maintained *Herald* delivered 87% more customers per ad dollar than WTVJ (TV) Miami. *News* is slated to distribute to advertisers and agencies its own brochure stating that WTVJ "thoroughly and accurately" revealed "error" in *Herald* study when station recently fought paper's claim [PROGRAMS & PROMOTIONS, Nov. 24] that daily newspaper is not only "effective" medium "available" for advertisers and that tv is very important force.

Paradox: Cox and Knight principals each has 42.5% interest in Biscayne Television Corp. (WCKR and WCKT [TV] Miami).

PEOPLE

J. BLAN van URK, executive vice president and director, Calkins & Holden Inc., resignation announced effective Jan. 1, to open own advertising and public relations office.

JOHN P. JEFFERSON, 38, since 1955 assistant director of public affairs, CBS News, died following heart attack Thursday night (Nov. 27) at his home in Hartsdale, N. Y. Formerly with WGN Chicago, Mr. Jefferson joined CBS News in 1946 and served as correspondent during Korean conflict. Funeral services were to be held Saturday (Nov. 29) in Hartsdale.

Funeral services held Friday (Nov. 28) for **CHARLES F. WILLETT,** 65, chief engineer of WCFL Chicago, owned by local Federation of Labor. Mr. Willett, who died Tuesday in city's Wesley Memorial Hospital, had been with station 22 years and chief engineer since 1947.

GORDON BAIRD, formerly with Burke Dowling Adams, and **KENNETH V. HALL,** previously with Thos. J. Lipton Inc., to D'Arcy Adv. as account executives.

AFTRA, Networks Near Agreement

In New York, negotiators for American Federation of Television & Radio artists and radio-tv networks scheduled formal meeting Friday evening (Nov. 28) in effort to reach agreement on new contract. It is reported that parties have reached agreement largely on "money matters" but have to resolve "certain policy matter" (see story, page 89).

National Car Rental to Gardner

National Car Rentals System, St. Louis, appoints Gardner Adv. Co., same city, to handle advertising effective Jan. 1, 1959. Firm's annual national advertising budget runs approximately $500,000, including use of radio-tv. At agency, David P. Ferriss, vice president and board member, named account supervisor, and Frank MacKnight account executive. National maintains 600 offices in 49 states and 26 foreign countries.

WFRV-TV Switches to NBC

WFRV-TV (ch. 5) Green Bay, Wis., will become primary affiliate on NBC-TV next May 23, Harry Bannister, NBC station relations vice president, and Clayton Ewing, station president, announced Friday. WFRV-TV currently is ABC-TV primary affiliate and NBC-TV's outlet in that area is WMBV-TV Marinette, Wis. (ch. 11). ABC-TV spokesmen said they expected to announce new plans for that area in near future.

WTOL-TV Plans Dec. 5 Start

WTOL-TV Toledo, Ohio will premiere Friday Dec. 5 with hour-long special program. Operating on ch. 11, primary CBS-TV affiliate expects to cover 80-mile radius with 1,045-foot tower and 316 kw, according to Thomas S. Bretherton, vice president and general manager. WTOL-TV is Toledo's second tv station.



Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations COMBINED!

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

ALREADY BOUGHT

★ **BALLANTINE BEER**
21 Eastern Markets

★ **CITIES SERVICE OIL**
Grand Rapids-Kalamazoo

★ **ARMOUR & CO.**
7 Markets

★ **SOUTH CAROLINA ELECTRIC CO-OP**
Charleston, S. C.

★ **HEILEMAN BEER**
Chicago and all of Wisconsin

★ **BURGER-PHILLIPS DEPARTMENT STORE**
Birmingham

★ **MIDWAY FURNITURE**
Norfolk

"Bold

PERIL their partner!
DANGER their cargo!



Every week a half-hour
RACING WITH EXCITEMENT! . . .
SIZZLING WITH SUSPENSE!

BOUGHT BY THESE FINE STATIONS:

WCBS-TV	New York City	WKY-TV	Oklahoma City
WTVJ-TV	Miami	WSM-TV	Nashville
KVII-TV	Amarillo	WDSU-TV	New Orleans
KID-TV	Idaho Falls	KBAK-TV	Bakersfield
KOLD-TV	Tucson	KVAR-TV	Phoenix
KGHL-TV	Billings	KPTV-TV	Portland, Ore.
WLOS-TV	Asheville, N. C.	KTUL-TV	Tulsa
WICU-TV	Erie, Pa.	WFGA-TV	Jacksonville
KTSM-TV	El Paso	KSL-TV	Salt Lake City
KOMO-TV	Seattle	WISN-TV	Milwaukee

. . . and many others

in over 92 markets!

From the Florida Keys to Trinidad . . . They find explosive action in every port of call.



Venture"

ZIV'S NEW HIT SHOW STARRING

DANE CLARK

AND INTRODUCING

JOAN MARSHALL

ZIV Television



Now! 50,000 watts*

WAPI

Birmingham,
Alabama

*5,000 nighttime

Represented nationally by the
Henry I. Christal Co., Inc.

HALLMARK HALL OF FAME

Transplanting musical comedy from the theatre to television is a praiseworthy idea that has mostly failed in the execution. The stage-full of colorfully clad chorus boys and girls whirling in a gay and exciting dance routine overwhelms the audience with a barrage of color, motion and sound that is tremendously effective in the theatre but is pretty much lost on the 21-inch home screen, particularly the black-and-white screen which is still standard equipment in most homes.

"Kiss Me, Kate," the Nov. 20 presentation of *Hallmark of Fame* was the exception that proves the rule. Gay, rollicking and tuneful, it was 90 minutes of almost pure delight to ear and eye (even in monochrome). Chief credit, of course, goes to Sam and Bella Spewack's play-within-a-play adaptation of Shakespeare's "Taming of the Shrew" and to Cole Porter's gay words and music.

But the tv show would not have been the success it was without the expert touch of Producer-Director George Schaffer or the outstanding performances of the singing stars, Patricia Morison and Alfred Drake. They performed as ably for tv's closeups as they did onstage during the play's long run on Broadway, looking and acting their high-spirited roles to the hilt and singing with a clarity that delivered each clever word of Mr. Porter's lyrics as well as the beauty of his tunes to the audience at home.

Julie Wilson, as the soubrette, belted out her songs, particularly the provocative "True to You in My Fashion," as if she were trying to prove that decibels are stronger than sex. Harvey Lembeck and Jack Klugman won some laughs with their performances as a pair of gunmen. Bill Lawrence did the little he had to do very well and Paul McGrath was perfect as the stuffy cabinet member, in one hilarious scene with Mr. Drake and Miss Morison. Ernest Flatt's staging of the musical numbers left nothing to be desired.

Production costs: Approximately $210,000, plus release right charges.
Sponsored by Hallmork Cards through Foote, Cone & Belding; broadcast in color and black-and-white on NBC-TV, Nov. 20, 9-10:30 p.m.

THE RED SKELTON SHOW

The slapstick comedy of the silent movie days, when Charlie Chaplin, Ben Turpin and the Keystone Cops convulsed audiences with their rough-and-tumble antics, was brought back Tuesday (Nov. 25) in Red Skelton's Thanksgiving show. Except for an opening song-and-dance routine, the half-hour was done entirely in pantomime, with Art Gilmore, off camera, providing the verbal information that used to come from subtitles.

Red, it goes almost without saying, was great in the role of Freddy the Freeloader, a hungry derelict on the national feast day. His ingenious but fruitless attempts to obtain the price of a Thanksgiviing dinner were masterpieces of burlesque, topped only by Freddie's even more hilarious dilemma when fate hands him a series of turkey-and-trimmings repasts which he cannot refuse. Isobel Randolph, William Frawley, Henry Kelker, Ray Kellogg, James Burke, Dick Crockett, Dick Elliott and Ann Dore played their silent roles in appropriate low comedy fashion.

All in all, this was a fine holiday romp, provoking laughter more hearty than usually greets tv fare.

Production costs: Approximately $50,000.
Sponsored by Pet Milk Co. through Gardner Adv. Co., alternating with S. C. Johnson & Son through Foote, Cone & Belding, on CBS-TV, Tuesdays, 9:30-10 p.m. Started Sept. 23.
Producer: Cecil Barker; director: Seymour Burns; associate director: Howard Quinn; writers: Sherwood Schwartz, Jesse Goldstein, Dave O'Brien; conductor: David Rose.

RESTLESS GUN

It was bad enough for western posses to find citizens dead from one shot in the back, but when the victims resembled sieves, that was just "No Way to Kill," the title of the Nov. 24 episode of NBC-TV's *Restless Gun.*

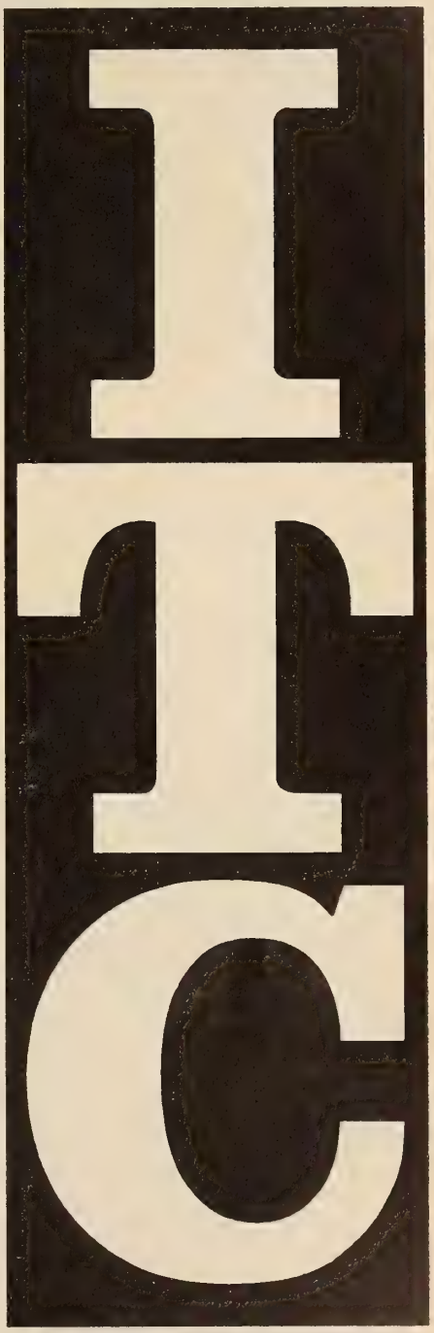
The psychotic killer of John Falvo's fast-paced script set out for revenge on the men who had caused him to lose his right arm during a gun battle eight years earlier. Now, he has escaped prison and returned to the scene of his capture. Quicker than you can say "Comb the hills, men," the villain, convincingly played by Henry Corden, has killed two men by blasting off their right arms. His vengeance still not complete, Lefty nabs as a hostage the young son of the Restless one's best friend, recently deceased. Child hostages are not generally acceptable devices in television, but in this case viewers are confident that John Payne will not only save the boy, but send the mad villain to his demise.

So much is predictable, but the hero's method is more remarkable. He comes up with a nifty psychological ruse that catches killer Corden flat-footed. Mr. Payne laughs when Corden tells him to hold out his right arm. Then he drops his jacket to reveal an empty right shirtsleeve. The trick works, and as the star makes a lightning draw from under his shirt, Corden falls from a single, clean shot.

Western addicts are tough hombres to please, but even the most calloused easy-chair cowboy must have been satisfied with this one.

Production costs: Approximately $37,000.
Sponsored by Procter & Gamble through Leo Burnett, and Sterling Drug through Dancer-Fitzgerald-Sample on NBC-TV Mon. 8-8:30 p.m. Started Sept. 22. Episode of Nov. 24, "No Way to Kill," written by John Falvo.
Executive producer: John Payne; producer: David Dortort; director: Edward Ludwig; assistant directors: Edward Ludwig and Dolph M. Zimmer; writers: various.

PLANS FOR YOUR FUTURE IN THE FIRST



QUARTERLY REPORT

On eight pages
starting page 31


12
57
60



We're switching signals in BUFFALO

On November 30, ABC Television will unleash the slickest, fastest-moving array of entertainment in TV today – over a brand-new affiliate in Buffalo! Now Station WKBW-TV (Channel 7) will be carrying the whole exciting line-up of ABC programs, from All-Star Golf to Zorro!

This hikes the number of ABC-TV's primary affiliates to 88 . . . with a coverage of 86.5% of the TV homes in America (96% counting delayed broadcasts).

And Buffalo is a hotbed of consumer enthusiasm! Ranks 14th nationally in total retail sales! Delivers 517,000 TV homes – plus countless viewers in Toronto and the surrounding areas of Canada.

Prediction: We'll hit pay dirt in Buffalo. And so will our advertisers.

ABC TELEVISION

WILS
5,000
LIVELY WATTS
LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

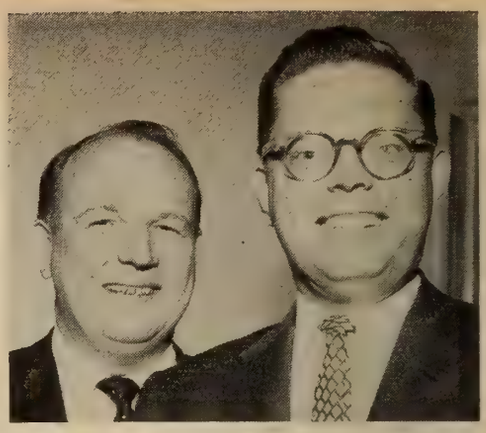
WILS
music news sports

ASSOCIATED WITH PONTIAC'S
WPON

82

OUR RESPECTS

to John Dexter Langlois and Cyril Ouellette Langlois Jr.



John and Cy Langlois Jr. consider themselves lucky fellows. There are two sons to fill the ample shoes of their late father, Cy Langlois Sr., a founder in 1935 of Lang-Worth Feature Programs, New York, pioneer radio transcription company [OUR RESPECTS, March 25, 1946].

The brothers vary in temperament and appearance. Their friends and business associates say that John, the older son (above, left), physically resembles Cy Sr., who was built solidly. Cy Jr., on the other hand (above, right), is a trim young man, but like his father, is more outgoing and demonstrative than John.

"We get along fine," John says, "because we keep out of each other's hair."

John is president of the parent company, Lang-Worth Features, and Cy is president of Langlois Filmusic Inc., which was formed three years ago to supply background music for feature, industrial, educational and documentary films and tv commercials. Each is a vice president of the other's company and each also is a vice president of another Langlois enterprise, Metropolitan Sound Service, New York, a recording company. The latter organization is headed by Winifred O'Keefe, who began her career with Lang-Worth in 1935 as secretary to the late Mr. Langlois (he died in June 1957) and now is a vice president of the parent company.

Lang-Worth is regarded as the backbone of the Langlois enterprises. Its present structure mirrors the changes in the radio industry over the past decade. Originally Lang-Worth functioned primarily as a musical transcription library firm to radio stations and also as a producer and distributor of syndicated radio programs. The advent of the long-playing album and the growing practice among some recording companies of providing stations with records at little or no cost convinced the Langlois family two years ago that the company had to adopt a new approach. It decided on a new service called "Radio Hucksters and Airlifts," which supplies local radio stations with 20 categories of commercials.

The service consists essentially of a library of transcribed commercials, covering 20 categories of local businesses (oil, automobiles, retail stores, food etc.), and is designed to help the radio station sell the local advertiser by offering professionally-written jingles that often cannot be produced on the local level. John reports happily that business this year is expected to be 22% ahead of 1957.

Cy confesses ruefully that Langlois Filmusic is faring "about the same" as last year. He believes the recession still in force during the first half of 1958 hurt the film business generally but he is confident that the current business upswing will be reflected in an improved picture the beginning of next year. Many of Filmusic's clients, he points out, are business firms which order background music on a licensed basis for their industrial films or tv film commercials and programs.

Metropolitan Sound Service serves as the common link between Cy's company and John's organization, recording background music for the former and commercials for the latter. In addition, Metropolitan records for many of the well-known labels and for organizations that require jingles or commercials.

John Dexter Langlois was born in Detroit on Dec. 16, 1918. The family moved to Great Neck, L.I., when he was 3. He attended New York U. in 1938-39 and left college to accept a position in the sub-contracting section of the Grumman Aircraft Engineering Corp., Bethpage, L.I. He remained with Grumman until the end of 1945 when he joined Lang-Worth as a salesman. He was named sales manager in 1950, secretary-treasurer in 1952 and president in 1956, when the elder Mr. Langlois went into semi-retirement.

John married the former Ruth Kennedy, a classmate at Great Neck High School, in November 1941. They live in East Williston, L.I., with their three children—John Jr., 16, Jeanne, 13, and James, 5. John is a member of the Radio & Television Executives Society and the Hempstead (L.I.) Golf Club.

Cyril Ouellette Langlois Jr. was born in New York City on March 30, 1922, and was raised in Great Neck. He attended the U. of Rochester for three years and left in 1942 to accept a post with the engineering department of Fisher Body Div., General Motors Corp., Detroit. He remained with Fisher Body until January 1946 when he joined the family business. Initially, Cy was involved with production, then moved to sales, and became head of Langlois Filmusic three years ago.

Cy, who is unmarried, lives in Massapequa, L.I. He enjoys boating, water skiing and hunting, and has a farm in Rutland, Vt. He is a member of RTES.

FIRST IN THE HEART OF DETROIT BECAUSE . . .

WKMH*

DOES MORE FOR DETROIT

*EXAMPLE: **dramatic on-the-spot news coverage with the**

MOBILE NEWS CRUISER

on call 24 hours a day

A WKMH EXCLUSIVE

Whenever and wherever news occurs, the WKMH Newscruiser gets there in a hurry —gets the facts FIRST with dramatic on-the-spot coverage. Constantly on the prowl from 7 a.m. to 6 p.m., the Newscruiser's two radio reporters are on 24-hour call, assuring listeners of "red-hot" newscasts. In the Detroit area, the WKMH Mobile Newscruiser and Public Service go hand-in-hand . . . one more reason why WKMH is FIRST in the heart of Detroit!

WKMH

DETROIT • DEARBORN

John Carroll
Managing Director

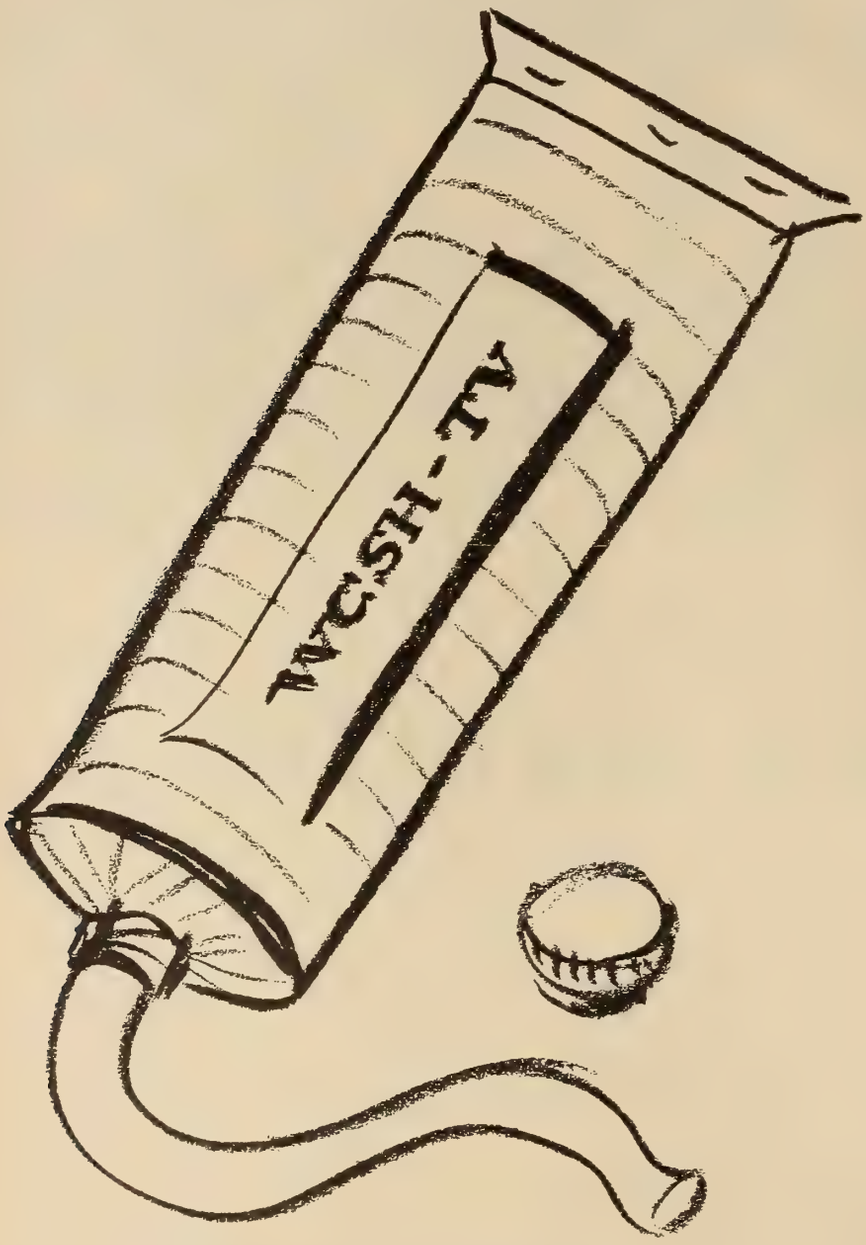


RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. FRED A. KNORR, PRESIDENT
REPRESENTED BY HEADLEY-REED

WCSH-TV 6

NBC Affiliate **Portland, Maine**



(WITH PD-6)*

*Our special ingredient is not a secret. It's the "Program Dominance" of 6 . . . a marked viewer preference for the programs of Northern New England's service-minded NBC outlet.

This viewer preference has been established by five straight years of surveys and was most recently confirmed by NCS #3.

Your Weed TV man can tell you more about the station that squeezes more out of TV dollars.

A matching schedule on ch. 2 in Bangor saves an extra 5%.

The Rines Radio - TV Stations of Maine

WCSH-TV, Portland — WLBZ-TV, Bangor
WCSH-Radio, Portland — WLBZ-Radio, Bangor — WRDO-Radio, Augusta

IN PUBLIC INTEREST

MUSCLE WITH BIG HEART • A large spot order for WVNA Tuscumbia, Ala., from Muscle Shoals Tv Cable Corp. was accompanied by a request that the announcements plug the State Employment Service's Hire-the-Physically-Handicapped organization. The cable company sponsored a Hire-the-Handicapped dance-banquet Nov. 7 that was promoted heavily by WVNA. Proceeds from the event went to Tri-Cities Cheer Club, a group that is doing social work for the physically handicapped. As a result of the dance two handicapped girls were hired fulltime. Muscle Shoals also employs handicapped workers. WVNA is distributing hundreds of painted signs promoting the cause.

TOTTING-UP TOYS • A 14-hour telethon was conducted by WOOD-AM-TV Grand Rapids, Mich., Nov. 22-23 in the station's fourth annual Toys for Tots campaign. The aim of the promotion is to collect 100,000 new or used toys for distribution to needy children at Christmas. As in previous years, the local Marine Corps reserve unit manned telephone switchboards to take pledges of toys from callers and Shell service stations acted as "drop zones" for toys. The WOOD stations' telethon at the Grand Rapids Civic Auditorium was emceed for the fourth year by Frank Sisson, WOOD-TV account executive.

WIVES' BAZAAR • CKNW Vancouver-New Brunswick, B. C., staff wives sponsored an "Orphans' Bazaar" to benefit the local Orphans' Fund. Listeners contributed over $5,000 in merchandise, and national manufacturers and retailers provided prizes. At the end of the two day affair, $12,000 was added to the more than $200,000 that CKNW has raised over a 14-year period for the Orphans' Fund.

CRIPPLE BENEFIT • WPSD-TV Paducah, Ky., and area Lions clubs collected $40,000 for the benefit of crippled children through its *Telethon of Stars*. Personalities appearing on the 12-hour marathon show included George deWitt, Anita Wood, Dorothy Olsen, and Anita Bryant. Crippled Children's Centers in Kentucky, Illinois and Missouri will share in the proceeds.

EXPENSIVE JACK-O-LANTERNS • WKY Oklahoma City d.j. Chuck Boyle raised money for the local United Fund by asking for listener donations of pumpkins, and then auctioning the 14 he received. The pumpkins went to a local children's home, and $261 went to the Oklahoma City United Fund.

SAVINGS FILM • Screen Gems Inc., N. Y., under a grant from the AFL-CIO, has produced a special episode of SG's *Father Knows Best* series, which will be used by the Treasury Dept. in 1959 for its sales campaign on behalf of U. S. Savings Bonds. The program, which will feature such regular cast members as Robert Young and Jane Wyatt, will not be telecast on CBS-TV but will be distributed for presentation before schools, churches, clubs and industrial establishments.

NOW!

the **new VHF giant** changes the TV picture in Buffalo



A brand new image beams its full coverage to over 500,000 TV homes in Western New York and over 475,000 TV homes in Southern Ontario, starting November 30. This powerful signal, of WKBW-TV, will deliver the impact of the ABC network's great lineup of full entertainment . . . exclusively . . . to this primary signal area.

Add to this . . . outstanding new feature films, progressive local programming and personalities, developed to penetrate every TV home in the vast Niagara Frontier . . . and you have the planned format that will put this giant image to work for you . . . selling brand image and product preference throughout the 11 counties of this 14th largest market. See your Avery-Knodel representative for the full story.

BUFFALO'S TOWERING GIANT • 1078 FOOT TOWER 2811 FT. ABOVE SEA LEVEL

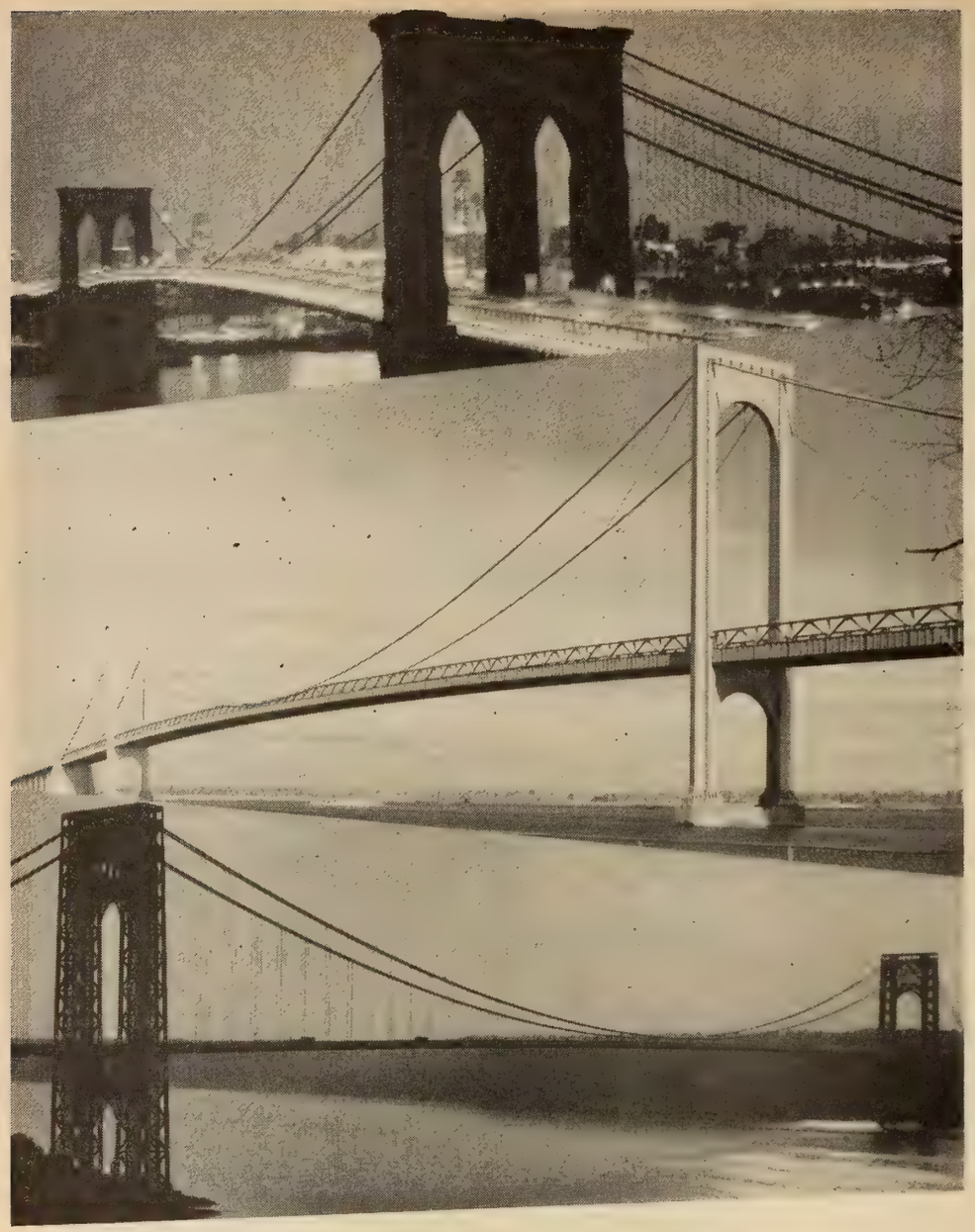
•

OVER 500,000 T. V. HOMES PLUS HUGE 475,000 TV HOME MARKET BONUS IN CANADA

Represented Nationally by

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



NO MATTER HOW YOU STACK'EM...

you'll find the best bridge to the huge New York audience is

wmca

The Voice of New York

wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!



No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales

OPEN MIKE

Gentle Sell for Radio

EDITOR:

WTIK believes you should sell radio at all times. To that end we have designed a wallpaper for radio station lobbies that depicts the industry. The design is musical in connection with radio mike and receivers . . . with a choice of 15 color combinations. The design is under copyright protection and will be available to stations and music stores in volume by Feb. 1 . . . Earlier delivery sketches and samples are available through WTIK.

WTIK Durham, N. C.

Still Much in Demand

EDITOR:

Please send 20 copies of "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20] . . .

Ed Carrell
President & General Manager
WGAD Gadsden, Ala.

EDITOR:

. . . Please send 50 reprints of Wanamaker's story.

Rex Hudson,
Sales Manager
KDAL Duluth, Minn.

[EDITOR'S NOTE: A limited supply of reprints of this department store's sales success is still available at five cents apiece.]

Call to KYA Alumni

EDITOR:

Help, please! KYA, which celebrates 32 years in December, has many prominent alumni and we would like letters, tapes or discs or greetings from them. We're planning a gigantic combination birthday and Christmas programming project.

Mort Wagner
KYA San Francisco

Passes Muster

EDITOR:

. . . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case [1958 YEARBOOK]. You have done a monumental job and I certainly congratulate you and your associates.

Peter M. Bardach
Foote, Cone & Belding
New York

Still More Support

EDITOR:

Please send 50 reprints of your "More Support for Auto Buys on Tv" [LEAD STORY, Oct. 13].

Richard M. Galvin
Richard M. Galvin Assoc.
Baltimore, Md.

EDITOR:

Please send 20 reprints of "More Support for Auto Buys on Tv" . . .

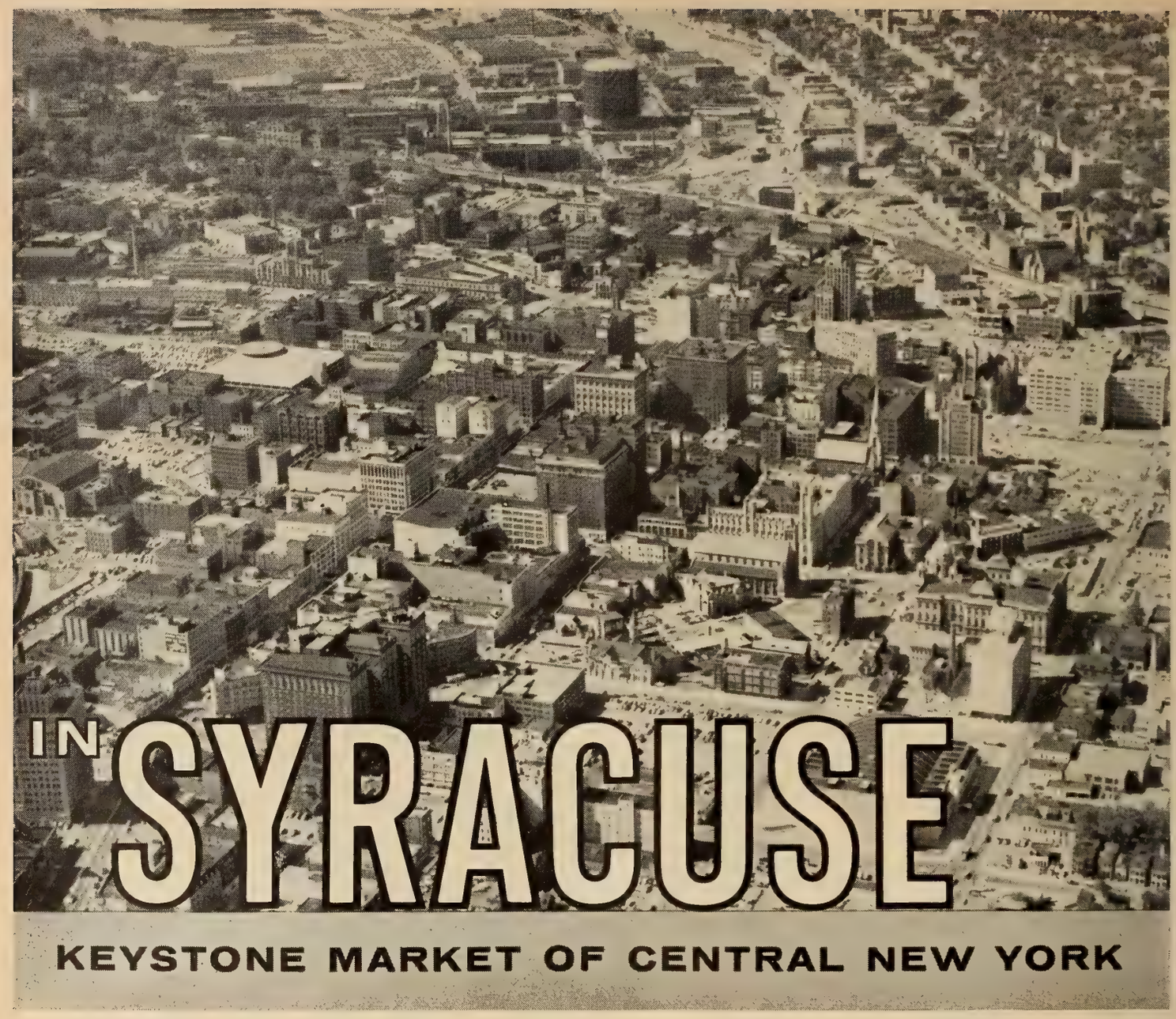
Francis H. Conway
General Sales Manager
WDAU Scranton, Pa.

[EDITOR'S NOTE: Reprints are available at 10 cents each.]

WISH – *radio*
in Indianapolis
proudly announces
the appointment of
EDWARD PETRY & CO., INC.
as national sales
representatives
effective Dec. 1, 1958

WISH- *radio*
INDIANAPOLIS

5,000 WATTS ON 1310 CBS
A CORINTHIAN STATION
Responsibility in Broadcasting



KEYSTONE MARKET OF CENTRAL NEW YORK

WNDR

announces the appointment of

JOHN BLAIR & COMPANY

as national representative

effective December 24, 1958

In New York's thriving upstate region, Syracuse is the vital commercial link between the Hudson Valley and the Great Lakes. Throughout the heavily populated Syracuse area, the 5,000-watt voice of WNDR has a commanding lead in audience—and in selling power. It is the only 24-hour station in Syracuse—the No. 1 Station in the keystone market by a wide margin.

Ask Blair to show you
why major agencies use

WNDR

5000 WATTS OF SELLING POWER!

as the No. 1 test station
in America's No. 1 test market

SYRACUSE

Currently two of America's leading advertisers are engaged in national campaigns based on the conclusive results of WNDR's "Operation Test."

Many cities talk "test-market"—but few can meet the rigid test-market requirements of big agencies. Heading the limited list is Syracuse, for several reasons:

True cross-section—The Syracuse market has typical proportions of town and country, of white-collar groups, of skilled and semi-skilled workers.

Effective coverage—WNDR alone delivers the Syracuse market. It is the only 24-hour Syracuse station—with a long lead in audience and in sales-power.

Well isolated—Syracuse is a key distribution center, sufficiently isolated from the effect of activity in other markets.

Trade contracts—in every major field, WNDR has a close working relationship with distributors . . . vital in getting prompt, accurate sales records.

Get full details on WNDR's complete test package—including before-and-after Trendex surveys, plus up-to-the-minute sales figures. KNOW what your advertising dollars will produce BEFORE you launch a national campaign.



DAY and NIGHT ON KLZ-RADIO THE LINES ARE BUSY!



Pat Gay

CAPTURES THE LADIES WITH THE

PAT GAY SHOW

MONDAY THROUGH FRIDAY

12:05 pm



Starr Yelland

AND DENVER'S MUCH-COPIED

PARTY LINE

MONDAY THROUGH FRIDAY

8:00 pm

Pat Gay and Starr Yelland are two stellar performers who make their top-notch programs the most copied format in America! Pat Gay hosts a brisk housewife's information exchange that is a 100% female participation show with the listener hearing both sides of the conversations. Starr Yelland hosts nighttime's "*Party Line*" with an exceptional suavity that keeps the subject matter, however controversial, in balance and fascinating. Here again the stars of the show are the listeners themselves. BOTH SHOWS ARE TOP-RATED IN DENVER! IN FACT, PULSE (Sept. 1958) REPORTS KLZ HAS AS MANY FIRST RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

CALL KATZ OR LEE FONDREN IN DENVER

KLZ *radio*

560 KC

CBS FOR THE ROCKY MOUNTAIN AREA

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Dec. 6 (7:30-8:30 p.m.) *High Adventure with Lowell Thomas,* Delco Div. of General Motors through Campbell-Ewald.

NBC-TV

Dec. 1-5, 8-10 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Dec. 1-5, 8-10 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Dec. 1, 8 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Dec. 1, 8 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Dec. 2 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 3, 10 (8:30-9 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Dec. 3 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson Co.

Dec. 4 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Dec. 5 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.

Dec. 6 (1:15 p.m. to conclusion) NBC-NCAA football, Gulf Oil through Young & Rubicam, Sunbeam through Perrin-Paus, Libby-Owens-Ford through Fuller & Smith & Ross and Bayuk cigars through Feigenbaum & Wermen.

Dec. 6 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 7 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through Wm. Esty.

Dec. 7 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle, Dane, Bernbach, DuPont through BBDO and Greyhound through Grey.

Dec. 7 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell Ewald.

Dec. 9 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson and RCA through Kenyon & Eckhardt.

Dec. 10 (9-10 p.m.) *Jerry Lewis Show,* Timex through Peck Adv.

YOU NEED TWO TO REALLY GO in Indiana!

To sell Indiana, you need both the 2nd and 3rd ranking markets.

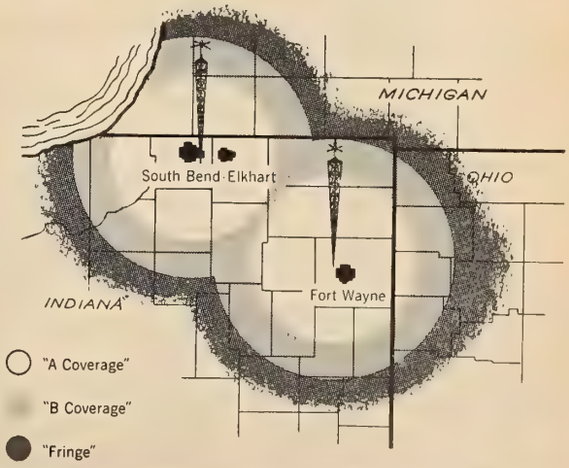
NOW ONE BUY delivers both—

AT A 10% SAVINGS!



Advertisers anxious to gather speed in Indiana, ride double into this lively sales place. They sweep across *two* major markets—Fort Wayne and South Bend - Elkhart—on *one* combination fare which saves 10%. They thus "cut the ice" in a rich interurbia of 340,000 TV homes—bigger than T.A.'s 43rd market*. Over 1,688,000 people—more than Arizona, Colorado or Nebraska. Effective Buying Income, nearly $3 billion—and it's yours with just *one* budget-saving buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*

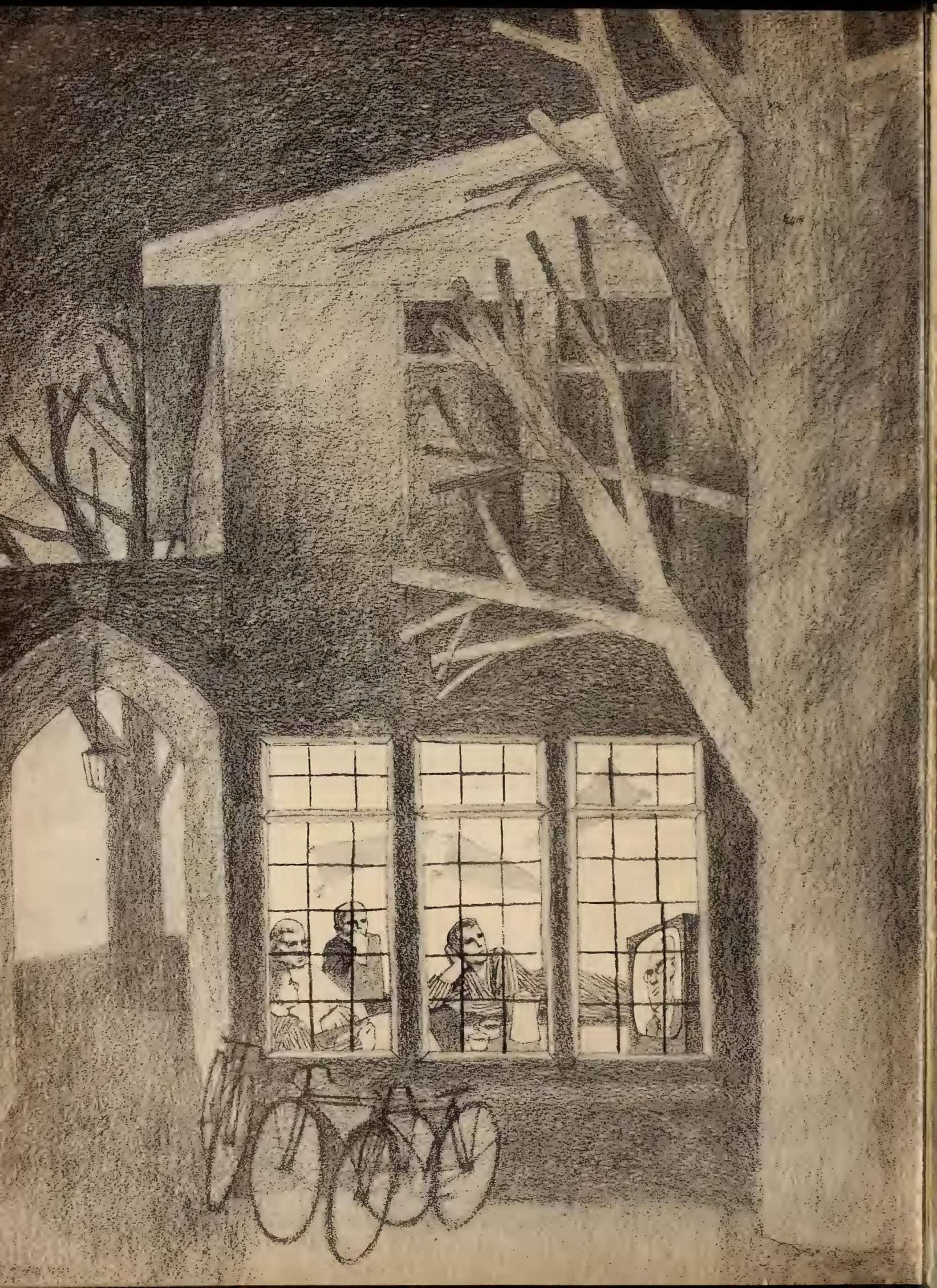


call your **H-R** man now!



wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC





By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science..." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset — the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen...

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 144 stations cleared time for the course; 243 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION • BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR THE ADVANCEMENT OF EDUCATION GENERAL FOODS FUND • INTERNATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION • STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

We value visits with broadcasters

We are proud to number many TV-radio executives among our close personal friends.

An Allen Kander and Company man calling at your office is there to assist you if he can, and he appreciates the time and thinking you give him.

Even though there is no thought of selling a property, exchanges of ideas can be mutually helpful in this fast-moving industry.

As 1958 comes down the home stretch, we treasure the year's correspondence, testifying how our services have been a source of satisfaction to owners and buyers.

We look forward to many years of friendly relations on such a performance record.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	1625 Eye Street N.W.	NAtional 8-1990
NEW YORK	60 East 42nd Street	MUrray Hill 7-4242
CHICAGO	35 East Wacker Drive	RAndolph 6-6760
DENVER	1700 Broadway	AComa 2-3623

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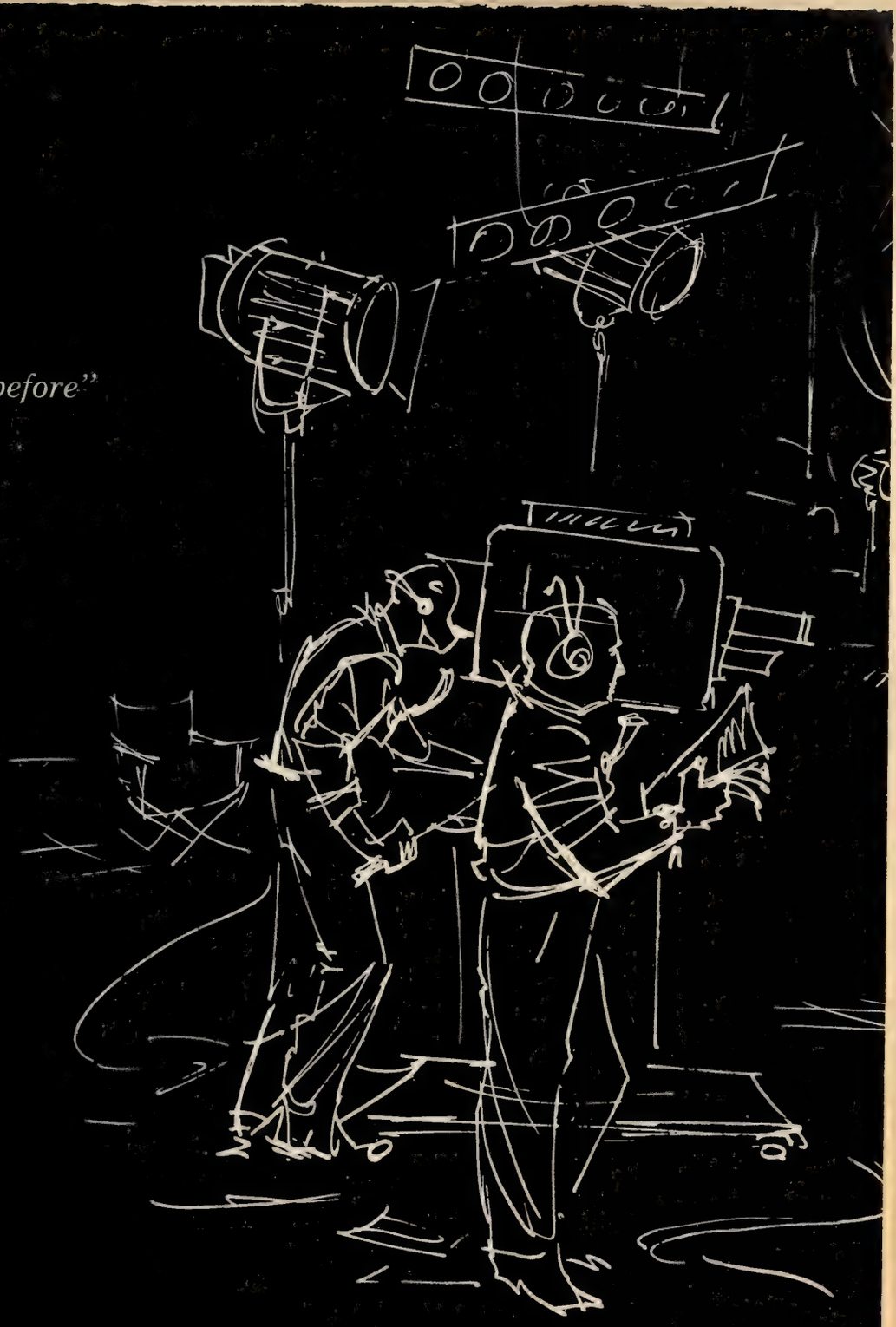
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*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

"Coming events cast their shadows before"



1959's

most significant television news event

signals ITC's **plans for your future..**



For example, in Paris, London, Rom
world-renowned stars, DAN DAILE
JACK HAWKINS are being cast in



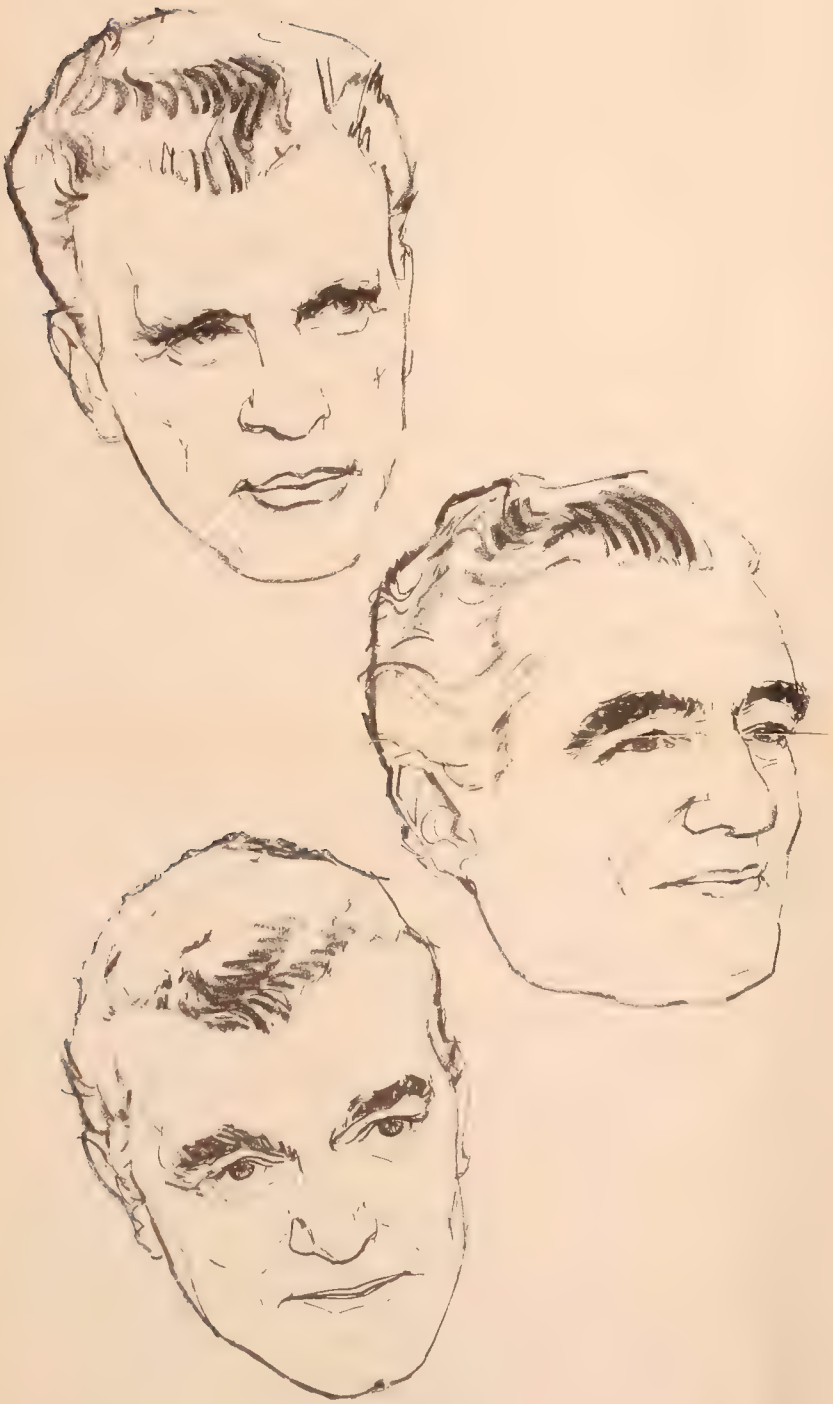
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, VITTORIO De SICA, and
the first of ITC's "series of stature".



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JACK HAWKINS are being cast in



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, VITTORIO De SICA, and
the first of ITC's "series of stature".



This is only one of many productions of magnitude envisioned by **ITC**, Independent Television Corporation.

Less than ninety days ago,
Jack Wrather, Chairman of the Board,
and Walter Kingsley, President of **ITC**, said:
"We're going to provide the television industry
with facilities—sales, service and products—
without equal anywhere throughout the world."

By September 22, another announcement was made of "the first of several expansion moves planned for **ITC** both here and abroad." Jack Wrather and Walter Kingsley stated that **ITC** had acquired TPA, Television Programs of America, Inc., a leading television production and distribution company.

This then is ITC's first "Quarterly Report" to you in the advertising industry.

ON THE NETWORKS:

LASSIE—(CBS) *The Emmy and Peabody Award-winning all-family program!*
Sponsored by The Campbell Soup Company through Batten, Barton, Durstine & Osborn, Inc. Now in its 5th year in television.

THE LONE RANGER (ABC, CBS)—*The first Western and longest run show produced for television!*
Sponsored by General Mills, Inc. through Dancer-Fitzgerald-Sample; The Cracker Jack Co. through Leo Burnett, Inc.; The Nestle Co., Inc. through McCann-Erickson, Inc. and Smith Bros. through Sullivan, Stauffer, Colwell & Bayles. Now in its 25th year in broadcasting—10th in television.

FURY (NBC)—*Consistently delivering a higher share-of-audience than any other network show!*
Sponsored by The Borden Company, Inc. and General Foods, Inc. through Benton & Bowles.

THE GALE STORM SHOW (CBS)—*Instantaneous hit, now sponsored for third successful year!*
Sponsored by The Nestle Co., Inc. through Bryan Houston, Inc. and Lever Brothers Company (to start January, 1959).

IN PRODUCTION FOR NATIONAL SALE:

THE FOUR JUST MEN—Based on Edgar Wallace's thrilling novels, starring Dan Dailey, Vittorio DeSica and Jack Hawkins.

CANNONBALL—Stirring human-interest series about truckers on the highway to high adventure, produced by Robert Maxwell, creator of Lassie.

THE ADVENTURES OF TOM SWIFT—Daring space-age version of the beloved all-American classic.

INTERPOL CALLING—Chilling drama of the international police force.

FOR LOCAL MARKETING:

SERGEANT PRESTON OF THE YUKON—First time available locally after 3 years on CBS Television.

NEW YORK CONFIDENTIAL—Sponsored regionally by D-X Sunray Oil Co., Inc.; Drewrys, Limited.

JEFF'S COLLIE (Syndication title) — the original cast that made *Lassie* the network's most honored show.

ARROW PRODUCTIONS:

SUSIE, re-runs of *Private Secretary*—starring Ann Sothern.
THE ADVENTURES OF TUGBOAT ANNIE
THE NEW ADVENTURES OF CHARLIE CHAN
HAWKEYE AND THE LAST OF MOHICANS
FEATURE ANTHOLOGY
THE COUNT OF MONTE CRISTO
RAMAR OF THE JUNGLE
STAGE 7
THE HALLS OF IVY
MYSTERY IS MY BUSINESS

ITC's objective is to enable you to be a winner in the constant contest for audience.

We think you'll enjoy talking matters over with us when you want to increase your sales—and we'd welcome being of service to you. If you prefer, you can write directly to us. Telephone or wire collect if you wish. We're making 1959 strategy-for-sales plans today. We cordially invite you to join us—to let us make our plans together.

Independent Television Corporation was founded by: **The Jack Wrather Organization.**

Associated Television, Ltd. of England (television station operators, program producers and theater owners in England and, through Broadcasting Associates Pty. of Sydney, television station operators in Australia.)

Carl M. Loeb, Rhoades and Co. (investment bankers.)

The Jack Wrather Organization itself also includes: *Muzak, The Disneyland Hotel,* and, in association with Edward Petry & Co., *KFMB, KFMB-TV,* San Diego, and *KERO-TV,* Bakersfield.

ITC maintains offices in New York, Hollywood, Chicago and London, and has representatives in all important centers in the United States and in eighteen countries throughout the world.

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INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100 — *Walter Kingsley, President*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ONE BIG TALENT UNION IN TV-RADIO?

- **Still big obstacles in the way, but it's strong possibility**
- **SAG votes study to find out if and how to merge with AFTRA**
- **Proponents say rise of tv, videotape are forcing the issue**

The annual membership meeting of the Screen Actors Guild voted last week for an impartial study by an independent research firm to determine the feasibility of a merger of SAG and the American Federation of Television and Radio Artists.

Between them, the two unions represent virtually all the organized performers in television and radio except musicians.

Immediately after the SAG meeting took its action, members of both unions began wondering whether it was a move toward merger or a delaying action designed to postpone amalgamation if not to prevent it.

There were arguments on both sides.

The resolution which was adopted by the SAG meeting on recommendation of the union's board sounded pro-merger in parts. It authorized the "employment of an impartial research organization to make a thorough study of the feasibility of merger with AFTRA and to develop possible merger plans for consideration by the membership." No specific plan now exists, the SAG board pointed out.

But elsewhere the resolution contained references which some of its critics thought were devices to obstruct a merger.

The resolution pledged SAG to invite the other unions in the Associated Actors & Artistes of America, the AFL-CIO parent union of all American actors unions, to join SAG and AFTRA in an expansion of the survey if they are "interested in the possibility of a more extensive merger."

A broad merger of that kind has been studied before. Each time the studies have run up against an insurmountable stumbling block, the diversity of performers represented by all the AAAA unions. Opera singers (members of the American Guild of Musical Artists) have protested they have little in common with acrobats (members of the American Guild of Variety Artists).

Several years ago two universities, Cornell and U.C.L.A., conducted a study looking toward a merger of five branches of the AAAA, AFTRA, AGVA, AGMA, Actors Equity and Chorus Equity. After a year's investigation, the universities came up with a plan that would enable the members of all five unions to carry a single card. But not one of the five accepted the plan.

One reason for the failure of that and other big merger plans is that they have usually called for increased dues, a prospect that strikes members as illogical. They believe a combination of two or more unions into one should effect savings in overhead. As a Hollywood actress lamented last week:

"In recent months my mail has been full of appeals from AFTRA and SAG to support their opposing views about jurisdiction about videotape, and my dues are helping to pay the cost on both sides.

"It's like paying for both armies in a war. It's unfair. More than that it's ridiculous. If I've got to belong to a union to work in live tv and to a union to work in tv films, why can't they both be the same union and why shouldn't my dues in that single union be less than I'm now paying to SAG and AFTRA?"

The answer to that question, at least as far as previous merger plans in the entertainment field are concerned, is that the mergers would call for the employment of more top union executives rather than fewer. At present, the officials of each union and their executive staffs are presumably kept busy with the problems of their members. (If they aren't, if any of them is drawing an unearned pay check, it's a matter to be settled with the union and one that won't be solved by a merger.)

If these officials are needed now to handle the union's problems, they'll still be needed

THE SIZE AND INFLUENCE OF AFTRA AND SAG

AFTRA's membership • It has 12,512 dues-paying members (average during 1958), of whom 5,000 (39%) are in New York, 5,200 (41%) in Hollywood and the rest (20%) elsewhere.

AFTRA's jurisdiction • It has contracts with the four radio networks, the three television networks, 800 transcription companies which produce radio programs and commercials, 300 record companies and with radio and television stations (the number of which AFTRA won't disclose).

AFTRA's fees and dues • Initiation fee is $200 but can be cut by as much as half for a performer who also belongs to another union allied with the Associated Actors & Artistes of America (parent of performer unions). The performer deducts from AFTRA initiation up to $100 of initiation fee paid to the other union. Dues are on sliding scale from $30 a year for members earning up to $2,000 annually to $134 for those earning over $50,000. (Members who pay full dues to another AAAA union pay only half-dues to AFTRA.)

SAG's membership • It has 12,457 paid-up members as of last Oct. 31, of whom 8,726 (70%) are in Hollywood, 2,960 (24% in New York) and the rest (6%) elsewhere.

SAG's jurisdiction • It has contracts with 484 theatrical film companies, supplemental tv contracts covering tv entertainment films with 529 companies: tv commercial agreements with 353, and industrial film contracts with 400. The tv commercial contract is also accepted, by letters of adherence, by 337 advertising agencies.

SAG's fees and dues • Initiation fee is $200 but, like AFTRA's can be cut by as much as $100 for performers who have paid initiation fees to other AAAA unions. Dues are $2 a month.

AFTRA-SAG overlap • AFTRA officials estimate that at least 50% of AFTRA members are also members of SAG. SAG officials claim the figure is lower, that dual memberships run to no more than 3,000-3,500.

after a merger. The very fact of the merger calls for a new set of union officials, a sort of super board to coordinate the operations of the executive in handling the various employment of the various type of members. A general merger of all talent unions would still require officials to handle the problems of each branch of the entertainment business, plus new officials to make overall decisions.

This may be so for a merger broad enough to include both opera and circuses, but it's not necessarily so in the case of AFTRA and SAG, according to proponents of this merger. Here, they say, are two unions whose memberships overlap to an appreciable degree with perhaps 50% of their combined membership holding cards in both unions. And, the argument continues, there is a similar overlap in the problems of the two unions.

AFTRA represents its members in radio and recording and SAG represents its members in theatrical motion pictures, but an increasing amount of employment for both AFTRA and SAG members is in tv where a single contract covering work in both live and film telecasts might be better for both performers than the present arrangement of separate contracts separately negotiated by separate unions.

How Videotape Figures

The matter is brought to a head by the advent of videotape. This new process is not exactly live, not exactly film, but it is definitely television and it seems destined to become a major field for employment for tv performers. Should these performers be represented by AFTRA or by SAG for their work in this new domain? By both, with the division of responsibility? Or by a single union, with jurisdiction over all employment of talent for material recorded on videotape? And if a single union, should it be SAG, AFTRA, or a new union?

At present, employment on programs or commercials taped at stations or networks falls under the jurisdiction of AFTRA. To date, this has constituted most of the VTR employment. But, in its new contract for tv commercials on film, signed by 353 companies producing such commercials and accepted, through "letters of adherence," by 337 advertising agencies SAG included taped as well as filmed commercials [PERSONNEL RELATIONS, March 24]. This traditional decision of union jurisdiction might have continued without undue friction had not a new element been introduced—a company whose sole activity is the production of tv commercials on videotape.

After a number of top-level AFTRA-SAG meetings last spring, SAG firmly—publicly—rejected what it termed an AFTRA proposal for "joint administration of any 'grey' area in the field of taped tv commercials." AFTRA said that was not its proposal, that it had suggested a joint AFTRA-SAG committee to "determine which of the two unions' contracts would cover those studios as they developed [PERSONNEL RELATIONS, April 14]."

The following month [LEAD STORY, May 12], SAG issued an intelligence report that accused AFTRA of first having attempted to seize jurisdiction over all tv and now, after failing there, of seeking to invade SAG's jurisdictional field in videotape.

"It is the guild's belief," SAG stated, "that there is a natural line of demarcation in the field of taped commercials—the first problem to be faced in the tape area. That line is that the live producer (networks and tv stations) using their tape facilities should continue with AFTRA. Studios making commercials on film or tape should fall within the realm of SAG and its contract. True, this will give to AFTRA the overwhelming majority of tape work as it is now being done. However, it is a logical division, based on historical background, and it is true."

SAG went on to recommend that a special committee of its members meet with a similar AFTRA committee to explore this problem. When AFTRA rejected that suggestion, SAG came up with another one: That AFL-CIO President George Meany be asked to arbitrate the dispute, with both unions agreeing in advance to abide by his decision [PERSONNEL RELATIONS, May 26]. Again AFTRA refused. Instead of negotiations or arbitrations, AFTRA went to the NLRB with the petition for an election to determine jurisdiction over the whole field of videotape [PERSONNEL RELATIONS, June 16].

The hearing on that petition is still in progress with SAG and the tv networks opposing AFTRA's request for an election.

Meanwhile, videotape problems have brought contract negotiations between AFTRA and the tv networks to the verge of a breakdown—and a strike—more than once during the past few weeks. AFTRA's network contracts expired Nov. 15; the union's major locals have given the board strike authority and AFTRA members last week were working at the networks under a till forbid arrangement while contract talks continued (see story, page 89).

N.Y. WANTS MERGER

The New York branch of the Screen Actors Guild announced last week that its membership has approved by a 778-148 vote a resolution that calls upon SAG's board of directors to take steps toward implementing a merger with the American Federation of Television & Radio Artists "in the field of television."

A spokesman for the New York branch said the results of the referendum will be forwarded to the guild's board in Hollywood for its consideration. It will be up to the board, he said, to decide if the matter should or should not be placed before the other branches of the guild.

The SAG Meeting

The annual membership meeting of the Screen Actors Guild in Beverly Hills, Calif., last Tuesday took up other matters in addition to the resolution on AFTRA merger (see above).

SAG Treasurer George Chandler reported that residuals on filmed tv shows collected and distributed to SAG members in the 12 months ending Oct. 31 amounted to a record $2,711,134, bringing the total residual distribution to date to $7,501,753. This figure does not include money collected by the guild for the sale of post-'48 theatrical films to television, nor the millions paid directly to guild members in use payments on tv commercials.

Claims for contract violations during the year collected for members totaled $209,483, bringing the total of such collections from the time of the guild's first contract in 1937 to $2,027,887. Despite heavy special expenditures for a health and welfare plan survey and the fight against the right-to-work proposition on the California ballot, the guild wound up its fiscal year with a surplus of $3,621, bringing the SAG total assets to $820,185.

Howard Keel was installed as SAG president, succeeding Leon Ames, who continues as a board member. Other new SAG officers include MacDonald Carey, first vice president; James Lydon, second vice president; Rosemary DeCamp, third vice president; Robert Keith, recording secretary; George Chandler, treasurer; Leon Ames, Sally Blane, Fred Clark, Richard Cutting, Thomas Gomez, John Howard, John Litel, William Lundigan, Gene Raymond, Ronald Reagan, George Sowards, Bert Stevens, James Whitmore, directors for three-year terms; Ann B. Davis, director for two-year term; Douglas Kennedy, Ernie Kovacs, Milburn Stone, directors for one year terms.

Members of the board whose terms did not expire this year are Louise Beavers, Hillary Brooke, Harry Carey Jr., Chick Chandler, Wendell Corey, Richard Crane, Nancy Davis, Ann Doran, Frank Faylen, James Gleason, Ruth Hussey, Louise Laureau, John Lund, Philo McCollough, Jack Mower, Eva Novak, Gilbert Perkins, Walter Pidgeon, Verne Smith, Georgia Stark, Craig Stevens, William Walker, Bill Williams.

Merger Study Resolution

Here is the full text of the merger study resolution voted by the meeting:

"Whereas, consideration of merger without a specific plan for merger is impossible, and there is at present no merger plan which the guild board could submit to the membership;

"Now, therefore, be it resolved, that

"1. The board of directors of Screen Actors Guild recommends to the membership that it authorize the employment of an impartial research organization to make a thorough study of the feasibility of merger with AFTRA, and to develop possible merger plans for consideration by the membership;

"2. The guild shall invite AFTRA to join with the guild in the proposed survey;

"3. Other branches of the Four A's [Associated Actors and Artistes of America, AFL-CIO International parent union of all American actors unions] interested in the possibility of a more extensive merger will be invited to join in an expansion of the SAG-AFTRA survey;

"4. The costs of such survey shall be shared equally by the participating branches."

DURGIN: RESTORE BUYING BASICS

- **Charges tv agencies are neglecting media fundamentals**
- **Tells RTES that program departments are getting most say**

The larger of the tv-minded advertising agencies were charged last week with moving away from "media fundamentals" in their buying decisions.

The assertion was made by Don Durgin, NBC-TV vice president and national sales manager, in a talk Tuesday (Nov. 26) at the Radio & Television Executives Society's timebuying and selling seminar in New York.

Mr. Durgin said he analyzed the top 20



DURGIN: *He'd get back to basics*

of the 50 agencies in network tv billing as reported in BROADCASTING [LEAD STORY, Nov. 24] and found that by his "own estimate" in seven of the top ten agencies in tv billing, "the tv program department has dominant control."

The media department, said Mr. Durgin, dominates in only one of those agencies and "in two the decisions are usually joint program-media department recommendations." In the next ten, he found media controlling in three, program in three and about equal control between media and program departments in four.

He thought that today in the bigger agencies, "it is true . . . the program department-media department tug-of-war is being (or has been) won by the program department. This results sometimes in buying decisions based less on media fundamentals than on subjective judgments."

Mr. Durgin described "fundamentals" as recognizing the "power of the mass audience" or "maximum delivered audience (circulation)." He asserted this should come first, followed later by what he called "secondary considerations": audience and media characteristics (audience selectivity, advantages of one medium as compared to another, etc.).

Circulation and coverage data in the broadcast medium have become "old hat," said Mr. Durgin, with attention drawn away from "fundamentals" and toward attempts "to measure the secondary values more carefully." This trend he found evident in what he believes is a swing to program department dominance in the top tv agencies.

Mr. Durgin said some buyers have concerned themselves so much with "special advertising requirements of different products dictated by their different markets and individual marketing objective," they at times have lost sight of the mass audience. He cited examples of national advertisers on NBC-TV sharing sponsorship of a single show, each with different market objectives, "but . . . in common need to reach maximum delivered audience."

Who Has The Say • He later explained that by "dominance" in an agency's buying decision, he meant which department takes the "lead" in a buying decision or which has the "greatest persuasion or weight in the buying" because obviously both departments must be in accord when a buy is finally made.

In speaking of conflicting media claims, Mr. Durgin acknowledged that there is no single standard to be applied by media, agencies and their clients to determine "relative value of different national media." Moreover, he said, "too much time is wasted in industry trade association boards, panels and subcommittees trying to come up with an all-industry measure that will equate media and measure them on a common base." Such a standard on tv would be of "doubtful value," he said, "because if a particular method would seem to short-change your station, your network, your program, your product, you would have to do a 'pilot survey' of your own and so here we are."

Mr. Durgin assailed what he said was called "the modern media mix" but which he labeled as "mixed-up media mix" because "the emphasis on so-much media strategy today is to be in every possible media rather than reach every possible person."

"It seems to me," he continued, "that the biggest need our modern marketers have today is the need to get back to fundamentals. I am afraid our very progress in media research has caused us to go farther away from advertising fundamentals and has contributed more to our confusion than to our better appreciation and command of the fundamentals."

Client Confusion • Most of Mr. Durgin's talk, some of which followed his speech of a week before in San Francisco, was centered on the confusion of advertisers. Such concepts of "secondary" considerations in buying decisions, and controversies of cost efficiency comparisons between newspapers and magazines, between tv networks themselves, of harping by tv critics, of "editorial" attacks (*Fortune* magazine), and of so-called "high costs of tv" by admen themselves, only compound the confusion of the moment.

Said Mr. Durgin: Concentration on "fundamentals" in media can only result in "more effective media buying" and "less confusion for the advertiser." He suggested that perhaps the tv networks should try to "run a school on tv network fundamentals . . . if the critics of the networks wouldn't come, maybe the advertiser would want to come."

According to Mr. Durgin, the "real advertising frontiers of opportunity in tv" are in "the institutional field, the new class A opportunities at class C rates in sports, in daytime and in Sunday afternoon" or in what he called the "class D proof of tv's prodigious power."

NOT ALWAYS BY THE BOOK

What helps lead to advertiser confusion? It's the so-called "pet buying theory" in television of an agency but which is rejected or put into use in an inconsistent manner. Don Durgin, NBC-TV vice president and national sales manager, included some examples of pet theories and actual practice in his RTES timebuying & selling seminar talk. In slightly condensed form:

• Important Package Goods Agency —Theory: Food product needs "happy show" and can't be advertised effectively on mystery, adventure, western or serious drama. But: In practice client "is in one of the toughest shoot-'em-up shows," other agencies' food clients also are successful in the "taboo" formats.

• Big Madison Ave. Agency—Theory: Most effective tv use is specials with bursts of big impact instead of regular programming. But: Agency is bigger user of programming.

• Important West Coast Agency—Theory: Way to program and sponsor identification is weekly, single sponsorship not on basis of shared, alternate week or participation. But: Tv's economics dictates alternate-week sponsorship as the norm.

• Major Daytime Tv Agency—Theory: Low cost not large audience is key to daytime cost efficiency. But: Actually the most efficient daytime shows are the most costly, big audience shows "which this agency cancelled."

• Important Drug Agency—Theory: Most effective "selling" programs are live shows making for maximum use of live commercials or live lead-ins to film commercials. But: Most drug-sponsored tv shows are on film.

P&G LAPS THE FIELD IN SPOT TV

- **More than doubles second-place Lever buying in quarter**
- **Leading 100 spot tv clients spend $75.6 million in period**

The lion's share of spot television's $113,184,000 revenues during the third quarter of 1958 [ADVERTISERS & AGENCIES, Nov. 17] was accounted for by the top 100 accounts. Their score: $75,633,500.

In its customary position on top was Procter & Gamble, whose $8,336,200 was a comfortable $4.4 million out in front of second place Lever Bros. ($3,966,900).

Television Bureau of Advertising, which released the figures (prepared by N. C. Rorabaugh Co.), noted nine newcomers among the top 100. They were Blue Cross-Blue Shield, Cornell Drug Co., Continental Car-Na-Var, Eversharp, Fels & Co., Holsum Baking-Bakeries, Jackson Brewing, Planters Nut & Chocolate and Taylor-Reed Corp.

Fuller report on the top 100 spot tv clients and their spending, and the breakdown of spot tv by product categories, follow:

QUARTER'S TOP 100

By Company, 3rd Quarter 1958

Rank		Expenditure
1.	PROCTER & GAMBLE	$8,336,200
2.	LEVER BROTHERS	3,966,900
3.	ADELL CHEMICAL	3,291,600
4.	GENERAL FOODS	2,359,500
5.	P. LORILLARD	2,308,400
6.	CONTINENTAL BAKING	2,287,000
7.	BROWN & WILLIAMSON TOBACCO	2,192,900
8.	COLGATE-PALMOLIVE	2,021,800
9.	AMERICAN HOME PRODUCTS	1,991,300
10.	MILES LABS.	1,901,500
11.	CARTER PRODUCTS	1,869,300
12.	WARNER-LAMBERT	1,623,400
13.	INTERNATIONAL LATEX	1,542,900
14.	TEXIZE CHEMICAL	1,277,600
15.	PHILIP MORRIS	1,139,800
16.	AMERICAN TOBACCO	960,200
17.	ROBERT HALL CLOTHES	916,400
18.	FOOD MANUFACTURERS	916,300
19.	ANHEUSER-BUSCH	834,300
20.	GENERAL MILLS	830,800
21.	SUN OIL	781,900
22.	WELCH GRAPE JUICE	766,800
23.	STANDARD BRANDS	764,400
24.	SHELL OIL	763,800
25.	PABST BREWING	753,500
26.	PEPSI-COLA	724,900
27.	COCA-COLA	674,200
28.	R.J. REYNOLDS TOBACCO	646,900
29.	CONTINENTAL CAR-NA-VAR	622,700
30.	S.C. JOHNSON & SON	614,500
31.	HAMM BREWING	601,200
32.	B.T. BABBITT	573,100
33.	WILLIAM WRIGLEY JR.	550,300
34.	SCHLITZ BREWING	540,100
35.	STANDARD OIL OF INDIANA	535,400
36.	CHARLES ANTELL	532,800
37.	NATIONAL BISCUIT	529,000
38.	AVON PRODUCTS	522,100
39.	ANDREW JERGENS	515,200
40.	FALSTAFF BREWING	509,700
41.	REVLON	$506,800
42.	ESSO STANDARD OIL	495,800
43.	U.S. BORAX	490,300
44.	STERLING DRUG	489,700
45.	HAROLD F. RITCHIE	480,900
46.	NORWICH PHARMACAL	467,100
47.	CORN PRODUCTS REFINING	452,100
48.	SCHAEFER BREWING	449,100
49.	PHILLIPS PETROLEUM	445,200
50.	GILLETTE	437,100
51.	DRUG RESEARCH	436,300
52.	EVERSHARP	432,000
53.	PIEL BROS.	428,000
54.	M.J.B.	408,200
55.	STOKELY-VAN CAMP	400,700
56.	J.A. FOLGER	386,500
57.	STANDARD OIL OF CALIFORNIA	386,200
58.	P. BALLANTINE	380,000
59.	DR. PEPPER	377,400
60.	BRISTOL-MYERS	376,800
61.	FELS	376,000
62.	EX-LAX	374,400
63.	ARMSTRONG RUBBER	373,900
64.	H.J. HEINZ	372,400
65.	BURGERMEISTER BREWING	370,200
66.	BLOCK DRUG	368,000
67.	LIGGETT & MYERS TOBACCO	356,700
68.	BORDEN	355,100
69.	HILLS BROS. COFFEE	353,400
70.	MARATHON	351,200
71.	BLATZ BREWING	349,100
72.	CARLING BREWING	341,000
73.	EXQUISITE FORM BRASSIERE	322,700
74.	AMERICAN CHICLE	321,600
75.	SALADA-SHIRRIFF-HORSEY	311,800
76.	NATIONAL BREWING	304,100
77.	MAX FACTOR	299,100
78.	MAYBELLINE	298,800
79.	JACOB RUPPERT BREWERY	294,500
80.	PACIFIC TEL. & TEL.	283,700
81.	KELLOGG COMPANY	282,600
82.	RAYCO MANUFACTURING	$279,100
83.	TIDY HOUSE PRODUCTS	279,100
84.	SAFEWAY STORES	271,200
85.	ATLANTIC REFINING	268,300
86.	TAYLOR-REED	265,700
87.	ATLANTIS SALES	259,100
88.	DUNCAN COFFEE	250,900
89.	GEORGE WIEDEMANN BREWING	249,400
90.	KROGER	249,000
91.	DUMAS-MILNER	246,500
92.	SCOTT PAPER	245,000
93.	CORNELL DRUG	244,600
94.	GENERAL CIGAR	243,900
95.	AMERICAN BAKERIES	240,100
96.	BLUE CROSS-BLUE SHIELD	236,100
97.	PLANTERS NUT	234,900
98.	HOLSUM BAKING	233,900
99.	JACKSON BREWING	231,000
100.	GREAT A&P TEA	228,600

REAPPRAISAL

In the quick recap at presstime of BROADCASTING's annual agency billing survey results [LEAD STORY, Nov. 24], J. Walter Thompson, which at $113.5 million led the top 50 in combined radio-tv billing, was credited with two additional marks it had not quite attained. Though the figures were correct, the agency was misidentified. It was McCann-Erickson, not JWT, which was both runnerup (at $40 million) to Ted Bates in combined spot billing and which tied with BBDO and N. W. Ayer as radio-only leaders. Again though the table was correct in the breakdown of figures, an incorrect set was picked up in the capsule of Lennen & Newell. L & N's combined radio-tv billing: $40.1 million, $30.8 million in tv ($19.1 million in network, $11.8 million in spot); $9.3 million in radio ($6 million in network, $3.3 million in spot).

THE KIND OF BUYING

AGRICULTURE	$ 292,000
Feeds, Meals	195,000
Miscellaneous	97,000
ALE, BEER & WINE	11,610,000
Beer & Ale	11,225,000
Wine	385,000
AMUSEMENTS, ENTERTAINMENT	141,000
AUTOMOTIVE	1,438,000
Anti-Freeze	1,000
Batteries	9,000
Cars	424,000
Tires & Tubes	593,000
Trucks & Trailers	54,000
Miscellaneous Accessories & Supplies	357,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	621,000
Fixtures, Plumbing, Supplies	147,000
Materials	140,000
Paints	250,000
Power Tools	7,000
Miscellaneous	77,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,124,000
Clothing	2,653,000
Footwear	335,000
Hosiery	136,000
Miscellaneous	—
CONFECTIONS & SOFT DRINKS	6,399,000
Confections	2,253,000
Soft Drinks	4,146,000
CONSUMER SERVICES	3,284,000
Dry Cleaning & Laundries	9,000
Financial	525,000
Insurance	733,000
Medical & Dental	33,000
Moving, Hauling, Storage	56,000
Public Utilities	1,504,000
Religious, Political, Unions	235,000
Schools & Colleges	23,000
Miscellaneous Services	166,000
COSMETICS & TOILETRIES	10,980,000
Cosmetics	1,583,000
Deodorants	1,095,000
Depilatories	167,000
Hair Tonics & Shampoos	2,028,000
Hand & Face Creams, Lotions	544,000
Home Permanents & Coloring	1,923,000
Perfumes, Toilet Waters, etc.	155,000

Razors, Blades	545,000
Shaving Creams, Lotions, etc.	387,000
Toilet Soaps	2,387,000
Miscellaneous	166,000
DENTAL PRODUCTS	2,652,000
Dentifrices	2,231,000
Mouthwashes	212,000
Miscellaneous	209,000
DRUG PRODUCTS	8,746,000
Cold Remedies	1,651,000
Headache Remedies	1,563,000
Indigestion Remedies	2,068,000
Laxatives	857,000
Vitamins	464,000
Weight Aids	451,000
Miscellaneous Drug Products	1,492,000
Drug Stores	200,000
FOOD & GROCERY PRODUCTS	25,883,000
Baked Goods	5,315,000
Cereals	2,283,000
Coffee, Tea & Food Drinks	5,580,000
Condiments, Sauces, Appetizers	1,125,000
Dairy Products	1,362,000
Desserts	298,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,470,000
Fruits & Vegetables, Juices	1,780,000
Macaroni, Noodles, Chili, etc.	333,000
Margarine, Shortenings	842,000
Meat, Poultry & Fish	1,519,000
Soups	68,000
Miscellaneous Foods	1,547,000
Miscellaneous Frozen Foods	304,000
Food Stores	2,057,000
GARDEN SUPPLIES & EQUIPMENT	69,000
GASOLINE & LUBRICANTS	5,595,000
Gasoline & Oil	5,350,000
Oil Additives	181,000
Miscellaneous	64,000
HOTELS, RESORTS, RESTAURANTS	102,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	4,434,000
Cleaners, Cleansers	2,756,000
Floor & Furniture Polishes. Waxes	1,364,000
Glass Cleaners	87,000
Home Dry Cleaners	4,000
Shoe Polish	35,000
Miscellaneous Cleaners	188,000
HOUSEHOLD EQUIPMENT—APPLIANCES	940,000
HOUSEHOLD FURNISHINGS	669,000
Beds, Mattresses, Springs	331,000
Furniture & Other Furnishings	338,000
HOUSEHOLD LAUNDRY PRODUCTS	11,581,000
Bleaches, Starches	1,156,000
Packaged Soaps, Detergents	10,025,000
Miscellaneous	400,000
HOUSEHOLD PAPER PRODUCTS	1,048,000
Cleansing Tissues	173,000
Food Wraps	246,000
Napkins	85,000
Toilet Tissue	221,000
Miscellaneous	223,000
HOUSEHOLD, GENERAL	757,000
Brooms, Brushes, Mops, etc.	49,000
China, Glassware, Crockery, Containers	59,000
Disinfectants, Deodorizers	159,000
Fuels (Heating, etc.)	60,000
Insecticides, Rodenticides	379,000
Miscellaneous	51,000
NOTIONS	90,000
PET PRODUCTS	759,000
PUBLICATIONS	87,000
SPORTING GOODS, BICYCLES, TOYS	380,000
Bicycles & Supplies	16,000
Toys & Games	311,000
Miscellaneous	53,000
STATIONERY, OFFICE EQUIPMENT	66,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	378,000
Antennas	4,000
Radio & Television Sets	17,000
Records	219,000
Miscellaneous	138,000
TOBACCO PRODUCTS & SUPPLIES	8,330,000
Cigarettes	7,793,000
Cigars, Pipe Tobacco	514,000
Miscellaneous	23,000
TRANSPORTATION & TRAVEL	631,000
Air	425,000
Bus	50,000
Rail	136,000
Miscellaneous	20,000
WATCHES, JEWELRY, CAMERAS	469,000
Cameras, Accessories, Supplies	75,000
Clocks & Watches	11,000
Jewelry	37,000
Pens & Pencils	323,000
Miscellaneous	23,000
MISCELLANEOUS	1,629,000
Trading Stamps	216,000
Miscellaneous Products	658,000
Miscellaneous Stores	755,000
TOTAL	$ 113,184,000

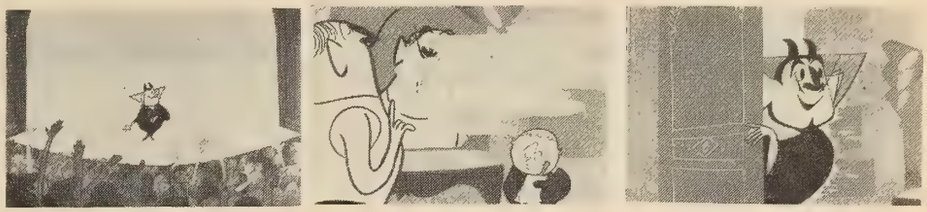
PREVIEW

SARRUT COMMERCIALS GO TO THE DEVIL

The latest of Andre Sarrut's French-produced animated commercials [FILM, Nov 24] to hit these shores is a cartoon for Chicago's Petroleum Heat & Power Co. The "Solar Therm" referred to is a term concocted by PH&P's agency, W.B. Donel Adv., Chicago, to give identification to the product. The sepulchral tones of agency President Marvin Frank are heard in the commercial.

The heat and power firm's $200,000 ad budget is all spent in local radio and television.

Producer of the commercial is Tele-France, a subsidiary of Fred A. Niles Productions, Chicago.



SEQUENCE OF COMMERCIAL: Actor in opera "Faust" takes bows on stage (left picture); goes to dressing room where he declares "I was magnificent tonight!" Reporter there starts interview, stops to comment on how warm room is. Devil actor, disrobing (center), answers "We like it warm here . . . that's why we use Solar Therm." Dressed in ordinary clothes he walks to door, changes back to devil as he exits. Then he puts head back in door, with fires of hell in background (right), and closes: "It's warm where I go because they use solar therm."

Adm. Bell to Address D. C. Admen

Admiral Fred J. Bell (USN ret.), who provided one of the high spots of NAB's Chicago convention last year with his rebuke of broadcasters who allow local auto dealers to engage in unethical advertising, is speaking tomorrow (Dec. 2) at the Advertising Club of Washington's luncheon meet in Washington. Admiral Bell, executive vice president of the National Automobile Dealers Assn., entitles his talk, "Let's Quit Kicking the Auto Business." The session is at the Presidential Arms, 1320 G St., N.W.

Grant Names New York Board, Confirms Bradley Resignation

The establishment of a three-man committee to handle management of the New York office of Grant Adv., effective immediately, was announced last Monday. (Nov. 24) by Lawrence R. McIntosh, executive vice president of the agency in Detroit.

The committee will be composed of John H. Pinto, vice president and creative director of Grant in New York, who will be chairman; Abbott Kimball, vice president and plans board member, whose agency merged with Grant last March, and Lawrence D. Reddy, administrative vice president of the office.

The announcement gave no reason for the change, nor did it refer to the resignation of Paul L. Bradley, who had been vice president and general manager of the New York office. The agency later confirmed that he had resigned on Nov. 21.

In recent months, Grant's New York office has had rough sledding. In July, Grant lost the Florists Telegraph Delivery Assn. account, which was to have billed more than $3 million by the end of this year. More than 90% of the budget was earmarked for television—CBS-TV's *Person to Person* program—but in mid-year, FTDA dropped the program and the agency, later appointing Keyes, Madden & Jones to handle the account. This setback was compounded two weeks ago when Grant, which handles the Dodge Div. of the Chrysler Corp., lost the New York Dodge dealer account ($1 million billing) to the Wexton Co., New York [ADVERTISERS & AGENCIES, Nov. 24].

WHY TV HAS MENNEN IN A LATHER

An old company with youthful push finds tv its ideal ad medium

Shadows from the gaslight danced across the faces of the bustled and derbied townsfolk as they listened entranced to the street corner showman's magic claims for "Sure Corn Killer." Even the minstrels used by this early-day "communicator" to lure an audience appeared hypnotized by the golden words.

This was Newark, N. J., in the late 1870's and early 1880's. And the enterprising pitchman: Gerhard Mennen.

Today the minstrel is gone from the Newark corners. Just as surely has the Sure Corn Killer faded from the scene as America changed from a pedestrian to an automotive nation. But Gerhard Mennen's son and grandsons are still in show business and still selling goods.

Eighty-odd years later, the descendants of Mr. Mennen are still gathering crowds—in cities throughout the United States through the medium of television. The commercials now are being delivered on 15 products, toiletries for babies and men.

The confidence that Mennen places on television is underlined by this statistic: in 1958-59, the company will invest about 75% of an approximate $5 million in tv.

Two weeks ago, William G. Mennen Jr., executive vice president in charge of U.S. and international marketing and advertising, offered this comment on advertising during ceremonies heralding the addition of 130,000 square feet of space to the company's Morristown, N.J., plant facilities:

"The company always has been advertising-oriented from the days of my grandfather, Gerhard Mennen. We believe that one important factor contributing to our phenomenal growth in the past years has been our vigorous advertising program. The power of television has been a dominant factor in the past three years."

Sales volumes of Mennen products increased by 400% between 1941 and 1950 and more than doubled between 1950 and 1955 and increased by another 50% since 1955, Mr. Mennen Jr. reported. Mennen's gross sales for 1958 will be $30 million. He also is convinced that Mennen's expansion has been assisted by the increased male interest in grooming and the introduction of new products.

The company line now includes various baby products (Baby Magic lotion, Baby oil, Baby powder), men's products (shave creams and talcum powders) and deodorants. Grey Adv., New York, handles the babies' and men's products, while Warwick & Legler, New York, handles the deodorants. Grey is the agency of record for Mennen's television activities, although all company products are exposed on the medium.

Prior to 1955, Mennen invested a substantial portion of its budget in radio, starting in 1929. Network programs under Mennen sponsorship included a CBS Radio show in 1931 that featured Ted Husing, Irene Beasley, Freddy Rich and his Mennen Men Orchestra; *Famous Jury Trials* over Mutual in 1936-37; *Captain Flagg and Sergeant Quirt* over the NBC Blue Network in 1941; *Ed Sullivan Presents* on CBS Radio in 1943-44; and in 1945, a saturation schedule of one minute spot announcements on newscasts. By 1955, Mr. Mennen Jr. said, the company had acquired a "valuable franchise" with 94% of early morning news broadcasts on 125 stations. Since that time, Mennen has used radio on a limited basis but plans to step up its participation in 1959 as part of an overall effort to reach "the youth market."

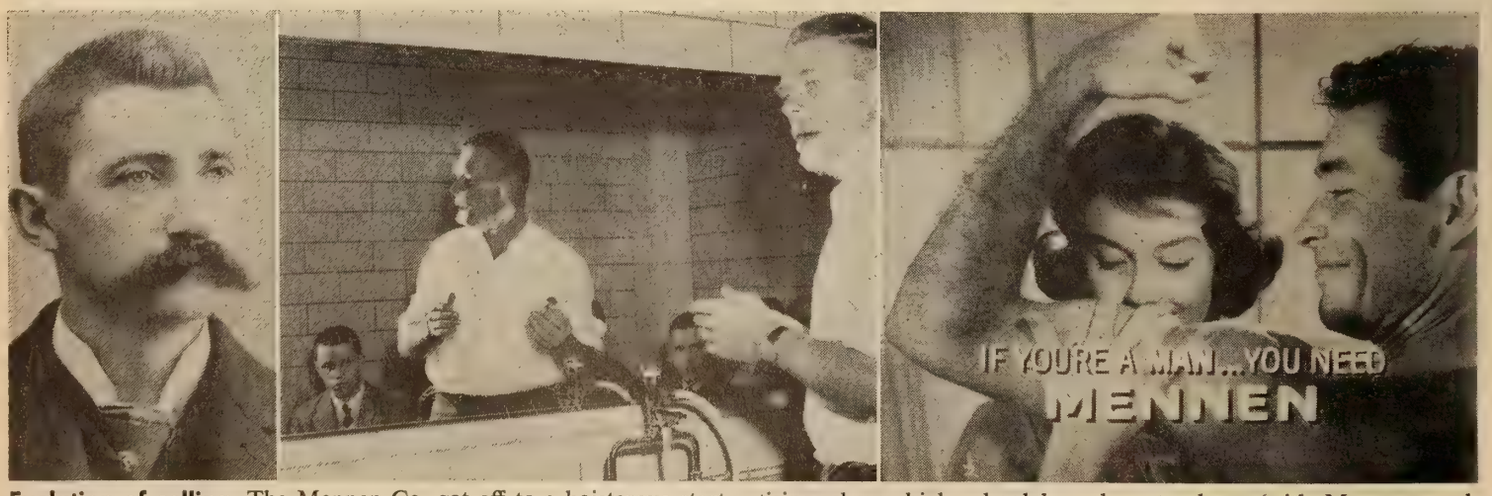
Before 1955, Mennen made only a minimal investment in television. That year the company decided on its first national television property—the *Wednesday Night Fights* on ABC-TV. Mr. Mennen Jr. calls *WNF* "a tremendous salesman" for the three and a half years his firm backed the fights. But this fall, Mennen elected to drop *WNF* and sponsor *Pursuit* on CBS-TV (Wed. 8-9 p.m.) on an alternate week basis (Procter & Gamble and American Home Products share the alternate week).

"We decided on a new property," Mr. Mennen Jr. explains, "because we decided that after more than three years *WNF* had built up largely the same, loyal audience. We believe that *Pursuit* will give us a broader audience and, particularly, a younger audience."

Mennen, assisted by Grey Adv., which handles publicity-promotion for the company, intends to promote the youth phase of the company's marketing objectives by means of a dozen or more "Good-Grooming Seminars" for high school students. This project is being co-sponsored by Mennen and *Scholastic* magazines. Mr. Mennen Jr. and other company officials will participate in the seminars, aimed at showing teenagers how to achieve proper grooming. Portions of the seminars will be telecast locally.

The emphasis on the youth market for 1959 will result in additional spending in radio, according to Mr. Mennen Jr. Though specific plans have not been determined, the company intends to invest in radio programs throughout the country which are popular with teenagers.

The Mennen Co. is still a family-owned enterprise. William G. Mennen, son of founder Gerhard Mennen, is president and this year marked his 50th anniversary with the organization. Another of his sons, George, is vice president in charge of manufacturing. Gerhard Mennen occupied a small store in downtown Newark as his headquarters. Today, counting the recent addition, the Mennen Co. stretches over 400,000 square feet in a modern building in Morristown.



Evolution of selling: The Mennen Co. got off to a boisterous start more than 80 years ago when Gerhard H. Mennen (left) sold "Sure Corn Killer" in his own traveling medicine show. Today, vestiges of personal demonstration persist. William G. Mennen Jr. (center), grandson of the founder and vice president of marketing and advertising, shows high school boys how to shave (with Mennen products) at one of the "good grooming" seminars which Mennen conducts throughout the country. At right is the opening billboard for Mennen Co.'s sponsorship of *Pursuit* on CBS-TV. Television now gets 75% of Mennen's $5 million advertising budget.

wherever they be

it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



If you want to travel in circles — nothing tops the hula-hoop. If you want **the direct line** to the great Negro Community in the 17 county metropolitan New York area — we suggest WOV.

The metropolitan Negro Community is a growing community which has increased in population over 40% since 1951. It's a buying community whose income level rises every year. It's a community on the march whose million and a half people today reside in New York, New Jersey and Connecticut.

WOV is the only radio station in New York that reaches this market IN ITS ENTIRETY.

Why not ask for the complete factual booklet — "Maximum Sales in the Negro Market of New York". It's just completed. It's well worth your study. It's yours for a phone call.

WOV NEW YORK

Representatives: John E. Pearson Co.

NAME THE *NEW* KANSAS NETWORK

KAKE-TV

WICHITA

with Associates

KTVC and KAYS-TV

WIN AN INTEREST IN A PRODUCING OIL WELL!

GRAND PRIZE

"YOUR OWN OIL WELL" **$5,000 CASH** or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of $10,000 or more.

THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value $400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value $100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. Total present market value $100.00.

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, 18 years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation.

Read the facts about the three-station market which now blankets 70% of the TV homes in Kansas . . . then name the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 50-word statement. Mail to NAME THE NETWORK, BOX 8500-A, CHICAGO 77, ILLINOIS, and include your name, address and the company for which you work.

Entries will be judged on originality, uniqueness, and aptness of thought. All entries will be judged by The Reuben H. Donnelley Corporation whose decision will be final. If the winning name is duplicated, final judgment will be on the basis of the originality, sincerity and aptness of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, December 12, 1958, and received no later than midnight, December 19, 1958. Your entrance in this contest constitutes full permission without further compensation for the use of your entry in any way KAKE-TV and its associates see fit.

Winners will be announced on January 19, 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in choosing life-of-the-well income or $5,000.00 in cash. Duplicate prizes will be awarded in case of ties.

NETWORK FACTS:

KAKE-TV, Channel 10, Wichita, went on the air October 19, 1954, an ABC affiliate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature films available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1957 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state.

September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas. Now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can reach 70% of the TV homes in Kansas. This single buy covers an area served by 32 radio stations . . . 36 daily papers . . . and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTVC and KAYS-TV areas, has been known as KAKEland with the KAKEman, a happy little Baker, as a symbol.



KANSAS FACTS:



Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately $3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with $1,369,052,000 in wheat returns alone. (An increase of $284,526,000 spendable income over last year.)



Represented by Katz Agency

'FORTUNE'—AND HOW IT WAS TOLD

- **TvB, CBS slam magazine for what it said—and didn't say—about tv**
- **ABC sees no evil, but calls critical article a 'brilliant distortion'**

Television leaders for the most part last week pounced angrily on *Fortune* magazine's article attacking television's present and questioning its future [ADVERTISERS & AGENCIES, Nov. 24].

In a detailed rebuttal, Television Bureau of Advertising charged the article omitted pertinent information and couched much of what it did say in a "near-pathological vocabulary." A CBS-TV inter-office memo analyzed and rebutted the article point by point. Brig. Gen. David Sarnoff, RCA board chairman, sent off to *Fortune* head Henry Luce a sharp letter denying he'd ever made a "plumber and pipe" statement attributed indirectly to him in the magazine. On another tack, ABC-TV President Oliver Treyz called the *Fortune* piece "a brilliant distortion" but disagreed "that *Fortune* was out to axe the networks."

TvB Counterattack • President Norman E. Cash, holding that "the entire business fraternity should be deeply concerned with the superficiality" of the piece, asserted: "We at TvB have always respected *Fortune's* objective analyses of other industries, but now that we have had an opportunity to see *Fortune's* analysis of an industry of which we have first-hand working knowledge, we must begin to question the thoroughness of these other industry analyses."

Mr. Cash said it "is both our duty and obligation to report some of the information we previously provided *Fortune* which failed to appear" in the piece. Among his points:

Of *Fortune's* statement that network profits had dropped from $85 million to $71 million, TvB said *Fortune* failed to mention networks' investments in new programs and facilities and video tape and color, which "can easily account for much of the $14 million profit decline and attest to their interest in better servicing the advertiser and the public."

Fortune compared tv profits with those of "the 500 largest industrial corporations" but not with other communications media, TvB continued, adding: "Such a comparison, if restricted only to the *Time-Life-Fortune* block, would have shown a decline of over $17 million in the first 10 months of 1958 revenue . . . with no published information concerning profit from this revenue."

Fortune's point that some time periods and programs were late in becoming fully sponsored this year, the TvB statement said, "completely overlooked and showed no apparent appreciation of the third-quarter recession which hit many industrial companies and delayed their future advertising plans in all media. . . . Equally overlooked was the fact that advertisers invested 5.5% more dollars in network television in the third quarter of 1958 than in the third quarter of 1957."

To the article's assertion that tv audiences are near saturation, TvB countered: ". . . If television homes increase by only 1% this year, it would be a bigger increase than *Fortune's* circulation level attained in 30 years."

TvB maintained that *Fortune* presented no evidence to back its claim that "the audience is getting choosier." Nielsen figures, according to TvB, show time spent viewing went from 4 hours 5 minutes a day in 1955 to 5 hours 9 minutes a day for the full year 1957. "The increase in network audience of 9% in the first 10 months of 1958 vs. the same period in 1957 has also been censored from *Fortune's* article," TvB declared.

Of the article's reference to Philip Morris' dropping *I Love Lucy* "because it wasn't selling cigarettes," TvB asserted: "*Fortune* ignores Philip Morris' current expenditures of $6,346,317 (Jan.-Sept. 1958) in television and *Fortune* also ignores the rapid re-sponsoring of *I Love Lucy* by other advertisers."

TvB continued: "Cadillac and Pontiac are cited as examples of automobiles not using television. In the 1951 *Fortune* article [on tv], they called attention to Chevrolet cutback in television and forget that in 1958 Chevrolet sponsors more television than ever."

CBS analysis • The CBS-TV inter-office memo analyzing the *Fortune* piece concluded that "the most important initial comment to be made is that this is not basically an original article." Side-by-side the analysis then compared some conclusions found in *Fortune's* 1951 anonymous article on "Tv's Time of Trouble" and the December 1958 piece by Richard Austin Smith.

Quotes from the 1951 article for which CBS-TV found comparable conclusions in the latest piece included: "An important percentage of the major tv market areas are already close to saturation"; "Tv's novelty is no longer glittering enough to mesmerize just any advertiser into continuing a $100,000 program"; "potentially subscription tv can open up a whole new world for movies and education . . ."

The CBS-TV study cited the latest *Fortune* article's assertion that "few tv dramas have ever received such nationwide acclaim" as Orson Welles' *Fountain of Youth* tv show. The memo said that "among the quotations from the reviews [author Smith] adduces in support of [his] statement, none can be found from *Time*, *Broadcasting* or *The New York Times*. . . . *Broadcasting* and the *Times* didn't review it at all."

CBS-TV's study considered the article's reference to tv's "exotic economics" as "basically a forecast" even though "presented as a verdict."

To the article's talk of a tv "profit slump" this year, the memo offered rebuttals similar to those advanced by TvB, and added that Author Smith "neglects . . . to discuss the number of magazines that have been forced by economic crisis to merge or simply to go out of existence. . . . Nor does he make any mention of the fact that last year's income slump in television was due very largely to one company's troubles and that CBS has just posted the largest nine-month earnings in its history."

The memo offered these answers to *Fortune's* references to "a cost-price squeeze": "CBS Inc. revenues for the first nine months of 1958 indicated a 9.2% increase over 1957. Profits reflected a 20% increase. Television network and station operations were the primary contributors to this increase. The CBS-TV network during this period spent nearly 10% more for programs than in 1957."

The CBS analysis said, "The most in-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Nov. 14-Nov. 20. This is how they spent their time:

72.6%	(91,422,000) spent	2,131.0 million hours†	WATCHING TELEVISION
58.3%	(73,415,000) spent	1,007.8 million hours	LISTENING TO RADIO
83.2%	(104,770,000) spent	448.2 million hours	READING NEWSPAPERS
35.8%	(45,082,000) spent	220.9 million hours	READING MAGAZINES
26.8%	(33,735,000) spent	390.2 million hours	WATCHING MOVIES ON TV
20.7%	(26,026,000) spent	105.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

credible and at the same time unexpectedly impressive testimonial to the strength of television comes in Mr. Smith's citing of [Albert] Sindlinger statistics in an effort to prove that the Edsel spectacular with Bing Crosby and Frank Sinatra cut the market for the car from 191,000 potential sales to 88,000. Mr. Smith is here postulating that television had such penetration that a single show was able to change the minds of half of Edsel's supposed customers."

"Another example of the never-never land in which *Fortune* seems to be operating is a single paragraph which first says that Hazel Bishop was ruined by television and then, a couple of sentences lower down—in the very same paragraph—quotes Sindlinger saying television 'is spectacularly good for such items as cosmetics, coffee and soap.' Hazel Bishop, of course . . . is a far more convenient example of a cosmetics-in-television, from *Fortune's* point of view, than Revlon. Revlon is a far bigger company and was made as big as it is by its brilliant use of television."

ABC-TV position • Oliver Treyz, president of ABC-TV, said: "The *Fortune* piece, for the most part, is a brilliant distortion.

"However, we disagree with the reports that *Fortune* was out to axe the networks. We acknowledge that *Fortune's* treatment is sincere. But *Fortune's* evaluation of tv is out of focus paragraph after paragraph.

"For example, *Fortune* describes *The Real McCoys* as a 'sorry' program. On the very day that the issue of *Fortune* was released, the Tv-Q service, which reflects the opinions of the American viewing public, reported that *The Real McCoys* is 'the' favorite program, in all the evening television, of the entire United States viewing public. From the standpoint of serving the public, it is fortunate that the networks program for the American people, not for the editors of *Fortune*."

Sarnoff Writes Luce, Denies 'Fortune' Quote

Brig. Gen. David Sarnoff, RCA chairman of the board, last week denied a statement attributed to him in *Fortune* magazine's article on television. Here is the text of a letter which Gen. Sarnoff wrote Henry Luce, editor-in-chief of *Fortune* (and of other Luce publications):

"An article entitled 'Tv: The Light that Failed', in the December issue of *Fortune*, attributes the following statement to me in relation to network television: 'We're in the same position as a plumber laying a pipe. We're not responsible for what goes through the pipe.' *Fortune* does not say that I made this statement to any of its representatives. It says that it was the 'viewpoint' I 'once expounded' to John Crosby. Yet it quotes *me*.

"I categorically deny that I ever made the quoted statement to John Crosby or to anyone else. It is in direct conflict with my convictions and record.

"On various occasions I have compared the transmission facilities of wireless communication to a system of pipes laid by a plumber. For example, in an address I made at John Carroll U. in Cleveland, June 12, 1950, I told the following anecdote in connection with my early work as a boy in wireless communication:

" 'One night when I came home my mother said that neighbors had asked her what sort of work I did. When she told them 'wireless', they didn't understand and she could not explain it. I said, "Well mother, neither can I, so just tell them that I am a plumber." So the neighbors looked upon the mysterious wireless as plumbing, and actually that was not so far wrong, because ever since I have been laying pipes in space.'

"Never have I disclaimed or questioned the broadcaster's responsibility for the programs he transmits. To suggest that I have done so is to fly in the face of the consistent record of my words and deeds over more than 50 years of my career in radio and television. To cite one of many examples of my statements on this subject, I quote from an address before the Advertising Club of Washington, D. C. on Sept. 20, 1955, in which I said:

" 'Radio-television happens to be an industry and an art whose power for affecting life in all its diversity is almost incalculable. That power implies responsibility, in terms of improving and enriching the nation's life. Under the surface of our busy affairs on the commercial level, we are also engaged in helping to shape contemporary civilization. In the long-run those in the industry who do not take cognizance of this deeper purpose will not survive in this field.

" 'It is well for all of us in the industry, and those utilizing its facilities, to keep clearly in mind at all times the potential for good and evil at our disposal. We must regard it as a public trust, not merely another business. Radio and television are wonder-working instruments in our hands. We must dedicate ourselves to using them well and wisely.'

"My recognition of the responsibility of broadcasting goes back to its early days, when I brought to the National Broadcasting Co. Dr. Walter Damrosch and his *Music Appreciation Hour*, grand opera from the Metropolitan Opera House, Dr. James Rowland Angell, former President of Yale U., to direct NBC's educational programs and Maestro Arturo Toscanini to lead the NBC Symphony Orchestra, the first such orchestra especially created for network broadcasting.

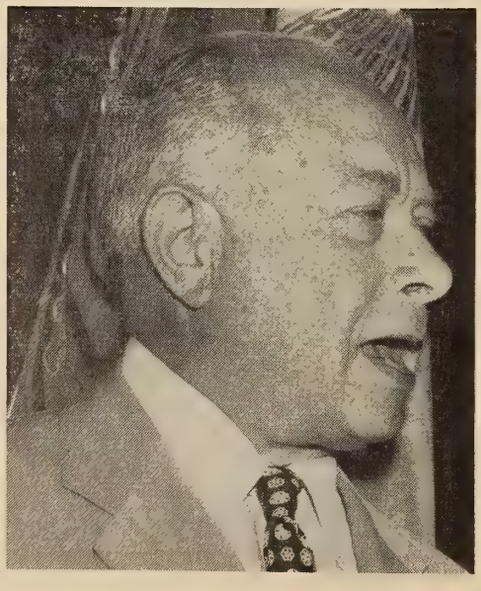
"The same recognition of the broadcaster's responsibilities continues to the present day, and is fully shared by the management of NBC. NBC assumes full responsibility for programs broadcast over its facilities. This responsibility encompasses maintenance of a balanced schedule, consisting not only of broad appeal entertainment programs, but also presentations designed for specialized intellectual and cultural interests. In the latter field, the NBC management consistently encourages and presents such programs as *Continental Classroom*, the NBC Operas in English, *Meet the Press* and a wide range of special presentations embracing great music, the classics of literature, science, news and public affairs. This is the kind of programming that 'goes through the pipe,' and NBC is responsible for it.

"It is interesting to note that the last time Mr. Crosby interviewed me was on July 8, 1953—more than five years ago. This was in connection with an article on broadcasting for your magazine, *Life*. Shortly after the interview he sent me his manuscript of the article for my files. It did not contain either the statement now quoted in *Fortune*. nor anything like it. Mr. Crosby informed me later that *Life* rejected his article for publication.

"Soon afterwards, on Nov. 18 and Nov. 20, 1953, Mr. Crosby devoted two of his columns in the *New York Herald Tribune* to our interview. Neither article contained the statement now quoted in fortune nor anything resembling it.

"If I had made such a statement to Mr. Crosby, surely he would have used it himself in the manuscript of his article submitted to *Life* magazine, or in his own newspaper columns when the interview was still fresh in his mind, instead of having it published secondhand in an article by *Fortune* more than five years later.

"Unfortunately, *Fortune* did not trouble to solicit my views about broadcasting, or even to check with me before quoting me. Had it done so, I would have had the opportunity to correct this obvious misstatement, to present my convictions, and to show how they have been fulfilled in practice. Since this opportunity was not offered me, I request that you publish this letter in full in your next issue so that your readers may be disabused of a false and unfair impression."



GEN. SARNOFF: *Falsely Quoted, He Says*

Jensen Opens Own Agency

Melvin A. Jensen, executive vice president of Robinson, Jensen, Fenwick & Haynes, L.A., has resigned to open his own agency, Melvin A. Jensen Advertising. The address will be 6505 Wilshire Blvd., L.A.; telephone: Olive 3-6910. Louis Wolstoncroft will be office manager.



Music, news and service. KEX creates a fine balance of programming that meets the modern radio needs of the whole Northwest. Seven talented local personalities. A careful musical blend of pop tunes, standards and new releases. Lively on-the-spot local news covered by the outstanding radio news staff in Oregon. Complete, authoritative national and international coverage. Weather and traffic reports, time checks, where-to-go, what-to-do. Vital public service programming. These give KEX a distinct station personality and the kind of appeal that listeners habitually respond to.

It takes a knowing touch to strike the balance that pays off in audience leadership. Like all other Westinghouse Broadcasting stations, KEX has this winning combination. The right local talent. Leadership. Top-rated programs. They go together to serve the people of the area like no other station can. This is why *no selling campaign is complete without the WBC stations.*

KEX Portland, Ore.

Represented by Peters, Griffin, Woodward, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

ARB READY TO DISARM BLOCKBUSTERS

Expanded Arbitron, more frequent measurements to detect rating hypos

The blockbuster is about to lose its boom.

Loaded tv audience ratings hypoed by famous movies during rating week will disappear, according to American Research Bureau. A defense against these blockbusters has been announced by James W. Seiler, head of ARB.

When the defense becomes fully operational in 1959 it will be difficult for one station to buy up enough high-power movie attractions to distort station ratings materially, Mr. Seiler said.

Here are the weapons ARB will use to counter blockbusting attacks:

- A big increase in its new One Week-Four Week rating service, which shows weekly figures and monthly averages.
- Spread of its automatic Arbitron service to three major markets as Chicago and Los Angeles join New York City in providing instantaneous and daily electronic ratings.
- A seven-city Arbitron network augmenting the separate Arbitron reports of the three major markets.

This new ARB rating package, plus publication in its reports of special rating-week promotions by tv stations, will tame the blockbuster in 1959, Mr. Seiler says.

One Week-Four Week is an audience measurement method that combines the advantages of the present one-week rating with a month-long report that can't very well be loaded with spectacular movies.

Arbitron is one of the hottest items in the history of audience measurements [ADVERTISERS & AGENCIES, Dec. 23, 1957]. It is an electronic device that feeds the tune-in of a tv set into a central board where flashing lights show channel selection and changes instantly as they occur. ARB introduced it earlier this year in New York. Timebuyers observe the flashing lights as they study audience tune-in. The board figures are processed overnight to provide daily audience figures for every day of the year.

Another rating-loader, special station contests and promotion during rating week, is handled in a simple way by ARB. Each published ARB rating report contains an announcement of contests conducted by stations during the rating period plus a description of the technique used. Stations dread this publicity and ARB is effectively handling the problem, according to ARB.

ARB's One Week-Four Week plan, like Arbitron, is practically immune to the impact of blockbusting movies, Mr. Seiler said. It is based on a normal one-week rating that puts a direct spotlight on station programming, providing fast reporting based on diaries placed in the homes of viewers. This method has a built-in sensitivity to audience fluctuations.

Back-stopping the one-week ratings is a four-week report that provides averages protected against weather, network spectaculars, contests and special advertising promotions—plus, too, the immunity against blockbusters.

Mr. Seiler said agency timebuyers have been haunted for years by the famous old movies planted during rating week. Stations long have known when ARB diaries are placed in homes as well as when other research firms are conducting telephone coincidental, aided-recall and other types of surveys.

The famous movies of the past, rich with glamorous talent and backed by fantastic promotion, leave their impact on survey ratings. Stations not equipped with these costly film libraries often charge that rating-week results simply don't reflect normal listening patterns because programs are loaded with costly films.

For example, a Salt Lake City station in late 1956 featured a rating-week film based on the life of Brigham Young, prompting ARB to conduct a secret week survey in the market for its next report. This study was felt to be relatively foolproof since dummy diaries were used during a month-long test.

Next ARB tried out the One Week-Four Week plan in Sacramento, Calif., as a test. It had been tinkering with the idea for months. The results were used for internal study and never published. In April 1957, the One Week-Four Week plan was tested a second time in Houston. Delighted with the

WHICH WAY IN WICHITA?

An ARB example in Wichita, Kan., viewing during a known rating week and a secret week shows the need for a formula that removes the objections ascribed to a known rating-week survey:

IN ANNOUNCED RATING WEEK: FEB. 11, 1958

THE WICHITA TELEVISION AUDIENCE — Tuesday, February 11, 1958

TIME	PROGRAM	STATION	RATING	Men	Women	Children	Viewers per set.
8:30 P.M.	Bob Cummings	KARD	18.7	32	39	29	2.4
	Warner Bros. Premiere	KAKE	24.1	32	42	26	2.4
	Red Skelton	KTVH	26.4	26	37	37	2.7
	Sets in Use		69.2				

IN SECRET RATING WEEK: FEB. 4, 1958

THE WICHITA TELEVISION AUDIENCE — Tuesday, February 4, 1958

TIME	PROGRAM	STATION	RATING	Men	Women	Children	Viewers per set
8:30 P.M.	Bob Cummings	KARD	28.9	26	52	22	2.2
	Warner Bros. Premiere	KAKE	17.2	32	35	33	2.6
	Red Skelton	KTVH	26.1	34	49	17	2.2
	Sets in Use		72.2				

Special programming involving movie packages was suggested as the reason for the differences between these two one-week surveys taken in Wichita on successive weeks. The Feb. 11 figures are based on ARB's announced rating week. The Feb. 4 figures were taken by ARB during a secret, unannounced week unknown to any station.

IN TULSA: UP & DOWN LIKE GUSHERS

In Tulsa a station had replaced network programs with strong movie programming, *Award Theatre,* with highly successful results, judging by the ratings. The following Tulsa figures were taken over a three-month period:

IN ANNOUNCED RATING WEEK: NOV. 19, 1957

Sets in Use		STATION	RATING	Men	Women	Children	Viewers per set.
7:00 P.M.	George Gobel	KVOO	14.2	33	46	21	2.5
	Phil Silvers	KOTV	9.7	26	37	37	2.3
	Cheyenne	KTUL	48.3	36	30	34	2.8
	Sets in Use		72.2				

IN ANNOUNCED RATING WEEK: FEB. 11, 1958

Sets in Use							
7:00 P.M.	George Gobel	KVOO	6.4				
	Award Theatre	KOTV	37.2	30	38	32	2.7
	Cheyenne	KTUL	28.7	30	28	42	2.9
	Sets in Use		72.3				

ONE WEEK-FOUR WEEK: MAY 1958

Sets in Use		STATION	1 WEEK RATING	4 WEEK RATING	MEN	WOMEN	CHILDREN	VIEWERS PER SET
7:00 PM	Eddie Fisher*	KVOO	13.0	15.0	32	53	15	2.0
	Award Theatre	KOTV	25.0	17.7	32	41	27	2.4
	Sugarfoot *	KTUL	17.6	27.5	31	34	35	2.6
	Sets in Use		55.6	60.2				

* Change in programming during four-week period.



He keeps the kids in Lake View High

His name is Howard Miller. Occupation: disc jockey . . . and salesman for education. Why a salesman for education? Because U. S. Board of Education statistics show a 40% student "dropout" between the ninth and twelfth grades. As the most-listened-to station in Chicago, WIND used its talent to convince students and parents that "the greatest danger is dropout, not fallout." Howard Miller led this drive, turning his tremendous selling power to serve an important community purpose.

Time Magazine calls Miller America's No. 1 disc jockey. He's the kind of top local personality you find on all Westinghouse Broadcasting stations. Personable, talented, colorful—they attract and influence huge audiences. Teenagers listen to them. Adults listen to them. Advertisers love them. This is why *no selling campaign is complete without the WBC stations.*

WIND Chicago

Represented by AM Radio Sales

WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

ROLLER-COASTER RATINGS IN L. A.

	Sets in Use		STATION	1 WEEK RATING	4 WEEK RATING	Men	Women	Children	Viewers per set
9:30 P.M.	Person to Person	1	KNXT	22.3	9.0	42	56	2	2.2
	Big Moment		KRCA	3.5	5.4				
	Feature Film		KTLA	1.8	3.6				
	Date with the Angels		KABC	7.0	8.4	25	57	18	2.1
	Channel 9 Movie Theatre		KHJ	2.6	3.2				
	Big Friday Movie		KTTV	10.6	12.6	32	40	28	2.4
	Crown Theatre		KCOP	5.0	3.0				
	Sets in Use			52.8	45.2				
9:45	Person to Person	1	KNXT	21.7	8.8	40	56	2	2.2

Wide variances in ratings for one week and four-week averages are demonstrated by this Los Angeles measurement in September 1957:

Results for the one-week data were taken from additional sampling placed during the last week of the four-week survey. The program titles are those telecast during this last week. The *Person to Person* telecast was the first of the new 1957 fall series. Audience for this program is shown by the one-week rating of 22.3. The four-week period, however, covered three telecasts of the summer replacement which in a previous month's survey had been rated 6.1. The four-week rating of 9.0 reflects the high average of *Person to Person* and the lower ratings of the summer replacement.

This summary also shows how *Person to Person* cut into the audiences of other programs in the time period. ARB explained an audience evaluation for an announcement, based on the four-week average taken alone, would be understated for *Person to Person* and overstated for any other program during the time period.

results of these two tests, Mr. Seiler and his organization went around to agencies with the figures. Agency people, too, were enthusiastic.

Now Mr. Seiler figures ARB is ready to make timebuyers' dreams come true by offering a new research package designed to silence the blockbuster and beat the promotional gimmicks. In 1959 the complete ARB service will include:

1—Arbitron daily reports based on seven-market network program measurements (New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington).

2—Twice-monthly national network program reports, continuing the existing ARB network reports (principal week and supplementary report for alternate weeks).

3—Three daily Arbitron services in major markets. New York is now operating; commercially service Arbitron reports will start in Chicago Jan. 1, and Los Angeles will follow a little later.

4—Monthly one-week local market reports in the next 17 top markets, similar to the present ARB monthly service.

5—One Week-Four Week reports in 100 markets from two to 10 times a year.

All this adds up to a 150-city package ARB will deliver in 1959, though some parts of the One Week-Four Week project won't be completed until spring.

The One Week-Four Week plan is simple. It is based on ARB's regular diary system by which families keep daily tv tuning records for a full week under supervision of ARB interviewers. An average of 300 usable diaries is obtained in each market during a normal rating week.

One Week-Four Week is based on this type of diary schedule for a market:

√ One week—Full sample of a total of 300 diaries.

√ Three weeks—Additional samples of 75 separate diaries for each week.

The one-week 300-diary provides (1) a rating-week report similar to past ARB reports, and (2) a sample that is then proportionately (one-fourth) combined with the three other weeks, each based on 75 diaries, to produce a fourth-week average based on the equivalent of 300 diaries.

This means there are 75% more diaries tabulated for One Week-Four Week reports than the former single-week study, according to ARB.

Since all studies can be compared on the same base—the individual program ratings — they also permit valid comparisons to be made between various reports which are incorporated in ARB's complete service.

The combined ARB package will be a boon to timebuyers, according to Roger Cooper, ARB station relations director. He said, "Regular research information will now be provided on performance of network and local programs in a large number of markets. This will enable network advertisers to evaulate program performance on a market-by-market basis. The spot buyer can use more facts and less guesswork in choosing best availabilities.

"ARB's complete service will have a tremendous effect on tv timebuying in 1959. A huge part of the tv purchasing dollar is spent in the first 100 markets and four-fifths of these are dependent on One Week-Four Week reports."

"With tv costs steadily rising this flexibility becomes increasingly essential to sound programming and buying decisions."

These are the advantages ARB claims for its newly expanded service and revised techniques.

They provide a potent weapon to combat attempts to pack the rating figures, ARB believes, perhaps performing a statistical feat by reducing the boon of the blockbuster to a futile puff.

The apparent effect of weather conditions on viewing levels was illustrated in a Columbus, Ohio, example. Comparison of sets-in-use for three days of two one-week surveys conducted last summer follows:

Day and Time		Weather	July	Weather	August
Mon.	Noon	Showers	29.0	Fair	21.8
Thurs.	4:30 p.m.	Rain	22.9	Fair	18.0
Fri.	7:00 p.m.	Rain	24.9	Fair	18.8

The one-month test of One Week-Four Week in Houston had showed that the technique is able to detect and measure a variation in program ratings from week to week, whether caused by promotion, weather or other factors. This test convinced ARB that a station can control ratings to some extent by blockbusters and gimmicks. One station increased its 10 p.m.-midnight, seven-day share of audience by 40% during the one-week portion of the survey as compared with its four-week figure. The other stations decreased their shares during the major rating week by 12% and 18%.

ARB felt that by combining Arbitron and One Week-Four Week it could (a) cope



MR. SEILER



MR. COOPER

with rating-week influencing gimmicks and (b) still make possible informed buying of specific programs (and adjacencies).

Agencies voiced enthusiastic approval of One Week-Four Week surveys conducted in over two-dozen markets during a 12-month period starting in May 1957, according to ARB.

EASTERN RADIO COPY NIXED BY STATIONS

- **Strike spots 'unacceptable'**
- **Radio schedules suspended**

Eastern Air Lines—which spends about $800,000 a year in spot radio in 53 major eastern and midwest markets to promote its Miami-bound flights—last week found itself grounded on two fronts: from the air and off the air.

Its 188 planes strike-bound by a walkout of 550 members of the Flight Engineers International Assn. and 5,383 members of the International Assn. of Machinists, Eastern last week tried to tell management's story on its spot schedules. But in numerous instances, the stations prop-washed the copy right back to the agency as "unacceptable." Eastern thereupon asked for a suspension of its contract with these stations pending settlement of the labor dispute. Most stations agreed to this and said they would not penalize Eastern by canceling frequency discount clauses and agreed to "reserve" Eastern's time slots.

With the agency, Fletcher D. Richards Inc., New York, declining comment, it was impossible to determine the number of stations refusing the "emergency copy" (see box), but it was learned there were at least 10-12 stations that wasted no time in grounding the airline client.

Most of the stations queried gave as the reasons for their action: (1) hesitancy to get involved in labor disputes outside the



WBZ Boston threw a whale of a party in Brockton, Mass. On Sept. 22, WBZ aired its first announcement for the Brockton Block Party, a fund-raising promotion to aid the Old Colony Association for Mental Health. Three days and 51 spot announcements later, a crowd of 40,000 showed up. A great community project . . . and graphic proof that WBZ is far and away New England's most powerful voice.

You measure the worth of a station in power, coverage, ratings. That's only part of the story. WBZ, and all the Westinghouse Broadcasting stations, are interested in people and active in community affairs throughout their coverage areas.
This interest gives the WBC stations their character and impact. People believe what the WBC stations say. And that helps you sell. This is why
no selling campaign is complete without the WBC stations.

WBZ Boston + WBZA SPRINGFIELD

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

LUMBER — BLDG. —
HARDWARE SALES
$192,022,000

"PULSE" proves WHLI HAS THE
LARGEST DAYTIME AUDIENCE IN
THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

broadcasting realm, (2) fear of antagonizing unions which might strike the station in a sympathy move, (3) station policy prohibiting use of paid time for non-political, controversial topics, (4) the "inability" to give both sides of a controversy within a minute's time and (5) the problem of granting "equal time."

In New York, citadel of Eastern's operations, only three out of six stations regularly carrying Eastern commercials carried the copy the first day. The morning after, the three—WOR, WCBS and WABC—had second thoughts and asked to be let off the Miami hop. WRCA, WNEW and WMGM carried no Eastern "strike copy." Network-owned stations, had they wanted to carry the Eastern spots, would have been forbidden by the networks. WABC New York, for example, was told by the ABC continuity acceptance department that it could not sanction controversy cropping up in the news program (Eastern sponsors the local Charles F. McCarthy news strip). ABC suggested that Eastern buy a program in which it might fully detail its case but this suggestion apparently was ignored. So was WOR New York's offer of paid "equal time" to the striking unions. (WOR, declining to allow personality John Gambling to become embroiled in controversy, asked the Richards agency to transcribe its "strike commercials"; this suggestion, too, was spurned and the contract suspended.)

Speaking on behalf of three CBS-owned radio outlets carrying Eastern's regular schedule—WEEI Boston, WCBS New York and KMOX St. Louis—CBS Radio vice president Jules Dundes told BROADCASTING: "Its copy went a shade beyond the aspect of merely informing listeners that Eastern's superlative service would be temporarily halted . . . into the discussion of inflammable issues." CBS, he added, "does not sell controversy within a framework of entertainment." It could not be determined whether three CBS radio affiliates—represented by CBS Spot Sales—had accepted or rejected the copy. They are WBT Charlotte, WMBR Jacksonville and WTOP Washington.

It's understood that the agency is particularly vexed over this problem of what to do with long-term schedules in event of unexpected interruption in service. It cannot rightfully ask for "stop-and-go" availabilities much as an umbrella advertiser might demand of a newspaper, nor can its client afford to sustain paid schedules when there is no service to sell. The Richards agency, it is learned, holds no brief against the stations which have rejected its ads, but it is gritting its teeth for being damned both ways.

Explains one station representative: "The agency looks at it this way. They'll read newspaper editorials that more or less echo the commercials and rightfully regard these editorials as something they didn't order or have to pay for. But when they're willing to spend money in order to tell their story to a vast listening public that might not be reached by this paper, they're told they cannot do so. It's tough. . . ."

So would be the lot of the station operator. Said one last week: "Hell, were we to accept this kind of propagandizing in the guise of advertising we'd soon have nothing but hundreds of crackpot groups as well as legitimate organizations buying time under the 'equal time' theory and we'd have little else on the air. . . ."

GROUNDED COPY

Drowned out by the roar of continuity acceptance was this "live" one-minute commercial for Eastern Air Lines, written by its agency, Fletcher D. Richards Inc.:

"Here is a message from Eastern Air Lines to its passengers and citizens of this community. The flight engineers union and mechanics union have refused to accept the recommendation of the President's fact-finding boards and have called strikes against Eastern Air Lines, forcing the company to suspend all operations. The strike of the flight engineers was brought about by the refusal of the union to permit its members to acquire, at company expense, additional flight training which Eastern Air Lines considers necessary for jet operations and which the Presidential Board recommended.

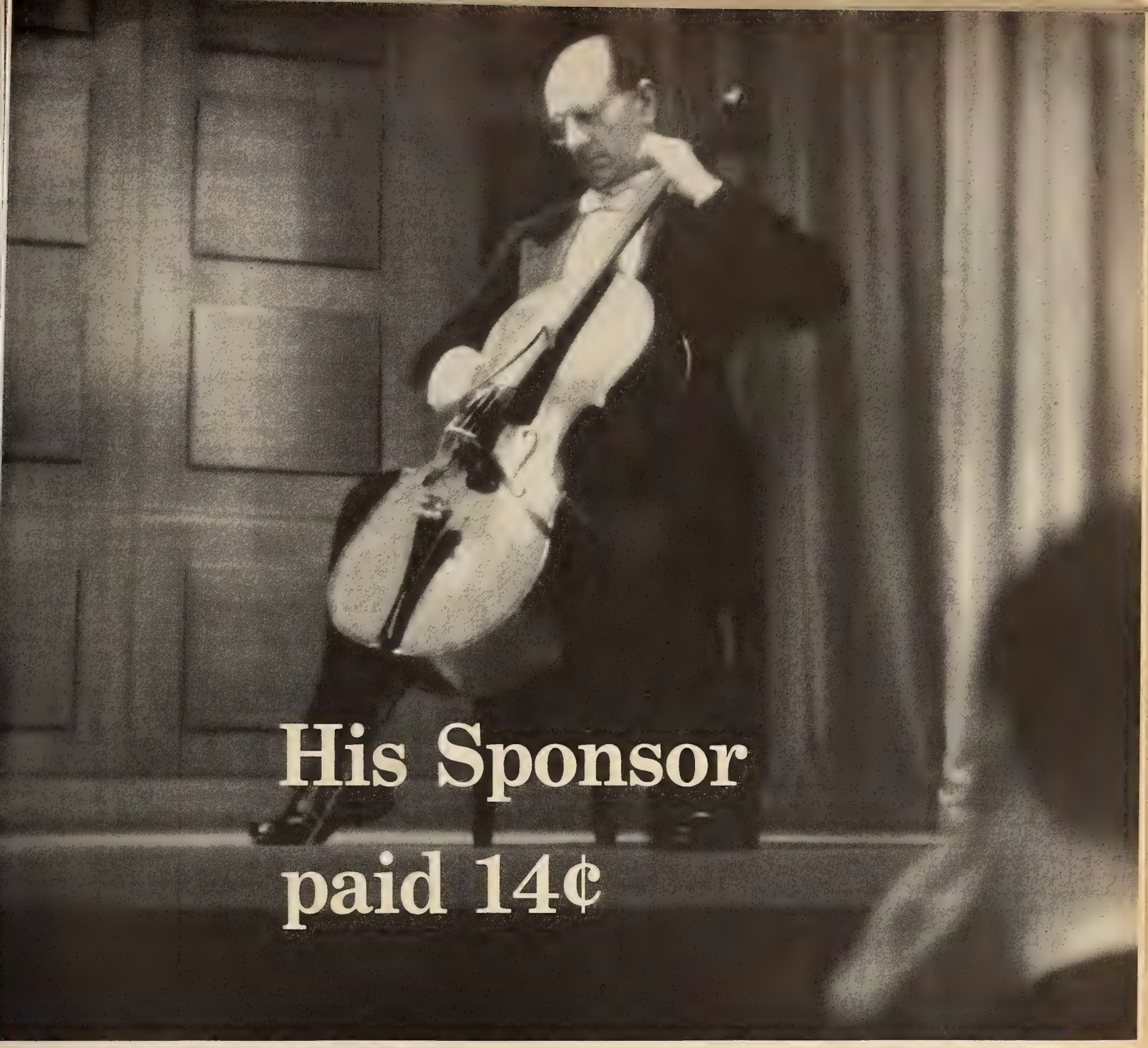
"The International Assn. of Machinists also refused to accept a recommendation of a Presidential fact-finding board and called their members out on strike. Eastern deeply regrets the inconvenience and hardship this unnecessary strike is imposing on its hundreds of thousands of passengers, on the travel and business enterprises which depend on Eastern's services and on Eastern's 60,000 employes. Eastern Air Lines sincerely hopes that the flight engineers union and the International Assn. of Machinists will recognize their own as well as Eastern's responsibility to the public so that service may be resumed promptly."

Nielsen Station Index To Cover 100 Markets

Expansion of the Nielsen Station Index from the present 40 markets to 100 markets by the fall of 1959—whether purchased or not initially—was announced Tuesday (Nov. 25) by Henry Rahmel, executive vice president and broadcast division manager, A. C. Nielsen Co., Chicago. Individual market tv coverage reports also will be made available.

Mr. Rahmel said Nielsen is aiming toward "a complete local television service, reporting on both program audience and station circulation for all tv markets." This combination also will provide full local details on all national, regional and local campaigns to the users of the national Nielsen tv index, he said.

Complete details of the Nielsen expansion are to be disclosed tomorrow (Dec. 2) before the Timebuying Seminar of the Radio



He paid it entirely in pennies. Other sponsors sent nickels, dimes, dollars.
Together they created the Fort Wayne Fine Arts Center, with Radio Station WOWO
and its talent spearheading the drive. For almost a year,
WOWO aired local operettas, symphonies, spots, to build nickel by nickel,
this center that any city would be proud of.

No wonder WOWO gets action. WOWO's powerful 50,000-watt voice creates
its own rich, responsive, three-state market . . . 37th largest radio market in the U. S.
Like all Westinghouse Broadcasting stations, WOWO
wins people because it is dedicated to local needs, tastes, and problems.
People respond to this interest—time after time after
time. That's why *no selling campaign is complete without the WBC stations.*

WOWO Fort Wayne

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

& Television Executives Society of New York. Expansion plans were previewed in a registration Nov. 20 of a proposed public stock offering with the Securities & Exchange Commission [AT DEADLINE, Nov. 24].

In radio, plans are under discussion to update the radio coverage survey, Mr. Rahmel said. Expansion of local program rating service to additional radio markets is "dependent primarily on station needs."

Increased reporting frequency in many markets was cited by Mr. Rahmel, who also said plans are being discussed with advertiser, agency and network clients for fast multi-city service in 8, 12 or 24 markets. Nielsen's instantaneous tv service is to begin commercially in New York by March. Nielsen's Canadian subsidiary plans to begin station audience measurement in Toronto in early 1959 and field work for a radio-tv coverage survey for Ontario is now underway.

Christmas Early in Baltimore As Judge Orders Ad Tax Rebate

Over $1.25 million in advertising taxes collected by Baltimore City during 1958, as of Nov. 20, are scheduled for refund in the wake of an order by Circuit Court Judge Joseph L. Carter, last week.

On Nov. 21 the Maryland Court of Appeals had refused a Baltimore city petition to hear re-argument of the city's tax case. The state court declared the ad tax illegal last month [AT DEADLINE, Oct. 20]. The initial ruling on the ad tax came from Judge Carter last summer, when he declared the tax an impediment to freedom of the press.

Baltimore enacted the tax last November to begin Jan. 1, 1958, but repealed it last spring, effective Jan. 1, 1959. The tax consisted of a 4% levy on the purchases of advertising time and space and a 2% levy on the gross receipts of broadcasters and publishers handling advertising. City officials last week pointed out that they still have 90 days from the time of the Court of Appeals mandate to seek appeal—to the U.S. Supreme Court. Judge Carter's refund order is to be obeyed "on or before Dec. 10."

INTERNATIONAL COUP

Gotham-Vladimir Adv., New York —an international advertising agency which rarely makes domestic news—last week pulled off a coup of sorts by acquiring the complete international advertising program of American Tobacco Co. Previously handled in part by BBDO and a "network" of local agencies, the account is described by Board Chairman Irwin A. Vladimir as "one of our biggest" and with "sizable" broadcast expenditures—particularly in Latin America. All American cigarette products—Lucky Strikes, Pall Mall, dual filter Tareyton and Hit Parade—will be handled overseas by Gotham-Vladimir.

C&W, BBDO CHIEFS LIMIT AGENCY ORBIT

- **Disclaim tastemaking role**
- **Sound off on WNTA-TV show**

Though advertising's prime role is as a mover of goods from shelf or showroom to the consumer, there are limitations to its "influence" in at least three controversial areas: in "upgrading" tv entertainment, in misuse of program ratings and in political campaigns.

This is the substance of a public discussion on a late night, local telecast Tuesday (Nov. 25) in which two well-known advertising agency practitioners participated.

The practitioners: John P. Cunningham, Cunningham & Walsh's board chairman, and Robert L. Foreman, BBDO's executive vice president.

Their Comments:

(1) On lifting taste in tv—Advertisers and their agencies would attempt to upgrade tv considerably, if the demands to sell goods so dictated. But the agency, noted Mr. Cunningham, is not concerned with taking the "lead" because "our job is to adapt the arts toward one purpose: to sell goods."

(2) On program ratings—They are misused by some in the field who pay more attention to "fractional nonsense" than on the light ratings sheds on relative trends, that is, whether a show is going up over a period of time or declining in the face of its competition. So stated Messrs. Foreman and Cunningham, who also agreed that ratings were not, as often charged, "statistically unsound." Stressed was a program which had a specific job to do for the advertiser, irrespective of rating competition.

(3) On political candidates—Mr. Foreman, whose agency has been active in handling campaigns for the Republican party, said that constant "repetitive use" of spots hurts rather than helps a candidate; Mr. Cunningham referred to C&W's current study underway on the "before and after" effects of tv on the New York victory of Governor-elect Nelson A. Rockefeller, saying it was the in-person appearance of the candidate on tv and not the slotting of commercials that made for winning candidates.

Panelists • The program was *Open Mind*, a "talkathon" telecast live by WNTA-TV New York. Last week's show started at 11 p.m. and wound up at 12:15 a.m. Also taking part: host David Susskind, partner of Talent Assoc. Ltd., packager of such network properties as CBS-TV's *DuPont Show of the Month* and *The Armstrong Circle Theatre* (BBDO is agency on both these shows); Martin Mayer, author of the best-selling *Madison Avenue, USA* and Marya Mannes, radio-tv critic for *The Reporter* magazine, and author of *More in Anger* [IN REVIEW, Nov. 24].

During the program, Mr. Foreman, who earlier in the show blamed "publicity" for having perpetuated the "myth" of the adman, admitted that the agency might be "bastardizing" the public arts. He also explained that what might be good in tv programming for DuPont (sponsor of a Susskind series) may not necessarily be good for a soap company (Lever Bros. is also a BBDO client). Mr. Cunningham echoed this sentiment, that the aim of package goods advertisers is to move low-ticketed items off the store shelves and "if you don't reach this mass market," someone else will.

Mass Medium • Television, said Mr. Foreman, is far too expensive a medium to "be selective," in reaching certain types of audiences, and that he "many times" dissuades clients seeking such audiences from using tv "since they would be wasting their money." Mr. Susskind disagreed. Pointing to the low-rating (19.6 Trendex) of *An Evening With Fred Astaire* he said that this "marvelous" show "probably" got "precisely the type of audience Chrysler Corp. wanted to reach" and that many automakers might be sadly mistaken in their "reckless pursuit of millions." This, in turn, led to the question of should carmakers sponsor westerns? Mr. Cunningham said no, feeling that the



MR. CUNNINGHAM



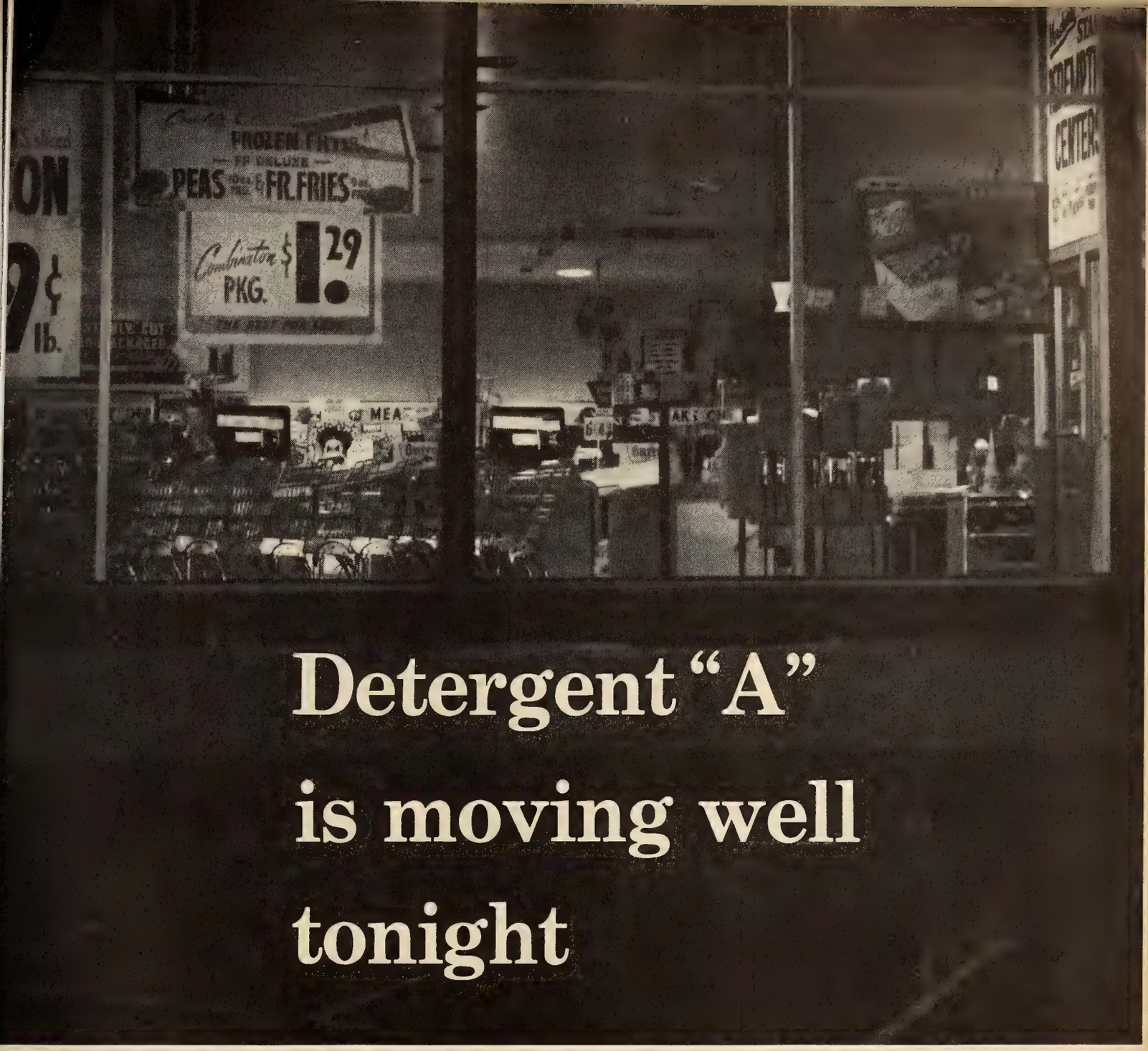
MR. FOREMAN

brand image was lost "by the fact that there are too many" westerns. Mr. Foreman agreed and said it was "madness to set a modern instrument in a period piece" but declined to discuss the "wiseness" of Ford Motor Co. sponsoring westerns and "such bucolic" fare (Mr. Susskind's description) as NBC-TV's *Tennessee Ernie Ford Show*, preferring to leave this matter to Ford (J. Walter Thompson Co. is Ford's agency).

Other Hand • Mr. Cunningham also observed that a major national advertiser such as Ford had advertising in other media, some vehicles seeking the selective audience, while its tv use is aimed for the mass audience. He noted that more men, perhaps the most likely auto purchasers in family groups, like westerns better than any other type of tv program.

He also pointed out that some advertisers have a mass product and want people, while others (such as C&W's Texaco) want to convey an "image." The mass-product advertiser, the two agency men said, cannot afford to select a certain million on tv. If the advertiser sells chewing gum, it wants all the millions.

Both agency executives felt that there should be "some control" to regulate the uneven expenditures of the two political parties and Mr. Foreman, in particular, said that the two-party system was in jeopardy unless "some way is thought of extending similar benefits—in buying of prime network



Detergent "A" is moving well tonight

The store's locked up tight—but tomorrow's sales are being made tonight on KYW's Program PM. Nighttime radio with a difference. Program PM is a magic carpet of sound that travels the listener through the color and variety of life after dark. It follows a squad car's wailing siren. It catches the shrill blast of a trumpet belting the blues. It buttonholes the visiting celebrity. It goes behind the scenes to probe music, sports, theatre, news. And it sells. After a year of operation on KYW, Program PM's share of audience is tops. Advertising revenue for the time period is up 340%.

Program PM sells nightly on five Westinghouse Broadcasting radio stations.
It reflects WBC's belief that, night or day, the key to sales success is creative programming. Radio advertisers buy listeners. They buy more on WBC stations because the imaginative use of radio gives WBC stations undisputed leadership in all their markets. This is why
no selling campaign is complete without the WBC stations.

KYW Cleveland

Represented by Peters, Griffin, Woodward, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



"I" is Intent.

What is he hearing?

A sound in the foreground

Seems to be nearing!

The sound he hears is the FOREGROUND SOUND of KHJ Radio which has been selling Angelenos for a long, long time.

Until a few years ago we at KHJ never thought much about our sound *as a sound*. For more than 36 years we've been programming informative, stimulating radio fare designed to serve as a good deal more than comforting background noise. And the worth of this "Foreground Sound" policy has continued to prove its value to our advertisers in terms of cumulative listening.

Yes, that sound he hears is KHJ Radio ...and the sound that most often follows is that of your cash register.

To underestimate the variety of tastes in Greater Los Angeles is to underestimate KHJ's ability to sell.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



time, for instance—to both Democrats and Republicans."

Mostly Right • Mr. Cunningham, toward the end of the program, admitted that he had "to eat certain words" a year after publishing his *Index of Boredom* [ADVERTISER & AGENCIES, Nov. 17, 1957] but that he was "right" in two out of three cases in that quiz shows and musicals are on the decline. Mr. Foreman suggested the only way to "end" boredom is to devise a rating service to tell the agency what actually is going on before the tv set, "rather than just tell us how many people have their sets tuned in." Mr. Cunningham's final warning: Agencies may be doing too much sledgehammering (repetition) in tv commercials.

Pidgeon, Savage-Lewis Merge; New Research Firm Announced

Two Minneapolis advertising agencies, Vance Pidgeon & Assoc. Inc. and Savage-Lewis Inc., will merge next month, Mr. Pidgeon and Erle B. Savage Jr., presidents of Pidgeon and S-L, respectively, have announced.

Mr. Pidgeon remains as president of the new agency to be known as Pidgeon-Savage-Lewis Inc. Addison Lewis is chairman, Mr. Savage executive vice president, Robert L. Sturgis and Donald C. Allen, vice presidents, Margie M. Saunderson secretary and Eulalia Richardson treasurer.

The internal communications research previously conducted by Savage-Lewis is being handled by a new research-consulting firm—Communications Services Inc. Headed by Don N. Chamberlin, formerly S-L research director. This company headquarters at 10 W. 25th St., Minneapolis.

Pidgeon-Savage-Lewis will have marketing affiliations in 44 markets.

LA RONDE

Woolite, a premium-priced cold-water soap, seems equally adept at washing out woolen socks and advertising agencies. Originally serviced (since 1954) by Charles W. Hoyt Co., New York, the account last year came to the attention of Eugene I. Harrington, then president of Fletcher D. Richards Inc., New York-Los Angeles, while he was on the road for some clients. He liked the product so well he made a pitch at the account—and got it. A few months ago, when Mr. Harrington packed his socks and quit Richards to join Honig-Cooper, Harrington & Miner, San Francisco, he also included a Woolite Travel-Pak and the $500,000 account. Meanwhile, in New York, Hoyt President Everett Hoyt who had missed his supply of Woolite, announced the return of the prodigal account—the sixth account to return to Hoyt after trying other agencies. Woolite Inc. has used "some" broadcast media, principally on a co-op basis with leading department stores. A Hoyt executive declined to identify the other five.

REVLON BUYS SCHICK ON STOCK EXCHANGE

- **Control costs $3.1 million**
- **Merged tv bill: $17 million**

Two major national advertisers—both of whom spend over 60% of their budgets in television—have been married. Rites were performed on the floor of the New York Stock Exchange.

United for "a consideration of" $3.1 million were Revlon Inc.—reputedly the world's largest cosmetics house—and Schick Inc., which claims 35% of the U. S. electric shaver market.

Last Monday (Nov. 24) Revlon president Charles Revson announced his firm had purchased 242,000 shares of Schick stock—or 20% of the Lancaster, Pa., firm's 1.2 million outstanding shares. The preceding Thursday and Friday 124,600 shares of Schick stock had been traded on the exchange floor, closing at $16—up $2 for a new 1958 high. But financial circles believe Mr. Revson and associates picked up their controlling interest at $13 a share at which Schick traded earlier that week.

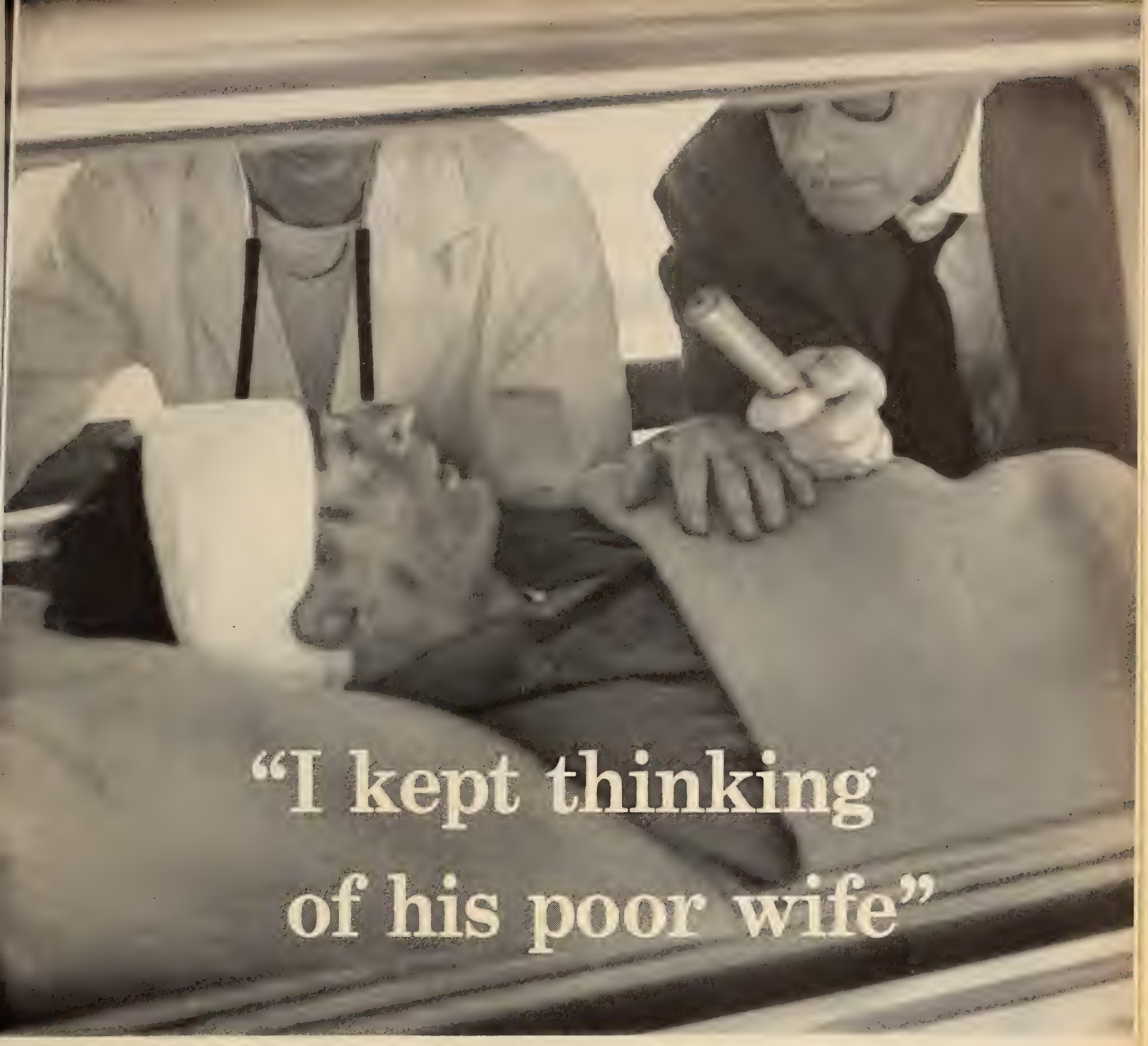
While announcing its stock purchase, Revlon also disclosed that Schick president-board chairman Kenneth C. Gifford had resigned both posts and that the Schick board, reduced in membership from seven to five, would have on it four Revlon directors and one incumbent Schick director, banker William R. White, vice president of Guaranty Trust Co. of New York.

On Wednesday (Nov. 26) Mr. Revson named as board chairman Chester G. Gifford, former president of Schick Inc. until 1954, when he joined Avco Mfg. Co. as vice president and president of its Bendix and Crosley home appliance divisions. Named president was John J. Reidy, Schick's advertising manager until 1946, when he joined Casco Products Corp. (auto accessories and home appliances), Bridgeport, Conn., where he became executive vice president and general manager.

The new board chairman is a brother of the former chief executive officer. While there are no immediate merger plans, it was intimated by Revlon that it might operate Schick as a subsidiary, but supervise its advertising-marketing strategy. Thus Benton & Bowles, Schick's agency since last year, apparently becomes Revlon's "eighth agency," but industry talk—cognizant of Revlon's habit of realigning accounts and agencies—suggests this status is by no means "a sure thing."

The four Revlon directors on Schick's new board: senior vice president Charles Lachman, president Revson, Harry Meersman and William D. Mewhort. Resigned from the Schick board: Mr. and Mrs. Gifford (she is the widow of founder Col. Jacob Schick); her daughter, Mrs. Virginia Schick Coyle; James H. Carmine; O. A. Petty, and W. J. Ryan, who continues as treasurer.

Shaver's Burgeoning • Revlon's move into the burgeoning shaver market (where sales have trebled between 1947 and '57) is in



That's what one postcard said. It came in two days after KDKA reported the rescue of mine disaster victims at Mariana, Pa. This sense of personal identification, this on-the-scene believability, is consistently delivered by KDKA news. KDKA captures the actual voices and sounds of the Pittsburgh scene with a staff of reporters who dig for the news, mobile units, beep phones and tape recorders. Carefully edited and rewritten wire stories add scope to the news. Westinghouse Broadcasting's Washington News Bureau covers major national and international events, with emphasis on the local slant.

You check ratings and you see that this is KDKA's town . . . with a lead in 430 out of 496 quarter hours surveyed. Comprehensive news coverage is one reason. This same kind of freshness and vitality runs through WBC's entire programming range. This is what attracts and holds listeners from sign-on to sign-off . . . the reason why *no selling campaign is complete without the WBC stations.*

KDKA Pittsburgh

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

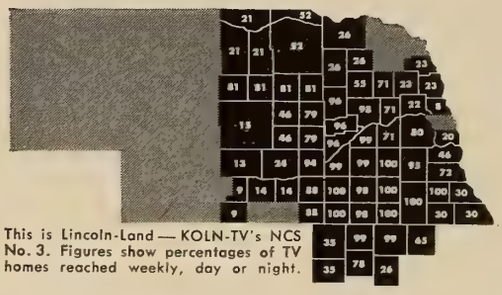


YOU'RE ONLY

HALF-COVERED

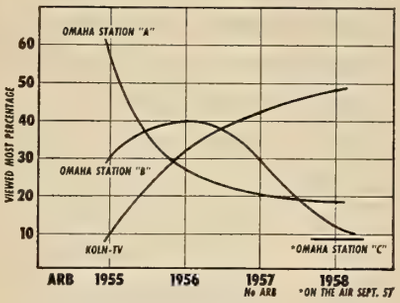
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



There are two big TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is big, wealthy Lincoln-Land, which contains more than half the buying power of the entire state!

In the extreme Eastern market, there are *three* TV stations vying for viewers' eyes and your dollars. In Lincoln-Land the situation is entirely different as the NCS #3 map shows. *One station — KOLN-TV — completely dominates the area, with no challengers in sight!*

Avery-Knodel will give you all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00

☐ 52 weekly issues and Yearbook Number 11.00

☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

line with its year-old diversification-expansion pattern. Last winter, it purchased for an estimated $9 million cash the 31-year-old Knomark Mfg. Co. (Esquire, Scuff-Kote boot polishes), Brooklyn, N. Y. [ADVERTISERS & AGENCIES, Jan. 13]. Since that time, its product line also has broadened to include household deodorizers, medicinals and pharmaceuticals. (In 1957 it acquired an 8% interest in Schering Corp., ethical drug manufacturer.)

The fact that Revlon picked up Schick is in line with long-standing Wall Street reports that Schick—faced with dwindling earnings (1957 drop of 8.7% from $27.5 million to $25.1 million) and omitted dividends—also sought diversification. This past quarter, Schick introduced a "Lady Schick" women's shaver and marketed a French-made butane gas cigarette lighter. (Interestingly, rival Ronson Corp. several years ago reversed this procedure by adding electric shavers to a line of cigarette lighters.) For the first half of 1958, Schick's sales



MR. REVSON



MR. GIFFORD

dropped 34.3%, registering a first half net loss of $168,671 (as against 1957 first half profits of $880,996).

Unlike Revlon (anticipated 1958 sales in excess of $100 million), Schick's sales are seasonal in character, with about 65% of its business transacted during the final six months of the year. This explains why Schick usually bolsters its network properties with sizable spot expenditures in the fall. Last year, for example, it supplemented NBC-TV's *Dragnet* (alternate sponsor: Liggett & Myers Tobacco Co.) with about $200,000 of tv spot in the top 50 markets. This season, it backs CBS-TV's *Phil Silvers Show* (alternate sponsor: R. J. Reynolds Tobacco Co.) with $500,000 of tv spot in the same markets. It's total advertising appropriations have grown somewhat since 1956 when it listed $8.4 million as "advertising, selling and administrative expenses." Last year, the budget rose to $8.7 million and the current tv budget of about $5 million represents close to 70% of its total advertising allocations.

Not only does Revlon take over a firm which accounts for 35% of the shaver market; it also strengthens its own distributor network by absorbing 1,100 wholesale jobbers (electrical, drug, jewelry, hardware) and Schick's wholly-owned subsidiary, Schick Service Inc., operating a total of 71 service-repair branches (U.S. and Canada) accounting for 18.5% of total Schick sales. Though its sales have slipped, Schick is regarded in financial circles as "a highly effective merchandiser," engaging in "ag-

the case of the big switcheroo . . .

or the amazing metamorphosis of WELI

(and how it paid off)

Once upon a time we rock-n-rolled our way through the day, running gimmicky programs and giveaway shows. Our 275 disc jockies spun frantically hour after hour and we received 3,789,004 letters a day (give or take a few million) from our loyal if somewhat incoherent listeners, most of whom were 12 years old.



Typical fan of our pre-metamorphosis period.

Then one day a highbrow on the staff announced, "I CAN'T STAND IT ANY LONGER! My friends have stopped speaking to me! Parents groups are hanging me in effigy from every tree! Besides, our sponsors need *purchasers* — not *dervishers!* Change the format, men! Leave us be dignified!"

Nothing loth, we "went dignified", as they say and launched our "Theatre of Beautiful Music", a program of good popular and light classical music woven throughout the day from 9 A.M. 'til half past midnight. Our former deejays are now spinning buffing wheels instead of rock-n-roll platters.



Typical former deejay making new contribution to the economy.

What's happened? We've thrown away our Miltowns, we sleep the peaceful sleep of honest men, and our great big, wonderful audience has suddenly grown up. We still get 3,789,004 fan letters a week — but there's one big difference: our sponsors are now *sure* of reaching an "able-to-buy" audience!



Typical fan of our post-metamorphosis period.

MORAL:

You can SELL Southern Connecticut (and most of Long Island, too) over powerful WELI Radio.

WELI Radio 960 **New Haven**

5,000 watts daytime
960 kilocycles
1,000 watts nights
(cp) 5,000 watts nights

Represented Nationally by: H-R Representatives, Inc. • *New England Representative:* Harry Wheeler & Co., Boston



How do you measure

Here are two "yardsticks" that show how WGN RADIO *measures up:*

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area . . . . 4,939,780 . . . . . **WGN** leads by **975,540**

Homes Reached Day or Night—

Monthly . . . . 1,663,050 . . . . . **WGN** leads by **336,450**

Weekly . . . . 1,497,710 . . . . . **WGN** leads by **268,930**

Daytime Circulation—

Weekly . . . . 1,349,700 . . . . . **WGN** leads by **221,420**

Daily . . . . . 826,580 . . . . . **WGN** leads by **20,810**

Nighttime Circulation—

Weekly . . . . . 850,440 . . . . . **WGN** leads by **224,000**

Daily . . . . . 465,440 . . . . . **WGN** leads by **109,430**

REACHING MORE HOMES THAN ANY

WGN RADIO — 441 North Michigan



Chicago Radio Stations?

NIELSEN, SEPTEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week) . . . . . **WGN 1st**

Average Quarter Hour Audiences: . . . . . **WGN 1st**

Entire Week (6:00 A.M.-12 Midnight) . . . . . **WGN 1st**

Afternoons (12 Noon-6:00 P.M. Entire Week) . . . . . **WGN 1st**

Nighttime (6:00 P.M.-Midnight-Entire Week) . . . . . **WGN 1st**

Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.) . . . . . **WGN 1st**

(Sat.-Sun., 6:00 A.M.-Midnight) . . . . . **WGN 1st**

(Fri. 6:00 P.M.-Sun. Midnight) . . . . . **WGN 1st**

Noontime Farm Audiences (Non Metro) . . . . . **WGN 1st**

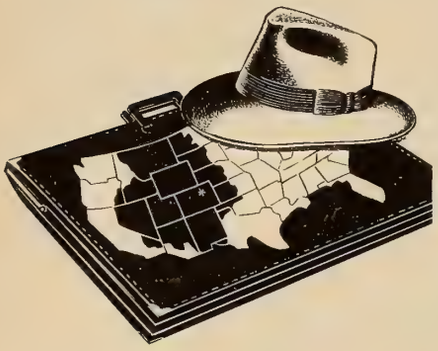
* Station Total Homes

OTHER CHICAGO RADIO STATION

Avenue, Chicago 11, Illinois

QUALITY RADIO WGN TELEVISION INTEGRITY

KOA-Radio... your best Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

Because KOA-Radio covers Denver *and* the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

Because KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

Because KOA-Radio SELLS! Make your ad budget work harder... more effectively! Use KOA-Radio!

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC

Represented nationally by
HENRY I. CHRISTAL, INC.
B 12/58

gressive advertising policies."

As such, it fits in perfectly with the hard-hitting Revlon firm, which employed a no-holds-barred advertising strategy to propel its 1949 sales of $19.2 million to the $96 million plateau within eight years. The primer: network television. Current advertising appropriations well exceed $17 million a year, of which about $12 million goes to radio-tv—"a rate far beyond the capabilities of most of [its] competitors," according to a recent Wall Street security analysis.

Bache Rating • Says Bache & Co.: "Of course, mere expenditure does not guarantee success. It takes experience and wisdom to know what products will find wide acceptance. Revlon has an important asset in its reputation for the quality of its merchandise—you cannot successfully promote mediocre products no matter what you spend on advertising. . . ."

With 50% sponsorship of the hour-long CBS-TV *Garry Moore Show* and alternate sponsorship of CBS-TV's *Person to Person* (both replacing the defunct *$64,000* tv quizzes that shot Revlon into orbit), Revlon recently has moved more and more into spot tv to the point where today spot tv alone accounts for over $1 million. It also spends an annual $250,000 in spot radio but almost exclusively on testing of new products.

Revlon's present agencies are Warwick & Legler, Emil Mogul Co., C. J. LaRoche & Co., Dowd, Redfield & Johnstone, Charles W. Hoyt Co., Maxwell B. Sackheim Co. and Heineman, Kleinfeld, Shaw & Joseph.

Two major questions were being pondered last week by the advertising fraternity following Revlon's announcement:

The first: Will Benton & Bowles hold the account, one it won from Warwick & Legler in mid-1957? The second: Should Revlon now take over Schick ad placement, what will it mean to the current tv show lineup?

Revlon advertising officials said "no thought" had yet been given to the agency situation, and suggested that a "review" of B&B's past, present and future Schick campaigns first might be in order. It would be sheer irony should Revlon decide to award the Schick account to W&L in that this agency sued Schick (and by indirection) Benton & Bowles for using an idea Warwick & Legler claimed was rightfully the property of the former agency, not the client. Litigation ended last month when W&L was awarded $25,000 "in lieu of damages" and a permanent injunction forbidding Schick to use the "cotton test" idea [ADVERTISERS & AGENCIES, Nov. 10].

As to whether Revlon would rework the current Schick program schedule, Revlon executives pointed to "what happened at Esquire" last winter. "What happened" was this: Knomark was taken over as a wholly-owned Revlon subsidiary, but its management left intact. The fact that its agency, Emil Mogul Co., also happened to be a Revlon agency, resulted in no agency shift and Esquire brand commercials began popping up on Revlon programs and vice versa. Thus, there exists the possibility that Revlon now may insert Schick commercials in its own shows, and in return participate in Schick's Friday night *Silvers Show*.

SALES PANEL AIRS TV PROGRAM CRITICISM

Responsibility for tv program quality—hence its effectiveness as an advertising medium—was dropped on the doorstep of the networks last month during an advertiser-agency panel discussion before the Sales Executives Club of New York. A warning also was voiced that television cannot long succeed if it dictates to the advertiser.

But the panel admitted advertisers and agencies are doing their best to help dull their "greatest selling tool" by sitting back and consenting to cost structures and industry practices which enable an advertiser to afford "only bits and pieces" of programs, diluting the message identification and impact.

The panel was composed of Richard A. R. Pinkham, former NBC vice president who now is vice president in charge of tv-radio for Ted Bates & Co. (with 33 network shows in its tv stable); Walter Craig, vice president in charge of tv-radio for Norman, Craig & Kummel; Robert B. Smallwood, board chairman of Thomas J. Lipton Inc., and Ben Gross, *New York Daily News* radio-tv columnist. Panel moderator was Jerome R. Feniger, vice president in charge of tv-radio programming, Cunningham & Walsh.

"I believe in television," Mr. Smallwood said, "and my company does. It is the most exciting medium there is today. It has great power, but it is getting to be very costly." He said Lipton spends 30% of its total advertising budget now on regular programs, another 28-30% on spot and the rest in non-broadcast media.

Mr. Smallwood didn't know how much longer Lipton could afford tv. "We can afford only bits and pieces now," he said. "We had Arthur Godfrey on for 11 years. But then the broadcasting company arbitrarily moved us to another time. They upped the price and asked us to buy a pig in a poke in the fall. . . . I can't say how long it will be before television will pay for this high handed way of doing business."

Lipton dropped Mr. Godfrey's *Talent Scouts* on CBS-TV last June 16. It had added *Californians* on NBC-TV last January and is continuing with this series now. Lipton agency is Young & Rubicam.

Mr. Pinkham felt that principal responsibility for program quality does not fall to either the agency or advertiser. "I lay it at the door of the networks. The vitality of programming is their responsibility," he said. If they continue to offer "bland" programs, the advertiser can expect to get just that audience, he explained, those who are described as "sitting in front of their sets for hours" with "opaque eyes."

Mr. Pinkham pointed out television may

Thud and Blunder...

Thuds come fast and furious in hard-hitting, suspenseful "Public Defender". Its 69 segments appeal to everyone – the kids, mother, and the sponsors. Starring magnetic Reed Hadley, it's *right* for stripping!

Blunders and fun make "I Married Joan", starring famous Joan Davis and Jim Backus, tops with the whole family. With 98 happy and hilarious segments, ideal for stripping, it's a rating runaway daytime or night-time.

Syndicated by

Interstate Television CORPORATION

445 Park Avenue, New York, N. Y.

be more costly today, but not more expensive. He indicated cost-per-thousand has held relatively steady, while total price has risen with increased audience. The Bates executive suggested the networks plow back part of their income for some form of experimental program showcase or workshop, whether on the network or on key market local stations where the networks would buy time for the showcase.

Mr. Craig said tv "is our greatest sales tool," but by permitting commercial dilution to grow "we are doing our best to dull it." He recalled radio first set the pace with the 13-week contract which brought advertiser and medium into "steady company" with strong entertainment and star association to produce high "sell effect." Then, with tv's impact, he recalled, radio decimated its program segments into smaller bits and has ended up providing mostly spot or mere "circulation." He felt this "sells the medium down the river" because so much of its effectiveness is lost. By becoming more and more costly, causing futher program segmentation, alternate sponsorships and participations, tv is following the same path, he contended. If continued, the impact of "entertainment compatible with the commercial message" will be totally lost to tv also, he concluded.

Mr. Craig said the agency can do something about it, however, recalling the discovery of *$64,000 Question* as an instance in which the agency bought open time on a network in lieu of the offered fare and produced its own vehicle.

Dancer of D-F-S Dies at 60 After 27 Years as Agencyman

H.M. Dancer, 60, chairman of the board, Dancer-Fitzgerald-Sample, New York, died following a heart attack Nov. 21 while on vacation in Antigua, British West Indies.

Mr. Dancer was a veteran of 27 years in the advertising agency business. He was vice president-general manager of Henri-Hurst-McDonald, Chicago, before joining Blackett-Sample-Hummert, predecessor of D-F-S, in 1937. He was elected the agency's president in 1940 and chairman of the board several years later.

A funeral service was held Nov. 24 at the Bronswood Cemetery in Hinsdale, Ill. He is survived by his wife, Jane, three daughters and nine grandchildren.

A & A SHORTS

Institute for Motivational Research, Croton-on-Hudson, announces new offices in Sydney and Melbourne (Australia) and Johannesburg, South Africa. With other offices in United Kingdom, Canada, France, West Germany, Switzerland, Netherlands, Spain, Italy, Sweden, N. Africa and Mexico—Dr. Ernest Dichter's MR studies are being conducted out of 15 offices.

Kenyon & Eckhardt has opened office in Dallas to serve Lincoln-Mercury dealers advertising associations in Dallas, Houston, Kansas City and Memphis areas. Alfred C. Gary, regional account executive, is in charge.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

FIVE-MINUTE FARE • Wilson & Co. (meat packers), Chicago, has launched a new film strip, *Take Five* with actor Mark Stevens, on 22 U.S. tv stations, thrice daily, five days per week, for 52 weeks. Filmed in London, series includes 390 five-minute miscellaneous film sequences. Business was placed in primary tv markets through Kenyon & Eckhardt Inc., Chicago.

DAYBREAKERS • Three new buys in ABC-TV daytime programs were reported last week. Bristol-Myers (Ban deodorant) has signed for segment of *Who Do You Trust,* through BBDO; Gaylord Products (Gayla, Lady Mervin hair products), will sponsor segments of *American Bandstand,* through Rothbardt & Haas Inc., and Gold Seal (Glass Wax stencil kits), in special pre-Christmas push, will participate in *Tales of Texas Rangers, Bandstand* and *Roller Derby,* placed by Campbell-Mithun.

NORELCO MAY BUY • Norelco Electric Shavers considering tv spot promotion to reach last-minute Christmas shoppers. Ten or 15 markets presently under consideration. Agency: C. J. LaRoche, N. Y.

TWO-SHOW TOTAL • More than $1.2 million gross, representing new orders from nine advertisers, was racked up by NBC-TV participating program sales Nov. 17-24 for network's *Today* and *Jack Paar Show,* it was announced last week. Signed: O'Cedar Corp. (Turner Adv.), Realemon Puritan Co. (Lilienfeld & Co.), Maremont mufflers (Waldie & Briggs Inc.), Grove Labs' Fitch Div. (Cohen & Aleshire), H. J. Heinz Co. (Maxon Inc.), American Agricultural Chemical Co. (M. L. Grant Inc.), York Corp. (Donahue & Coe), E. R. Wagner Mfg. Co. (Sid Stone Adv.) and L. C. Forman & Sons (Henri, Hurst & McDonald).

GILLETTE CARD • Gillette Safety Razor Co. has signed for full sponsorship of annual "Blue-Gray" football game Dec. 27 and New Year's Day Rose Bowl Game on NBC-TV and NBC Radio through Maxon Inc., N. Y. Gillette has sponsored Blue-Gray game for five years and Rose Bowl eight years, counting this season.

QUAKER IN PARADE • Quaker Oats Co. will sponsor ABC-TV's telecast of 1959 Tournament of Roses Parade (Jan. 1, 11:30 a.m.-1:45 p.m.). Agency: Lynn Baker Inc., N. Y.

RADIO TRIO • NBC Radio has new orders by *Life* magazine, through Young & Rubicam, for quarter sponsorship of *NBC News on the Hour* for week of Dec. 15; Seeman Brothers Inc. (Air Wick), through Foote, Cone & Belding, for saturation campaign on *Monitor* first three weekends in December, and Renault Home Products Co., through Arndt, Preston, Chapin, Lamb and Keen, for participations in *Bert Parks Bandstand* to begin in January.

CALIFORNIA MISSION • Annual pre-Christmas campaign for Mission Pak, gift packages of California fruits, is underway. Four-week campaign involves expenditure of about $250,000 in radio and tv through Sydney Pflaum Assoc., L.A., Mission Pak's agency. Campaign calls for some 200 tv spots weekly in Los Angeles and San Francisco and about 1,000 radio spots each week in cities up and down state.

SPEARMINT SPURT • William Wrigley Jr. Co., through Arthur Meyerhoff & Co., both Chicago, has purchased approximately 100 announcements on NBC Radio for first three weeks of December. Push is on behalf of Wrigley's Spearmint gum.

SUNDAY SWITCH • Lever Bros. (Whisk, Imperial, Lucky Whip) has replaced Revlon Inc. as co-sponsor with P. Lorillard Co. of *Keep Talking* on CBS-TV (Sun., 10-10:30 p.m.). Lever—though promoting items handled out of three agencies, BBDO, Foote, Cone & Belding and Ogilvy, Benson & Mather—was placed in *Keep Talking* by J. Walter Thompson Co., CBS-TV said. Revlon, freed of its commitment to Sunday show which replaced *The $64,000 Question,* has begun alternate-week sponsorship of CBS-TV's *Person to Person* (Fri., 10:30-11 p.m.) through Warwick & Legler.

ON ABC-TV • Whitehall Labs. Div. of American Home Products Corp., N.Y., for Anacin, and A. C. Gilbert Co., New Haven, for its American Flyer electric trains and Gilbert science sets, signed pre-Christmas orders with ABC-TV. Whitehall, through Ted Bates, N.Y., is running minute per week in *Jubilee, USA* (Sat. 8-9 p.m.) for seven weeks. Gilbert, via Banning Repplier, N.Y., purchased participations in *Lone Ranger* (Sun., 5:30-6 p.m.).

LAUNCHING • Mennen Co., Morristown, N.J., launching Gold Crest men's gift line on radio-tv with participations in NBC-TV's *Today* and *Jack Paar Show,* ABC-TV's *American Bandstand* plus radio spot. Agency: Warwick & Legler, N.Y.

TRUE TAKES 10 • Fawcett Publications (*True* magazine), N.Y., signed to sponsor five-minute pre- and post-game periods of Mutual's broadcast of Army-Navy game from Philadelphia last Saturday (Nov. 29), starting at 1:15 p.m. Business was placed direct.

ABC RADIO ROUNDUP • Grove Labs, St. Louis; Plough Inc., Memphis, and William Wrigley Jr., Chicago, have signed for participations in ABC Radio newscasts. Respective agencies: Gardner, St. Louis, for Grove; Lake-Spiro-Shurman, Memphis, for Plough and Arthur Meyerhoff, Chicago, for Wrigley. Other new ABC Radio business: Van Nuys Savings & Loan Assn., Van Nuys, Calif., for segments of Monday-Friday, 9-10 a.m. *Breakfast Club* via J.W. Raymond Adv., Los Angeles, and Kiplinger, Washington, D.C., for its *Changing Times* on various periods Saturdays through Albert Frank-Guenther-Law, N.Y. Renewals: Assemblies


WVNJ
Great Albums of Music
Great Albums of Music
620
Nothing else like it in Greater New York
NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.
NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.
NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.— covering New York and New Jersey



Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.

CHANNEL 3 KTBS-TV

NBC ABC SHREVEPORT, LOUISIANA

E. Newton Wray Pres. & Gen. Mgr.

*May 1958 ARB Metro. Shreveport Survey

of God, 52 weeks for *Revivaltime* (Sun., 10:30-11 p.m.) via Walter F. Bennett & Co., Chicago, starting Dec. 14, and Clairol, New York, for *Breakfast Club* segments via Foote, Cone & Belding, N.Y.

THIRD TRY • Pharmaceuticals Inc., N. Y., has canceled *Concentration* (NBC-TV, Thurs., 8:30-9 p.m.) and replaced it with *It Could Be You,* Ralph Edwards comedy-surprise package which also is daytime (Mon.-Fri.) feature on NBC-TV. *Concentration* was under general production of the Barry-Enright unit which produced *Twenty One,* Pharmaceuticals-sponsored tv quiz that was victim earlier of low ratings and unfavorable quiz-probe publicity. Reason for *Concentration* demise was said to be low ratings [CLOSED CIRCUIT, Nov. 24]. Parkson Adv., N.Y., is Pharmaceuticals' agency.

SWEETS SELECTION • Sweets Co. of America (Tootsie Rolls), Hoboken, N.J., signed for eight *Jefferson Drum* programs on NBC-TV (Thurs., 7:30-8 p.m.) effective last week (Nov. 27) on alternate week basis and 13 quarter-hour segments of *Howdy Doody Show* (Sat., 10-10:30 a.m.) effective Dec. 6 on alternate week basis. Agency: Henry Eisen Adv., N.Y.

CANDY STAND • Hollywood Candy Div. of Hollywood Brands Inc., Centralia, Ill., has signed for quarter-hour weekly of ABC-TV's *American Bandstand* (Mon.-Fri., 4-5:30 p.m.) for 52 weeks, starting Jan. 5. ABC-TV reported that contract represented part of company's "biggest advertising and merchandising program in its history." Grubb & Peterson, Champaign, Ill., is agency.

AGENCY APPOINTMENTS

Home Savings & Loan Assn., L. A., has named Galaxy Advertising, Beverly Hills, Calif., to handle its $600,000 advertising account. David R. Summers, former advertising manager of Home Savings and latterly executive with J. W. Raymond, Home's previous agency, is president of Galaxy, which was organized in September and took over Home account Nov. 1. Galaxy is located at 121 N. Robertson Blvd., Beverly Hills. Telephone is Oleander 5-9290.

Thermo-Fax Sales Co. (copying machines), San Francisco, appoints Erwin Wasey, Ruthrauff & Ryan Inc., that city, to handle advertising and public relations.

Drackett Co. (Delete rust and stain remover and Vanish bathroom cleanser), Cincinnati, appoints Young & Rubicam, effective Jan. 1.

Mini-Marts Inc. (Florida chain of food markets) names F. B. Stanley Adv. Co., N. Y., for its division, Tom Thum markets.

Ivers-Lee Co. (specialists in unit-packaging for pharmaceuticals, cosmetics, food and general industry applications), Newark, N. J., has announced the appointment of Keyes, Martin & Co., Springfield, N. J., to handle marketing, advertising, merchandising and public relations.

Gelvatex Div., Shawningan Industries, Anaheim, Calif., has appointed Grant Adv., Hollywood, to handle its paint advertising.

Pennzoil Co. of California, L. A., names Eisaman-Johns Adv., effective Jan. 1, 1959, replacing Killingsworth-Moreland Assoc.

Breakstone Foods Div., National Dairy Products Corp., N. Y., names new Mogul, Lewin, Williams & Saylor agency, replacing Paris & Peart Inc., N. Y., effective Dec. 31.

Terry Foods Inc. (frozen meat products), Park Ridge, Ill., re-appoints Olian & Bronner Inc., Chicago. Company plans to introduce new product, Terry's frozen shredded beef in barbecue sauce, via radio-tv spot announcements in select markets.

Doulton & Co. (Royal Doulton bone china products), N. Y., moves from Calkins & Holden Inc. to Anderson & Cairns, both New York. Switch of $100,000 account becomes effective Jan. 1.

Union Die Casting Co. (Kitchen Pal electric can opener and knife sharpener) appoints Reach, McClinton, N. Y.

Holly Sugar Corp. has appointed Doyle Dane Bernbach, L. A.

Mid-States Corp. names Stiller-Hunt, Beverly Hills, Calif., for its Pan-American, Terra-Cruiser, Paramount and Universal mobile home products.

Hachmeister Inc. (makers of baking products), Pittsburgh, names Vic Maitland & Assoc., Pittsburgh, for advertising, public relations and market research.

West End Brewing Co., Utica, N. Y., and Cohen & Aleshire, N. Y., terminate their relationship Dec. 31, by "mutual agreement."

Columbus Canning Co., Columbus, Miss., **Battle Creek Dog Food Co.,** Battle Creek, Mich., and **Woodward Foods of Florida Inc.,** all manufacturers of dog foods, have named Weiss & Geller Inc., N. Y. Columbus Canning plans to embark on saturation spot tv campaign shortly.

Louis Milani Foods (Chef Milani products), L. A., severs relations with its agency, Arthur Meyerhoff & Co., L. A., effective at year's end.

Heineken's Beer (Van Munching & Co., importer) names MacManus, John & Adams, N. Y., effective Dec. 1, replacing Doner & Peck Adv.

Rex Industries, Huntington Park, Calif., distributor for DuPont in California, Arizona and Nevada, appoints Potts-Ray & Assoc., L. A., for new line of DuPont garden insecticides.

Hilton Hotels Corp., L. A., appoints N. W. Ayer & Son, Hollywood, to handle advertising for its new "all-purpose" credit card.

W. F. Schrafft & Sons Corp. (candies), N. Y., appoints Richard K. Manoff Inc., same city, effective Dec. 1.

Gifts by Wire Inc., Delray Beach, Fla., names Grant Adv. Inc., with Grant's Miami office servicing account.

KOMA REPLACES WKY IN NETWORK

- **Independently-inclined Todd Storz signs with NBC**
- **One of network's first affiliates goes independent**

A leading independent radio operator's station goes network; a leading network affiliate goes independent—that's the radio story in Oklahoma City this week.

Todd Storz, one of the nation's leading exponents of independent radio, has signed his newly acquired KOMA as an NBC Radio affiliate.



MR. STORZ

In the NBC lineup, KOMA replaces WKY, which is going independent in the belief that it can give better service to its listeners that way. By mutual consent, WKY and NBC Radio are severing an affiliation that dates from the early days of NBC. The changes are effective today (Dec. 1).

Mr. Storz said affiliation of KOMA was based on a study of programming in the Oklahoma City market which convinced him that in this section there was a need for "a broad type of programming service." He said: "We felt we could fill this void by molding the extensive programming facilities of a major network with programs tailored to the local and regional needs of this growing market.

"The answer was NBC Radio with its national and international news, sports, music, entertainment, dramatic and public interest programming facilities. NBC is well known in the market. We will continue to do the intensive type of local and regional job that has marked our stations in other markets, and will control a majority of the actual hours KOMA is on the air."

Mr. Storz told BROADCASTING that KOMA would not depart from the Storz stations' basic music-and-news format. He said the music of KOMA, which under former ownership leaned to pop standards and ballads, would be "up-tempoed" and that other programming and promotion would be aggressive, in line with the policies at other Storz stations.

He said there were no plans to affiliate any of the other stations in the Storz group. While he didn't feel that a network was the right answer in every market, Mr. Storz said, he did think a network affiliation was "right" in Oklahoma City.

Mr. Storz said "we realize that to some extent this blending of two basic types of broadcast service is a new departure for Storz Broadcasting Co. However, we consider this a logical programming and commercial move in an era of changing local, national and international concepts."

Mr. Stewart said, "The history of Storz . . . stations has been marked by flexibility. We believe this dramatic new step will keep pace with the policies of the Storz stations and this important market."

Jack Sampson, sales manager of Storz' WHB Kansas City, has been appointed general manager of KOMA, according to George W. Armstrong, Storz executive vice president. KOMA is on 1520 kc with 50 kw. The Storz company bought it for $600,000 from Myer Feldman, Burton Levine and others in a deal approved by the FCC in October [CHANGING HANDS, Oct. 13] and took over operation Nov. 20. Other Storz stations: WHB; WTIX New Orleans; WDGY Minneapolis and WQAM Miami.

Matthew J. Culligan, executive vice president in charge of NBC Radio, in a joint announcement with Mr. Storz said that his network "applauds the forward thinking of Storz Broadcasting Co. in its decision to add the unique advantages of network affiliation to its local and regional services. There has always been a compatibility between network affiliation and leadership in a radio market."



MR. BAGWELL

WKY's move in the other direction —greatest emphasis on local programming—has been in progress for the past few months, Station Manager Norman P. Bagwell told BROADCASTING.

He said WKY had decided that "due to changes in radio, as evident over the country, by discontinuing our radio affiliation we would be better able to serve our listeners." This, he explained, would enable WKY to expand "our programming activities in public service, farm service, news and other entertainment features."

Mr. Bagwell said that in line with this belief WKY had been cutting back on network programs until, toward the end of the affiliation, it was carrying relatively little from NBC. (Network sources, also noting this trend on WKY's part, said that in contrast KOMA would clear a minimum of 90% of NBC commercial programming.)

The WKY executive said he felt the most popular radio in Oklahoma City was independent, "companion radio."

WKY, on 930 kc with 5 kw, has been affiliated with NBC since December 1928. P.A. (Buddy) Sugg, NBC vice president for owned stations and NBC Spot Sales, headed WKY for many years.

FINIS FOR 'MATINEE'

The Foundation for the Preservation of Matinee Theatre, organized last spring after NBC-TV had announced that *Matinee Theatre,* hour-long weekday dramatic colorcast series, was to be discontinued [NETWORKS, May 5], has itself been discontinued. Total contributions, $312,670, were far beneath the amount needed to restore the series to the air, so "every dollar collected is now being returned to each donor," Ruth Conte, trustee, said last week.

"The sole purpose of the foundation," Mrs. Conte explained in a letter to the tv editors who had publicized the public campaign to save *Matinee Theatre,* "has been to afford an articulate opportunity to the viewing public to state its preference in tv programming. In view of the results of our campaign, our assumption must only be that the number who are concerned enough to support this bid for higher programming standards is far too small to insure the fulfillment of the foundation's goal."

'No Requiem' for NBC, Sarnoff Asks in Letter

NBC board chairman Robert W. Sarnoff has taken the occasion of CBS Radio's announced program "consolidation" [LEAD STORY, Nov. 3], to ask that NBC be "excused from any contemplated requiems."

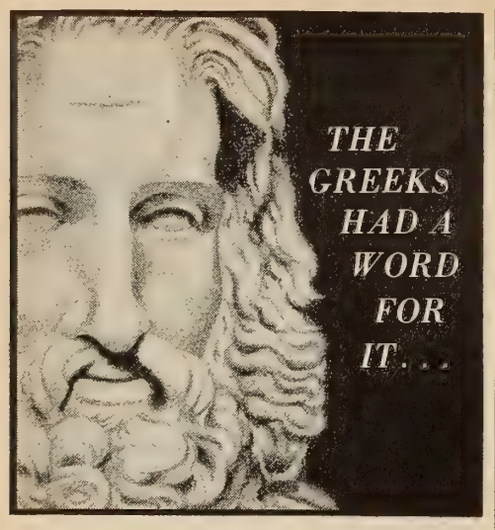
Mr. Sarnoff acknowledges that radio's functions have "changed drastically" and that its economy has declined. "But," he adds, "the functions of network radio are still vital ones, and its economy can improve with continued concentration on performing these essential functions with maximum effectiveness."

Mr. Sarnoff's remarks are contained in the November "letter" to the nation's radio-tv editors—one of a series begun earlier this year.

NBC, which claims 48% of all measured network radio sponsored time, does not face "the problem" of ratings and sponsorship level, Mr. Sarnoff declares. "The problem," he feels, "is one of general industry psychology. With one network's cutback following another's, the temptation to write off all network radio can become more acute." He cautions the industry against allowing fear and uncertainty to stampede network radio to death.

Mr. Sarnoff quotes a speech his father —RCA board chairman-president David Sarnoff—made in Chicago four years ago. At that time the elder Sarnoff urged that "every effort must be made to find new sales patterns, new types of programs to arrest the decline . . ."

NBC Radio, Mr. Sarnoff goes on in the letter, has done just that. It has forced new sales and programming patterns that to advertisers "meant novel merchandising and marketing opportunities and greater cumulative advertising impact." NBC, he notes, now is "selling cost-per-thousand economy in large bottles . . . furnishing flexibility, frequency and mobility, the reach-where-television-can't principle." Result? Says Mr. Sarnoff: A 20% increase in commercial business over a year ago, an increase in



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here.*

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

network clearances from 76-86% and increased compensation to 201 affiliates.

Network radio, he concludes, "still lives and breathes. To paraphrase Joe E. Lewis, it has been rich and it has been poor. It likes being rich much better, but it probably never will be again. It can, however, look forward to a useful and reasonably prosperous future if all those who have faith will hold to it."

BAR Station Monitor Service Ordered by Television Networks

The three tv networks last week added their names to those retaining Broadcast Advertiser Reports to keep tabs on what's going on the air from stations around the country [CLOSED CIRCUIT, Nov. 24].

The BAR service, now in 75 major markets, records a station's signal minute-by-minute during unidentified test periods (from sign-on to sign-off four to six weeks a year in 25 markets, from 6 p.m. to sign-off four times a year in 50 markets). The track record, among other things, tells subscribers who's being triple-spotted (or worse), who isn't, who's being cut off network programs by local stations, not getting product protection, etc.

Already on the BAR client roster are "a score" of advertising agencies and various stations in the monitored markets.

NBC-TV Names McFadden, Abry In Action to Strengthen Sales

In a move attributed to a desire to beef up network sales, NBC-TV last week announced the promotion of two executives, effective today (Dec. 1). Named to the newly-created post of vice president-general sales executive with direct responsibilities for NBC-TV's eastern, Detroit, Los Angeles and San Francisco offices was Thomas B. McFadden heretofore vice president of NBC Spot Sales. Also slotted in a new post: Charles R. Abry,



MR. ABRY



MR. McFADDEN

manager of NBC-TV eastern sales, to general sales executive with responsibility for client contact in the eastern and Detroit areas. He reports to Mr. McFadden.

Mr. McFadden, 41, has been at NBC for 24 years, having joined the company in 1934, first with NBC News, after World War II rising through managerial ranks. Mr. Abry was national sales manager of ABC-TV when he joined NBC-TV as eastern sales manager in January 1957.

Meanwhile, NBC announced the promotion of Richard H. Close to director of NBC Spot Sales. He had been director of represented stations in the Spot Sales department.



THE THIRD affiliation for KIMA Yakima, Wash., becomes effective today (Dec. 1) when it adds NBC programs to ABC's and CBS' already being received. William B. Hansen, the station's general manager, is pictured (pen in hand) signing the network contract with Harry Bannister (seated r), NBC station relations vice president. Standing: Donald J. Mercer (l), NBC stations relations director, and Thomas C. Bostic, vice president of KIMA's owner and licensee, Cascade Broadcasting Inc.

NETWORK SHORTS

NBC Radio announces two additions to talent list of its "Stardust" plan: Burl Ives and Burns & Allen. Stardust is series of 5-minute vignettes for *Monitor, Nightline* shows.

American Broadcasting-Paramount Theatres Inc., N. Y., reports fourth quarterly dividend of 25 cents per share on outstanding common stock and 25 cents per share on outstanding preferred stock, payable Dec. 15, 1958, to holders of record Nov. 21.

NBC Radio forms production unit for *Image* series (documentaries), whose first project, on Russia, is targeted Jan. 5. Unit is headed by Al Capstaff, executive producer of *Monitor* and *Nightline* shows, with William Bales and Alice Wallace as writers, Doreen Chu as feature coordinator. At work on *Image Russia* will be Peter Lassally, *Nightline* producer; Edward Stanley, NBC director of public affairs, and Rex Goad, NBC news manager.

ABC-TV's 9:30-10:30 p.m. Sunday period, vacated by cancellation of Canadian Broadcasting Corp.'s *Encounter* has been filled with sustaining *Meet McGraw,* starring Frank Lovejoy. Show premiered Nov. 23 on ABC-TV in 10-10:30 p.m. period; 9:30-10 p.m. slot is filled by *Stars of Jazz,* also sustaining.

FCC TORN BY OPTION TIME QUESTION

Have networks been mousetrapped by FCC staff, Justice Dept.?

An explosive schism has split the FCC.

At loggerheads are some FCC members and the Commission's network study staff. The object of the intensity is the staff's draft of proposed findings on the ultra-significant question of network option time.

The staff report was submitted for FCC approval last Monday. It is due for a second airing next Monday (Dec. 8).

Tempers ran high after the commissioners gathered for the first go-round on the proposed report.

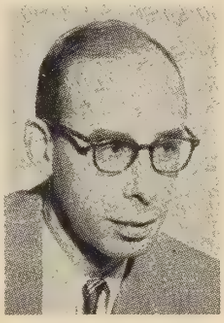
The question of who put the editorializing in what is supposed to be a straight factual report has the commissioners and staff executives buzzing.

It is supposed to be an analysis of the testimony and evidence on the subject of option time. It is, some contend, not only a digest of the evidence on this touchy subject, but makes findings.

What widens the split is that this report must be relayed to the Justice Dept. for a formal opinion on the antitrust implications of option time.

In April of this year, Justice Dept. officials—including Assistant Attorney General Victor R. Hansen and his first assistant, Robert A. Bicks—told FCC Chairman John C. Doerfer and his top aides that in their opinion option time (and must buys) are *per se* violations of the antitrust laws. It was at this meeting that FCC executives promised to submit proposed findings to the Justice Dept. before coming out with a final decision.

The document, running about 100 pages, was circulated among commissioners only two weeks ago. It was prepared by Warren Baum, chief of the Office of Network Study, and was based on the October 1957 Barrow Report and the testimony of witnesses in the Barrow Report hearing last spring.



MR. BAUM

The document, it was learned, contains no recommendations. It does, however, support two major conclusions:

- Networks are necessary in the conduct of television broadcasting.
- Option time is not essential to networking.

There is no clear cut recommendation for option time abolition, it is understood, but the implication is clear—according to some who have studied the report—that there is slim ground for maintaining that option time is necessary in the public interest.

What rankled some Commissioners was the tone of the document.

Although it set out the evidence according to testimony, it also drew what lawyers call conclusionary evidence.

For example, it sets out the arguments pro and con on option time and relates the testimony of the affiliates committees and the station representatives. These testified that they were not opposed to option time—with the affiliates joining the networks in testifying that option time was required as a business practice.

The report, however—gratuitously in the opinion of some who have seen the document—goes one step further. It brands the testimony of the affiliates and the reps as suspect on the assumption that they have been cowed by the networks.

The document, it is understood, is replete with this type of judgment.

What makes the matter so awkward is that this document is required to be submitted to the Justice Dept. If submitted as proposed, the Attorney General would have no difficulty in backing up his view that option time is a violation of antitrust laws.

The matter of procedures also has some of the FCC Commissioners worried. If the document is considered the usual Commission report and order on rule-making, then the Commission must accept it as it is promulgated. However, in the view of some, this is just an interim "factual" report for submission to the Justice Dept. and should not contain any recommendations—even by implication.

There is also a strong belief that the document should be made public so networks and others may answer the findings.

The Office of Network Study was established as a division of the Broadcast Bureau in 1957 after the massive Barrow Report was issued. With the issuance of its report the special Network Study Staff came to an end.

ONS is headed by Mr. Baum, an economist, and a member of the original Network Study Staff. Also detailed to the Office of Network Study is Herbert M. Schulkind, assistant chief of the Broadcast Bureau's Rules & Standard Division. Mr. Schulkind is preparing the proposed findings on network must-buys. He was not a staff member.

The Network Study Staff was organized in September 1955, with Dean Roscoe Barrow of the U. of Cincinnati Law School as director. Working with an appropriation that totaled $221,000, Dean Barrow and his 13-man staff compiled a sweeping study of the television broadcasting industry and in October 1957 released their recommendations.

The abolition of option time was one such recommendation. So was the abolition of must buy station line-ups and the practice of network spot sales divisions acting as representatives for stations other than network-owned outlets.

Among other recommendations — there were 37 of them — it was suggested that (1) networks be licensed by the FCC, (2) controls be imposed over rate-making to prevent networks from influencing affiliates in setting spot rates, (3) multiple ownership be limited to three vhf outlets in top 25 markets, (4) all stations sales required to be conducted for cash so applicants other than proposed buyer could bid for station, (5) networks be forced to make public all affiliation agreements, including compensation agreements.

The Report also stated that there was a close affinity between the motion picture "block booking" practice—declared illegal in the Paramount case—and option time. It also declared that there was a strong possibility that option time was a violation *per se* of Sec. 1 of the Sherman Act.

Besides Mr. Baum, two other members of the original study staff are members of the Office of Network Study. They are Ashbrook P. Bryant and James F. Tierney. Both attorneys, they are still working on a program report. This was not completed in time for inclusion in the original Barrow report.

Listed as consultants to the Office of Network Study are Dean Barrow and Drs. Louis H. Mayo and Jesse Markham. The last two were also members of the original study staff.

During the three weeks of open hearings on the Barrow Report last spring, the Commission *en banc* heard testimony from network officials, station owners, multiple owners, network affiliate committees and station representatives. The hearings were concluded by Dean Barrow.

Old Mansfield Antitrust Issue Questioned in Current Transfer

The *Mansfield* (Ohio) *News-Journal*, which was denied a new radio station grant by the FCC in 1948 on grounds it violated antitrust laws in its competitive practices, was notified by the FCC last week that a hearing is necessary for the newspaper's proposed purchase of WCLW Mansfield from Frederick Eckhardt for $45,000 [GOVERNMENT, Sept. 15].

The McFarland letter sent by the FCC last week followed a request by WMAN Mansfield for a hearing on the sale. WMAN figured in the FCC's 1948 decision against the newspaper company.

In the letter last week, the FCC said a substantial question "still exists" as to whether the Mansfield Journal Co. "engages and will continue to engage in activities . . . inconsistent with the Commission policy on treatment of controversial issues, and in business practices tending toward the supression of competition and the attainment of a monopoly in advertising and news dissemination."

The FCC said it is unable to determine at this time that a grant of the sale would be in the public interest "in the light of the history of Mansfield's practices as reflected in pleadings and the record, the continued

participation in the activites of the company of persons who have been closely associated with the *Mansfield Journal* throughout the years, and the existence of unresolved questions pertaining to Mansfield's present and past business practices."

The newspaper company, denying WMAN's charges, held that company policies have changed since the death of the former head of the firm, S. A. Horvitz, on June 15, 1956, and that his three sons—Harry R., William D. and Leonard C.—had no control over policy until his death.

The FCC's denial of a broadcast license to the Mansfield Journal Co. in 1948 was made on grounds the company violated antitrust laws in its competitive practices with WMAN and with WEOL Elyria, Ohio, the latter through the newspaper company's affiliated *Lorain* (Ohio) *Journal*. The FCC decision was supported in a later decision by the U.S. Supreme Court, which found the *Lorain Journal* was acting illegally in refusing to sell advertising to those who also advertised on WEOL. WMAN charged similar practices by the *Mansfield News-Journal* against WMAN.

Triple damage suits have been filed against Mansfield Journal Co. in Ohio federal district court under antitrust laws by WMAN ($1,282,749, filed in 1952) and WEOL ($938,000, in 1951) and a pre-trial conference in the WEOL action is scheduled Dec. 18 in Cleveland, with pre-trial action in the WEOL case expetced to come afterward.

WCLW has broadcast since Dec. 30, 1957.

Wisconsin Stations in Doghouse For Not Attributing NAM Film

The FCC last week renewed the licenses of WKOW-AM-TV Madison, WFRV-TV Green Bay and WNAM Neenah-Menasha, all Wisconsin, but reprimanded KWOW-TV and WFRV-TV for carrying kinescopes of the "Kohler hearings" earlier this year without disclosing that they were furnished by National Assn. of Manufacturers. S. N. Pickard, who votes stock in WFRV-TV held in a trusteeship, is owner of WNAM.

The FCC said that although licenses are being renewed, the letters to the broadcasters on the violations are being associated in the files of their respective stations for "such further consideration as their future operations may warrant."

Some two dozen tv stations were charged by the FCC with carrying the films made of the "Kohler hearings" before a special Senate Labor-Management Committee last March [GOVERNMENT, April 21, *et seq.*]. Other licensees which have been chastised for telecasting the films include Storer Broadcasting Co. and Westinghouse Broadcasting Co. WBC has protested, in its own behalf, the action [GOVERNMENT, Nov. 3].

Airspace Acts on KFDX-TV Tower

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval of a tower not to exceed 1,049 feet above ground for ch. 3 KFDX-TV Wichita Falls, Tex. The tower would be located west of Wichita Falls. The Airspace Panel also recommended an antenna farm for that location.

STATIONS' RECORD-KEEPING EASED

- **FCC proposes simpler, more streamlined program forms**
- **Craven argues FCC shouldn't dictate any specifications**

The FCC last week proposed to simplify and modernize some of the record-keeping required by broadcast stations.

In a notice of proposed rulemaking, the Commission submitted revised program forms which substantially change some of the information heretofore required. The changes relate to Sec. IV of broadcast application forms required to be furnished when applying for a new station, for license renewals or for changes in ownership.

The Commission asked for comments on or before Jan. 19.

Broadcasters who participated in working out the changes with FCC staff men declared that they were "delighted" with the result. They indicated that the Commission had gone along with their recommendations in most important categories.

The notice was accompanied by a six-page dissent by Comr. T.A.M. Craven. Mr. Craven argued that the Communications Act and the First Amendment to the Constitution prohibits censorship of radio-tv programs. He declared the Commission is actually telling broadcasters what kinds of programs they should carry through the listing of program categories in the form.

He called for the Commission to withdraw from the program field by discontinuing the use of program proposals as one of the criteria on which it bases approval or disapproval of an application. He declared that the FCC should call only for program information when or if it has information that the law is being violated.

"Otherwise," Mr. Craven said, "the Commission should leave the task of programming in the public interest exclusively to the licensee where it belongs as a matter of right and duty."

The proposed new program forms are the result of two years' work among a committee of broadcasters, the Bureau of the Budget and an FCC liaison group. The Bureau of the Budget is responsible for overseeing government forms which businessmen must report on to agencies.

Broached in 1956 • The idea of revising what many broadcasters considered outmoded program information was broached more than two years ago. It came to a head at the 1956 NAB convention. At that time, all members of the FCC agreed that changes should be made.

In the intervening 24 months, broadcasters and FCC staff executives had many meetings. A proposed revision was worked out last May, but broadcaster objections caused it to be re-evaluated. Last week's proposal was the result of further consultations between the broadcasters' committee and the FCC.

Three new categories are listed in the proposed form. These are "Public Affairs," "Instructive," and "Sporting Events."

Also new is the listing for spot announcements. At present these must be calculated on a 14½-minute period basis. In the proposed new form, these are figured on an overall weekly basis for three major time periods—6 a.m.-6 p.m.; 6-11 p.m., and all other hours. This also calls for the figuring of the average number of spot announcements per 15-minute segment and the number of such segments where the average is exceeded. Daytime radio stations would be permitted to limit themselves to the 6 a.m.-6 p.m. category.

The definition of a commercial program has been revised. At present any 14½-minute program which contains any amount of commercial copy must be counted as commercial; in the proposed form, the segment is changed to 14 minutes—thus providing for a one-minute spot without causing the program to be classified as commercial.

The definition of a live program has also been amended; at present if a live program uses recordings in whole or in part, it must be classified recorded. In the revised proposals, a program which is live at least half the period may be classified live.

Wire commercial and wire sustaining have been eliminated entirely.

Where the station carries promotional announcements and no charge is made, no classification is required. At present all such promotion announcements relating to a commercial program are required to be classified as commercial.

How It Should be Split • The new percentage program classifications run as follows:

"(1) Religious (include here all sermons, religious news, music and drama, etc.).

"(2) Agricultural (include here all programs containing farm or market reports or other information specifically addressed to the agricultural population).

"(3) News (include here news reports and commentaries).

"(4) Public Affairs (include here talks, discussions, speeches, forums, panel round table and other programs primarily concerning current local, national and international affairs or problems).

"(5) Instructive (include here programs, not classified in 1 to 4, involving primarily the discussion of, or primarily designed to further an appreciation of or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct).

"(6) Entertainment (include here all programs which are intended primarily as entertainment, such as music, drama, variety, comedy, quiz, breakfast, children's, etc.).

"(7) Sporting Events (include here play-by-play and all pre-game and post-game related activities whether or not broadcast in behalf of educational institutions)."

The program classification continues the educational formula asking for percentage

Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast . . . and in almost any kind of weather . . . to locate and correct trouble. This kind of *fast* action is just not possible without an elevator, especially at night or during icy winter weather.

Easy to give on-the-spot supervision. When there's work being done way up the tower, an elevator enables you to supervise and inspect the job yourself, get a first hand close-up view of equipment in safety and comfort.

Greatly simplifies routine maintenance. Light bulb changes, fastener and paint checks, periodic inspections all take less time, less effort, cost less money. An elevator puts men on the job fresh and ready to work, not tired after a long climb.

Dresser-Ideco TOWER ELEVATOR

assures speedy, safe service, inspection and maintenance

Dresser-Ideco elevators are engineered and built for complete safety and simplicity of operation and maintenance. A single switch moves the car up or down, or stops it at any point on the tower. The system is completely equipped with automatic safety devices. A radio control system eliminates the need for elevator wiring circuits on the tower, greatly simplifies installation and maintenance.

An elevator is practically a "must" on a tall antenna tower. Dresser-Ideco recommends that all towers in the 700-foot height range, or higher, be elevator-equipped, and suggests under certain circumstances that an elevator would be a practical investment in a tower of lesser height.

Plan on a Dresser-Ideco elevator for *your* new tower or investigate the possibilities of adding an elevator to your present tower . . . be ready for safe and speedy service, inspection and maintenance. Write us for Elevator Bulletin T-2.



Write for this new Dresser-Ideco Tower Catalog T-57 . . . the first complete broadcast antenna tower story.

Dresser-Ideco Company

One of the Dresser Industries

DRESSER IDECO — ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-82
875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch 8909 So. Vermont Ave., Los Angeles 44, California



(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.

(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.



(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.



U. S. Patents Pending Nos. 711703 and 711692

of programs prepared for or in behalf of educational organizations.

Representing the broadcasters was a special committee of the Broadcasters Advisory Committee on Federal Reports, headed by Ben Strouse, WWDC-AM-FM Washington, D. C.

Other members of the committee were Charles J. Truitt, WBOC Salisbury, Md.; Thomas G. Tinsley, WITH Baltimore, Md.; Robert C. Walker, WCHV Charlottesville, Va.; Lawrence H. Rogers II, WSAZ-AM-FM-TV Huntington, W. Va.; Joseph L. Brechner, WERC Erie, Pa.; Carl J. Burkland, WAVY Norfolk, Va.; C. T. Lucey, WRVA Richmond, Va.; E. K. Jett, WMAR (TV) Baltimore, Md.; John Elmer, WCBM Baltimore, Md.; Vincent Wasilewski NAB; Leon Brooks, CBS; Thomas E. Ervin, NBC; Joseph Baudino, Westinghouse Broadcasting Co.; William C. Koplovitz, Federal Communications Bar Assn.

Representing the Bureau of the Budget's Office of Statistical Reports was David E. Cohn. The FCC's group was headed by Joseph N. Nelson, chief of the Broadcast Bureau's Renewal & Transfer Div.

Charges FCC Dictates • Comr. Craven's dissent hit what he called the FCC's practice of "consistently" censoring broadcast stations' programming by among other things "dictating the program pattern to be followed by all stations." This is done, he claimed, through the establishment of program categories in the application forms.

Mr. Craven continued:

"The establishment of program categories, the Commission has long insisted, falls entirely within its regulatory powers since these categories serve merely as guideposts for the applicants and need not be followed. Such argument sounds quite reasonable to anyone not familiar with the practical applications of these 'guideposts,' or the 'lifted eyebrow' technique used by this administrative agency. But to one whose broadcast experience has been more practical than theoretical, it is obvious that no licensee is free to program according to his personal opinion as to what constitutes the best public service when he knows full well that his views are destined to be evaluated in the light of pre-conceived and pre-stated opinions of the regulating agency."

The Commission's position is both "illegal and impractical," Mr. Craven added. "For, here the Commission prescribes what programs it considers to be in the best interest of the public and, by this prescription, creates either an artificial demand or an artificial need, or both—which does violence to principles of freedom of expression; to the clear statutory principle that choice of programs is the licensee's exclusive duty and responsibility; to every social aspect of programming as it applies to the varying tastes, customs, needs and demands of the many communities of this nation; and to the economic well-being of the stations themselves."

Promote Your Station

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Why not be the first and only radio station in your city to have these radios placed in business organizations throughout your city without any cash cost to your station. The radio is tuned to your frequency only and carries the promotion and publicity of your station.



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HARRIS COMMITTEE ENDS CH. 4 TEMPEST

- **Rumor source still unsolved**
- **Year end report forthcoming**

The House Legislative Oversight Subcommittee last Wednesday (Nov. 26) wrote finis to its investigation of the FCC's grant of ch. 4 Pittsburgh—and to all other cases —without finding out who started rumors of alleged bribes.

After two weeks of testimony on whether former FCC Chairman George C. McConnaughey solicited or was offered bribes totaling $250,000 for his vote [GOVERNMENT, Nov. 24, 17], last week's hearing was called to attempt to determine if the rumors were "started deliberately." Three witnesses, Earl F. Reed, Lee W. Eckels and George Sutton repeated under oath what they previously had told the subcommittee. Messrs. Sutton and Eckels were in direct conflict in their testimony, while a fourth witness, William Matta, contradicted testimony given by Mr. Reed.

Testifying Wednesday, Mr. Reed, president of winning applicant Tv City Inc. after its merger with Hearst-WCAE Pittsburgh, repeatedly told the subcommittee that he did not remember who first told him of the alleged bribes. "If I knew where I heard these things, I would tell you," he stated.

He said he first heard the rumor Mr. McConnaughey was to receive $200,000 from Hearst sometime before the June 3, 1957, oral argument before the Commission. He first learned of a second rumor—that Mr. McConnaughey had solicited $50,000 from Tv City—June 3 or 4, 1957, Mr. Reed stated.

Several other witnesses testified they first heard of the bribe rumors from or through Mr. Reed, to which Subcommittee Chairman Oren Harris (D-Ark.) referred when he told the witness: "Everything, very frankly, points in a certain direction . . ." regarding the source of the rumors.

Mr. Reed again testified, as he did two weeks ago, that Mr. Matta was the only person, although not the first, he could specifically remember telling him of the alleged bribe solicitations. Subcommittee Chief Counsel Robert Lishman, after reading Mr. Matta's testimony of Monday that he (Matta) did not tell Mr. Reed of the alleged bribes, asked Mr. Reed if he wanted to change his statement. "No, I don't wish to change my testimony," the witness replied.

Mr. Matta, one of three applicants for ch. 4 who withdrew after being paid $50,000 in expenses, testified Mr. Reed had in fact told him of the alleged Hearst bribe. He said Mr. Reed stated Mr. McConnaughey had told of the alleged Hearst offer during a party in New York. The bribe rumors, Mr. Matta stated, were one of the considerations involved in the decision to withdraw his application. (A previous witness and applicant for ch. 4, Scott Fink, also attributed the withdrawal of his application to the rumors.)

Mr. Reed also stated, in answer to repeated questions, that he did not remember



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Fine motion picture films are usually those films specifically designed to do special jobs.

That's part of the reason for the success of Ansco's 16mm Anscochrome Professional Camera Film Type 242. Here is a film that has been perfected for the one purpose of producing low contrast originals with the finest possible print-through characteristics obtainable.

Type 242 offers reds and flesh tones of unparalleled beauty, blacks having high D-max and saturated, rich, color tones throughout the entire spectrum.

If you haven't as yet used Ansco's Type 242 along with Ansco Type 238 Color Duplicating Film, you're missing the best team ever produced for sheer color quality.

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Ansco

Professional Motion Picture

REMOVING TEMPTATION

FCC Chairman John C. Doerfer, under attack last winter for accepting honorariums from the broadcasting industry, last week informed his attacker—the Legislative Oversight Subcommittee—the Commission plans to recommend that Congress outlaw the practice.

In a letter to Rep. Oren Harris (D-Ark.), subcommittee chairman, Comr. Doerfer also said the FCC plans to recommend a change in Sec. 409 (c) of the Communications Act "to prohibit *any* person (except as authorized by law) from making a presentation to the commissioners except on the record."

The subcommittee has uncovered many instances of *ex parte* contacts and alleged attempts to influence the Commission in its year-long investigation of the FCC and other agencies. The new Commission recommendation would apply to members of Congress. At present, the law specifically prohibits behind-the-scenes representations by persons who have assisted in preparing an applicant's case or who appeared before a hearing examiner.

who first told him the (1) FCC was split 3-3 for Tv City and Hearst and (2) that Messrs. McConnaughey and Sutton planned to form a law association. Both pieces of information came to him via telephone the night of June 3, 1957, he said.

Rep. Harris countered that this seemed to him "perfectly ridiculous that you [Reed] can remember everything else about this but cannot remember where you heard this important information." Mr. Reed, when asked if a certain individual was the party that called, repeatedly replied: "I have no idea where I got the information."

Messrs. Eckels, Tv City official, and Sutton, former Tv City attorney, were recalled by the subcommittee in its attempt to find out if Mr. Sutton was discharged. Mr. Eckels again stated that he told Mr. Sutton at a June 4, 1957, luncheon the attorney no longer would represent the tv applicant or its radio station, KQV Pittsburgh. "I not only claim it, I did tell him" he (Sutton) was discharged, Mr. Eckels emphasized. He also claimed the 3-3 tie vote was discussed.

Mr. Sutton denied that he was either fired or the Commission vote was discussed with Mr. Eckels on June 4. He said he first learned of the Commission vote, taken June 3 immediately after the oral argument, a week or 10 days later. And, to this day, he claimed, he has never been discharged by Tv City.

At the close of the Wednesday session, Rep. Harris announced the subcommittee's lengthy, stormy hearings on several FCC matters were concluded. He said the subcommittee would meet in executive session Dec. 10 to consider its report, due for release by the end of the year [GOVERNMENT, Nov. 24].

Withdrawal of Protest Denied, KISD Will Seek Review by FCC

Commission review of an examiner's denial of a request by KISD Sioux Falls, S. D., that it be allowed to withdraw its protest of a station sale will be asked by KISD, it was learned last week.

FCC Chief Hearing Examiner James D. Cunningham denied KISD's petition to withdraw its protest against the sale of 51% of KIHO Sioux Falls by James A. Saunders to William F. Johns Jr. for $9,000, giving Mr. Johns sole ownership of the station [AT DEADLINE, Nov. 24].

KISD last week said that while its next action will be to ask for more time to reply to the examiner's action, it intends ultimately to ask the FCC to review the decision. The station said the positions taken by the Broadcast Bureau—whch opposed the requested withdrawal of protest—and the examiner represent a "whole, brand new idea." The decision is a departure from present policy and the FCC is "faced with deciding whether it is going to adopt a new policy" in such decisions, KISD added.

FCC approved the sale without hearing on June 26 [FOR THE RECORD, July 7], KISD protested July 21 and the FCC designated the transfer for hearing Aug. 20 [GOVERNMENT, Aug. 25], adopting issues raised by KISD on Mr. Johns' financial qualifications; whether Mr. Johns' proposed programs would serve the needs and interests of the Sioux Falls area, whether transfer of control had actually taken place prior to FCC consent, whether Mr. Johns already controlled KIHO, whether Mr. Johns was operating with practices "calculated to deceive or defraud" listeners, and on Mr. Johns' character qualifications.

Examiner Cunningham's decision held that a Sept. 30 agreement under which Mr. Johns agreed to pay a total of $10,000 to KISD is a private settlement and that the issues raised by KISD are a matter of the public interest. His decision tacitly agreed with the Broadcast Bureau's position that KISD is now duty-bound to carry its "full burden" in the proceeding. The examiner concluded that while the FCC in previous cases has allowed protestants to withdraw after cash settlement, "none involved the serious character questions here presented."

Mr. Johns and his father William F. Johns Sr. also own WMIN-AM-FM St. Paul, WOSH Oshkosh, Wis., and KRIB Mason City, Iowa.

O'Hara Opening D. C. Law Office

Rep. Joseph P. O'Hara (R-Minn.) last week announced plans to open a law office in Washington following his retirement from Congress, Dec. 31. He will be located in the World Center Bldg. (telephone Executive 3-3000), beginning Jan. 3, 1959. Rep. O'Hara, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, has been a congressman for 18 years. He did not seek re-election, announcing his plans to retire at the end of the current session last summer.

AIR RATION PLANS

Remember when you had to have a priority to get a telephone installed in your home? Remember when your Western Union telegram or your long distance telephone call had to take its place in the bureaucratic priority line-up?

Well, echoes of those days popped up in an announcement by the Office of Civilian & Defense Mobilization that a guide had been issued to assist government agencies and private users planning to use electrical communications during wartime or a national emergency. The order, Defense Mobilization Order IX-4, states that a communications agency will be responsible for determining and allocating priorities for the use of communications services by government and private users.

These include radio frequencies, common carrier international radio and cable facilities and domestic telephone and telegraph services. Leo A. Hoegh, director of OCDM, emphasized that rules and regulations of the FCC are not affected. Private users would continue to apply to the Commission for radio frequency assignments.

FCC Starts Action to Deny Request of Gov. McNichols

The FCC by majority decision last week directed the Commission staff to prepare a document looking toward denial of rulemaking issued July 29, 1957, proposing low-power tv "repeater" stations on vhf and uhf to pick up and retransmit locally the programs of outside tv stations and for termination of that proceeding.

In such actions the FCC reserves the right to change its mind upon its final decision.

The rulemaking was instituted at the request of Gov. Steve McNichols of Colorado as a means of furnishing tv service to remote and sparsely settled areas.

Still outstanding is rulemaking issued June 27, 1957, proposing authorization of uhf "boosters" for tv licensees to fill shadowed areas.

The FCC on May 22 encompassed the tv "booster" and "repeater" questions in blanket rulemaking to elicit information on CATV systems, boosters and repeaters, translators and tv satellite stations [GOVERNMENT, May 26].

Fm Denied 2nd Class Mailing

An fm station's program guide has been declared ineligible for second class mailing privileges in a Post Office Dept. ruling in Washington. Charles D. Ablard, judicial officer of the Post Office, overruled a hearing examiner's recommendation and held that the program guide of WFMR (FM) Milwaukee is essentially advertising material and thus precluded by law from second class mailing privileges. The second



William Sadler, Chief Engineer, KSTP, and Howard Carlson, Transmitter Supervisor, check performance of the new BTA-50G Transmitter.

"I have been very much impressed by our BTA-50G's long-term stability"

Says William Sadler, Chief Engineer, KSTP, St. Paul

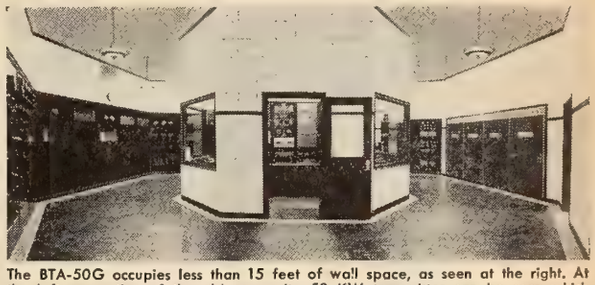
"Our 50 KW Ampliphase Transmitter has provided outstanding savings in installation costs, and reduced power bills!"

Installation of the RCA Type BTA-50G *Ampliphase* Transmitter at KSTP, St. Paul, was accomplished in three weeks under the supervision of William Sadler, Chief Engineer. The 15-foot long BTA-50G was placed along one face of the octagonally shaped transmitter room at KSTP, while the old 50 KW composite transmitter occupies approximately one-half of the remaining wall area.

Since the BTA-50G went into operation at KSTP there has been an outstanding reduction in power cost. Smaller size of the *Ampliphase* Transmitter has reduced maintenance time and expense.

Stability of the BTA-50G Transmitter, a most important factor in 50 KW operation, has really sold KSTP on the *Ampliphase* system of modulation. The dual exciter-modulator units assure stable and continuous service. As a result, W-GTO, Cypress Gardens, Florida, a KSTP affiliate, has purchased a BTA-50G Transmitter.

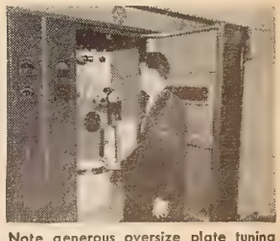
For installation and operating savings, streamlined improved program coverage, the best sound possible, you need the RCA BTA-50G. Now in daily operation at five stations. See your RCA Broadcast representative. In Canada: write RCA VICTOR Company Limited.



The BTA-50G occupies less than 15 feet of wall space, as seen at the right. At the left, a portion of the old composite 50 KW transmitter can be seen which takes up approximately 2½ times as much wall space, as the Ampliphase Transmitter



Layout of wall-mounted switchgear. Heavy components are installed at floor level which eliminates need for reinforcing the tile wall.



Note generous oversize plate tuning capacitor shown in this view of William Sadler inspecting the right-hand PA cabinet.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N.J.

Sales Idea

How to reach your objective

. . . IN BUFFALO



An **AIMS** Station

It's much easier with

WBNY

- Lowest cost-per-thousand listeners!
- Biggest volume of national advertising!
- Biggest volume of local advertising!
- Always GOOD . . . now a MUST!

Call Masla Quick!

class privilege is a form of subsidy, according to the Post Office, and the WFMR program guide does not qualify. At least one other program guide, that of a television station, also has been declared ineligible for second class mailing.

AT&T, WU Get Rate Boost In Spite of All-Media Protests

The FCC last week, despite protests from NAB, news wire services, American Newspaper Publishers Assn. and others, authorized interim increases in tariffs for private line teletypewriter services by American Telephone & Telegraph Co. and Western Union, effective tomorrow (Dec. 2).

Groups using the services had asked a 90-day suspension of the new tariffs. The new rates, an increase of $8.5 million a year for AT&T and $4.2 million for WU, originally were scheduled to go into effect today. They were suspended one day, however, for action requiring the two carriers to keep records of the increased revenues for possible refunds when the FCC makes a final decision in its two-year-old investigation, which is to determine among other things whether the new rates are lawful.

AT&T originally had filed for an increase totaling $11 million and WU for $6.7 million, but they were denied by the Commission, which then accepted the revised figures.

FCC said its preliminary findings in the investigation support "the need for some increases on an interim basis" for private line teletypewriter rates.

NAB and others had charged the boosts would tend to restrict the free flow of news since higher costs would force small radio stations and newspapers to curtail or discontinue their news agency services.

Court Sets Boston Deadline

FCC has been given to Dec. 15 to designate the Boston ch. 5 case for rehearing. The U.S. Court of Appeals told the Commission to either set the case for hearing by that date or tell why. This was the court's response to an FCC notice of last month that it was still investigating the case [GOVERNMENT, Nov. 10]. The Appeals Court remanded the Boston ch. 5 case last July for investigation of influence charges and asked for interim status reports.

Houma CP to St. Anthony Corp.

The FCC last week made effective immediately an initial decision of early November and granted the application of St. Anthony Television Corp. for a tv construction permit in Houma, La. The grant in Houma was for ch. 11. Originally, Mitchell Wolfson and Sidney Meyer, owners of WTVJ (TV) Miami, Fla., and WLOS-AM-TV Asheville, N. C., had also applied for this facility.

FCC Supported on Interference

A federal court has put teeth into the FCC's campaign to eliminate unlicensed and uncertified electronic heating equipment in industrial areas which interferes with radio and tv broadcast reception. At the same time, the FCC's Field Engineering & Monitoring Bureau issued a bulletin indicating concern about interference to radio-tv from similar heating equipment, reported to number in the hundreds in the New York area.

Judge Frederick V. P. Bryan of the U.S. District Court for the Southern District of New York last week ordered Emar Separator Co., New York, which uses heat from radio frequency generators in processing plastic material into articles of wearing apparel, to cease operating its equipment in defiance of an FCC cease and desist order issued last month.

Minneonto Seeks 8 Translators To Provide Intl. Falls Signal

Minneonto Tv Inc. has filed applications for eight translator stations with the FCC to serve as a two-channel station and relay system between Duluth and International Falls, Minn. The system "has been designed to cover the majority of the population in Virginia and the sparsely populated area between Virginia [Minn.] and International Falls . . ." according to the applications. The translators are planned as a substitute for a tv station on ch. 11 (KIFS [TV]) at International Falls granted Minneonto by the FCC.

The proposed translator operation would relay the signals of ch. 3 KDAL-TV and ch. 6 WDSM-TV, both Duluth, 140 miles by establishing two translators each at Virginia (chs. 72 and 74), Orr (chs. 80 and 82), Kabetogama (chs. 76 and 78) and International Falls (chs. 71 and 73).

Single Tv, Am Grants Made

The FCC last week granted Rocket City Television Inc., Huntsville, Ala., a construction permit for a new tv station to operate on ch. 31. At the same time, the Commission granted Harold J. Arnoldus, Page, Ariz., a construction permit for a new am outlet on 1340 kc with 250 w. The Commission noted that Page is still under construction as part of a dam project. For other FCC actions of last week, see FOR THE RECORD, page 99.

Explain Delay, FCC Tells WSBR

WSBR Warwick-East Greenwich, R. I., was informed by the FCC last week that unless it replies within 30 days requesting a hearing, its application for time to complete construction will be dismissed, its construction permit cancelled and call letters deleted. Also, the application for transfer of control of WSBR to Milton E. Mitler (WADK Newport, R.I.) would require a hearing, according to the FCC, on the issue of duopoly.

ABC Chicago Stations Renewed

The licenses of ABC's broadcast properties in Chicago—WENR-FM, WBKB (TV) and 50% of WLS—were renewed last week by the FCC. But the renewals were made "without prejudice" to whatever the FCC may decide when it makes its final conclusions on its Network Study (Barrow) Report and on related studies and inquiries now being considered or conducted by the Commission. The other 50% of WLS is owned by Prairie Farmer Publishing Co. (*Prairie Farmer*).

how much are you paying for socialism?



You wouldn't knowingly pay a cent toward socializing the U.S.A. You've seen what happens to the rights and freedoms of the individual in other countries when government takes over and runs things.

Yet you and other Americans have already paid more than *five and a half billion dollars in taxes* toward the socializing of the electric light and power business. So-called "public power" has now put control of almost 1/5 of the country's electricity in government's hands.

And that's just the beginning. The federal "public power" pressure groups are pushing the idea that Congress should spend *another ten billion dollars* to carry this grab farther—with taxes to be collected from *you*.

And it's all so unnecessary. For America's many *independent* electric light and power companies are able—and ready—to supply the electricity the nation needs—*without* spending a cent of your taxes.

The reason this *socialism by taxation* goes on is simply that most people don't know about it. So you can help halt it by spreading the word.

As soon as enough people know that their taxes are being used to buy socialism, they will stop it.

WHEN "PUBLIC POWER" WINS—YOU LOSE!

Every time the lobby for federal "public power" pushes another government electricity project through Congress, you are taxed to pay the bill.

America's Independent Electric Light and Power Companies

Company names on request through this magazine



It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape*, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Hammell, Four Firms Hit in FTC Complaint

Arthur Hammel and four New York firms of which he is an official were charged by the Federal Trade Commission last Wednesday (Nov. 26) "with using misrepresentation to sell such advertising promotional plans as 'a millionaire's weekend trip to Las Vegas' to radio and television stations." The companies cited were Advertisers Assoc. of America Inc., Teleradio Advertisers Inc., United Publicity Inc. and Teleradio Advertisers ("the trade name of Mr. Hammell"), all of 350 Fifth Ave.

The FTC complaint also said other "typical" contests sponsored by Mr. Hammell were "juvenile delinquency essay contest" and "safety on the highway essay contest." The FTC said the complaint charged that Mr. Hammell, "through the firms' salesmen, enters into contracts for his advertising plans with the stations and local merchants. The latter are to receive radio and tv advertising for their businesses while the stations are to receive certain percentages of the merchants' payments. Mr. Hammell promises to provide the advertising scripts as well as the prizes.

". . . The firms made false claims to both the stations and merchants when selling these plans. For example, the stations are led to believe that all checks obtained from merchants will be made payable to them. In reality, many checks were made payable to the respondents, [and] without authority they endorsed some made jointly payable to them and the stations and kept the station's share."

FTC said "Teleradio advertisers and its affiliates are further charged with falsely claiming that they will provide free trips to Las Vegas or a cash substitute, advertise the promotion in local newspapers, or exhibit subscribers' merchandise on television."

Other false claims charged by the complaint, FTC said, included: "That they would change each merchant's commercial copy monthly; each merchant would be furnished an attractive display bearing the radio station's call letters; all leading businessmen in the area were participating; that backdrop tv advertising conformed to a sample shown to subscribers; that the firm's salesmen were agents of the stations, and that only one business of a kind in a specified area would be permitted to sponsor the plan."

FTC granted the parties 30 days to file an answer and scheduled a hearing Jan. 21, 1959, in Washington.

Empire State Bldg. representatives reported Wednesday Mr. Hammell is no longer a tenant there. The office of Arthur Hammell at 80 Eighth Ave., New York, reported Mr. Hammell has been ill for a week and could not be reached for comment.

Norman D. Levy, an attorney in the Empire State Bldg. who said he has served as counsel for Mr. Hammell, said all comment would be withheld until the FTC complaint has been received. He declined to say whether the four firms named in the FTC complaint are active now, but he did say they have not been corporately dissolved.

UPCOMING

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 2-4: Electronic Industries Assn., quarterly meeting, Roosevelt Hotel, New York.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, convention committee, NAB headquarters, Washington.
Dec. 17: NAB, ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.
Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 8-14: National Advertising Week.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.
March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.
April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.
April 30-May 3: AFA, 4th district, Tides Hotel & Bath Club, St. Petersburg, Fla.

June

June 7-10: AFA, 55th annual convention, Hotel Leamington, Minneapolis.

Political Science Group Offers Nine-Month Congressional Stint

The American Political Science Assn. has begun accepting applications from political journalists and political scientists for its 1959-60 congressional fellowship awards. Each winner receives $4,500, most of which is tax-exempt, plus travel expenses for a nine-month stay in Washington.

Fellowships are open to political scientists and journalists between the ages of 23 and 35 who have had advanced training combined with experience. Competition is on a nationwide basis with winners to be selected by members of Congress, Washington journalists and political scientists.

The fellowship winners will work as staff members in the offices of senators and congressmen and on congressional committees. Journalism candidates are required to have an A. B. degree and at least one year of professional experience in radio-tv, newspaper or magazine work. Applications must be submitted prior to Feb. 15, 1959, with winners to be announced early in April.

Further information and application forms may be obtained from The American Political Science Assn., 1726 Massachusetts Ave., N.W., Washington 6, D. C.

"Stocks furniture on tape"



Mr. Robert Breckner
V. P. Programming
KTTV, Los Angeles

"We Videotaped* the world's largest home furnishing store, Barker Bros., floor by floor — in one session of less than 5 hours, we recorded a huge collection of furniture, complete with motion. This technique, which has enabled KTTV to capture the immensity of this store and its stock, is helping Barker Bros. and its agency, Mays & Company, get more out of its TV than ever before."

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

Producers Survey Accounting For Guidance of IRS on Taxes

Price Waterhouse is engaged in interviewing member companies of the Alliance of Television Film Producers regarding their tax accounting procedures. Information from the study, ordered by the producers, will later be collated for submission to the Internal Revenue Service as an aid in determining a method of taxing these companies.

The interview method of collecting the data is necessary, ATFB President Maurice Morton told BROADCASTING, because different procedures employed by the 22 member producers would make answers to a mail questionnaire meaningless. For example, he pointed out, sales commission paid to agencies like MCA or William Morris are included by some film producers in the cost of production, while other companies charge them to overhead.

This method is also protracted, Mr. Morton said. One interviewer who is familiar with the procedures of a number of companies can do a more efficient fact-finding job with other companies than 22 interviewers, each reporting on a single film producer, he explained. He estimated that the job might be completed around the first of the year.

The Alliance embarked on its survey of tax accounting following a proposed change in Treasury Dept. requirements that would force producers to shift from a cost recovery method of computing taxes to an estimated gross receipts method which the tv film producers felt could tax them out of business [TRADE ASSNS., Sept. 1; GOVERNMENT, July 28; FILM, April 7].

Follow the Leaders—No. 1

SOLD

In Washington, D. C. to

WWDC

Ben Strouse, Pres. and Gen. Mgr.

RADIO PRESS

World-wide news and feature coverage at low cost:

Daily feed by wire, tape or FM • 12 five-minute segments • one-to-two minute actuality pickups • one-minute news capsules!

WRITE FOR FREE BROCHURE AND AUDITION RECORD

RADIO PRESS

18 East 50th Street New York 22, N.Y.

Plaza 3-3822

AAP Sells 'Popeye' to Four More, Makes New Warner, Other Sales

Four more tv stations have bought Associated Artists Productions' cartoon series of "Popeye," it has been announced by AAP General Sales Manager W. Robert Rich. Sales to date total 137 stations. New buyers are KENI-TV Anchorage and KFAR-TV Fairbanks, both Alaska; WSAV-TV Savannah, Ga., and KRBB (TV) El Dorado, Ark. "Popeye" renewals were ordered by WPRO-TV Providence and KBTV (TV) Denver.

Mr. Rich also reported sales of Warner Bros. feature film group to the following: WMTW (TV) Poland Springs, Me., six groups; KGGM-TV Albuquerque, three groups; WCYB-TV Bristol, Va., two groups, and single groups each to WLOS-TV, Asheville, N. C., WBAL-TV Baltimore and WISN-TV Milwaukee. "Sherlock Holmes" features were sold to WJAC-TV Johnstown, Pa., and WMAR-TV Baltimore; post-'48 "Movielands" to KGGM-TV; westerns to WSAV-TV and KRGG-TV Jefferson City, Mo., and adventure films to WPST-TV Miami.

New sales for its package of four Christmas programs also have been reported by AAP to KTSM-TV El Paso, KENS-TV San Antonio, KCRA-TV Sacramento, KOLD (TV) Tucson, KCIX-TV Nampa-Boise, Idaho, and KRTV (TV) Great Falls, Mont. The film quartet: "Star in the Night," "A Christmas Carol" (with Alastair Sim), "Silent Night" and "The Emperor's Nightingale."

Glen Buys Two Demet Productions

Glen Films Inc. has bought Peter Demet's *Championship Bowling* and *All Star Golf* for "in excess of $3.8 million," it was announced last week. Mr. Demet and Walter Schwimmer Inc., Chicago, continue as executive producer and distributor, respectively. *Championship Bowling* is syndicated to tv stations in 155 markets; *All Star Golf* is on ABC-TV.

MCA-TV Film Sales Equal Costs

MCA-TV Film Syndication Div., which contracted earlier this year to pay $50 million for the Paramount Pictures library of 700 feature films, was reported last week to have achieved sales approximating or exceeding that figure. The library has been on the market for 25 weeks and has been sold in 25 markets, according to an MCA-TV spokesman. Latest to sign: WGR-TV Buffalo, WTOL-TV Toledo, WBAL-TV Baltimore, WJR-TV Detroit, KVAR-TV Phoenix and KPTV (TV) Phoenix.

CNP Plans New Tv Film Products

California National Productions, NBC's film syndication subsidiary, has indicated that it intends to go ahead with pending arrangements for new tv film product next year. Frank Cleaver, CNP's vice president in Hollywood, conferred last week with New York officials of CNP including President Earl Rettig. After the meeting, Mr. Rettig said the company initially had planned to limit its production schedule in the year ahead because of the recession but that "our current sales success," a general business upturn and "wave of optimism" from producers of goods and services in the country, caused a change of plans.

FILM SALES

Trans-Lux Encyclopaedia Britannica Film Library purchased by KVKM-TV Monahans, Tex. Five-year contract is effective Dec. 1.

Screen Gems (tv subsidiary of Columbia Pictures Corp.) announces total of 127 domestic and five Japanese tv stations have signed for its *Rescue 8*.

Caldwell Tv Film Sales, Toronto, Ont., claims largest single purchase of syndicated film programs in Canada with buy by Procter & Gamble Co. of Canada Ltd.

Phillips Petroleum Co. (Phillips "66" gasoline), Bartlesville, Okla., Saturday (Dec. 6) begins 52-week sponsorship of CBS Television Films Sales' *Colonel Flack* on WKBK-TV Chicago. Agency: Lambert & Feasley, N. Y. Also sold by CBS Film: *Flack* to Dow Chemical Co. (MacManus, John & Adams Inc.) for 52 weeks on WWJ-TV Detroit. Additional regional sales place *Colonel Flack* in over 100 markets, CBS said.

Continental Oil Co. (Conoco), Houston, renews for third consecutive year CBS Television Film Sales' *Whirlybirds* in 60 markets. CBS claims that deal — negotiated through Benton & Bowles, N. Y.—will gross approximately $700,000 time and talent. Series is seen in total of 175 markets.

Jayark Films' new tv cartoon series *Bozo the Clown,* sold to date in 56 U. S. markets with Jan. 1 premiere, also has been sold to Canadian Broadcasting Corp.'s French-Canadian network and will be shown there pending completion of French-language dubbing. Jayark reports 72 films completed and 84 others now in production.

FILM DISTRIBUTION

Trans-Lux Television Corp., N. Y., reports it is offering tv stations Christmas holiday package of five films—*Night Before Christmas, Christmas Through the Ages, Christmas Rhapsody, Santa and the Fairy Snow Queen* and *Jerusalem, the Holy City*.

Official Films Inc., N. Y., has been named distributor of Lynn-Romero Productions film series *Counter Thrust,* it was announced last week. Robert Sanford, OF vice president, is packaging and supervising casting and production details for the pilot film, which is scheduled for January showing.

MCA-TV's Film Syndication Div., N. Y., reports that 39 segments of *Rosemary Clooney Show,* which was syndicated dur-

ing 1956-57 season, are being offered to regional and local sponsors as first-run product in many markets and as second run in others.

ON CAMERA

National Telefilm Assoc., N. Y., has acquired new half-hour film series, featuring Mantovani and his orchestra, for distribution in U. S. Series of 39 episodes is being produced in England by Harry Alan Towers.

Screen Gems, Hollywood, in association with Robert Carlisle and Paul F. Herd is readying new tv film series, *Strategic Air Command.* Frederic F. Frank is writing first script of series, which is being made with cooperation of SAC, U. S. Air Force and Dept. of Defense. Gen. Thomas S. Power, SAC commanding general, will introduce initial program. Screen Gems also has completed negotiations for new series called, *Mother Is the Governor,* starring Helen Traubel, with Doug Morrow as producer-writer.

Gross-Krasne-Sillerman Inc., N. Y., announces production of five new half-hour series in U. S. and abroad. Series are *Fate,* filmed anthology; *Glencannon,* serial based on Guy Gilpatrick stories in *Saturday*

PLAYBACK

QUOTES WORTH REPEATING

A PLACE FOR ALL MEDIA

Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, addressing the national convention of Sigma Delta Chi, professional journalism fraternity, in San Diego Nov. 21:

I will admit frankly that broadcast journalism was born with a bar sinister. It sprang from the loins of show business. Many of its early practitioners were retreads from vaudeville, the theatre and the carnival business. That was a long time ago. But first impressions die hard.

There have been firm indications that we are now coming around to being considered as equals. We have earned this equality not through competing with newspapers. We have earned it by carving out for ourselves a unique and indispensable place in the spectrum of information media. We have determined what we can do best—and are making the most of it.

It is most unfortunate that a competitiveness between print and broadcasting appears to exist on the business side. Certainly there is competition for the advertising dollar. But such a feeling should not slop over onto the editorial side. Actually, newspaper and broadcast journalism complement each other—and each is stronger for having the other on hand.

This was brought home most forcefully to me just a few days ago—specifically, the morning after the elections. As you know, CBS News presented the most complete election coverage it had ever undertaken. From 9 p.m. until after 2 a.m., more than 200 CBS News people worked in our central election studio to bring viewers and listeners from coast to coast the most detailed election coverage. By 2 a.m. the big issues had been decided. My head was full of election results as I had a late supper and went to bed. Yet, the next morning, I hurried to buy the *Times* and *Herald-Tribune* and read all about it—just as avidly as though I had been nowhere near a television or radio set. I was able to sit back and absorb the great mass of election information while I had my coffee. There were charts, columns of figures, photos, sidelights—all there for me to study at my leisure.

I'm sure the reaction was similar in the case of the millions who followed all three networks' election coverage from beginning to end. As a matter of fact, a strong case could be made for an even greater interest in the newspaper coverage as a result of the excitement communicated by the air coverage of the night before.

★ ★ ★

Tossing a few counterblasts at radio's detractors, Cecil Woodland expresses the view that inter-media criticism can be harmful to advertising as a whole. Mr. Woodland, general manager of WEJL Scranton, Pa., and first vice president of the Pennsylvania Assn. of Broadcasters, told this to the Wilkes-Barre Advertising Club Nov. 5. His remarks, in part:

How about radio's acceptance by advertisers? Well, the average radio station in Pennsylvania carries advertising schedules for 44 national, 25 regional and 226 local advertisers. That, I know you will agree, is hardly the business pulse of a dying industry.

Let me assure you that the pall bearers we mention do not come from the television industry. Men and women in both radio and tv—like those in other advertising fields—are sold on and believe in all advertising. They are smart enough to realize that criticism of any advertising medium is criticism of all advertising media. . . .

It is my conviction—and a deep one—that no advertising medium will ever displace any other advertising medium. Instead, each will go its competitive way in search of the available advertising dollar, selling its own medium against others and, in doing so, selling all advertising without which America could not be the great nation it is.

Here's Your **Cue**
For More Profit On Your
Ampex VTR Investment!



The profits you earn on your Ampex equipment depend on the ability of your technical staff to handle the video tape efficiently. A missed cue between your Ampex VTR and film chain or live programming can, and does, cost you money.

That's why more and more television stations are supplementing their Ampex installations with the Vue-Tronics Tape Cuer.

The VTC "cues" video tape **electronically.** A system of audio and visual alarms, including a unique photo-cell COUNTDOWN, brings your programs in and out on the precise second!

The VTC Cuer takes pressure off your staff, reduces human error, and saves valuable air time.

The VTC Cuer enables technicians to locate commercials or even specific words or effects in seconds. It also provides the basis for automation.

The money you save can easily, **and quickly,** pay for the whole cost of the Cuer.

The following stations have already ordered Cuer installations: KTTV, KCOP, KTLA, Los Angeles; KRON, San Francisco; WPIX, New York.

VUE-TRONICS
CORPORATION
5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.
research and development

Evening Post; Flying Doctor, adventure program; *Trade Horn,* outdoor adventure vehicle, and *Sea Hawk,* series starring John Howard Taft that is presently being offered for national sponsorship. Other programs will be available either for spring or fall presentation.

ITC-TPA's first major international tv production will be *Four Just Men,* series of 39 thrillers to be filmed by Sapphire Films Ltd. at cost of $2 million on both sides of Atlantic, with Hannah Fisher as executive producer; Sidney Cole and Jud Kinberg as producers. Jack Hawkins, Vittorio de Sica, Dan Dailey and fourth star yet to be selected, will play title roles, first appearance for any of them in tv series.

Ziv Television Programs, Hollywood, announces that production will be resumed shortly on *The World of Giants,* half-hour adventure series, which is projected for showing on CBS-TV in fall. Series earlier had been scheduled to make its appearance on CBS-TV this season but was postponed without explanation.

Twentieth-Century Fox will film pilot in late December based on Max Shulman's *The Many Loves of Dobie Gillis.* Production will be supervised by TCF-TV's Martin Manulis, in conjunction with Selby-Lake Inc., Mr. Shulman's packaging firm. Mr. Shulman will write all scripts. Pilot, for which a title has not been selected, is expected to be released in early January.

Westinghouse Forms New Firm To Rep Its Owned Tv Stations

The formation by Westinghouse Broadcasting Co. of Television Advertising Representatives Inc. to serve as national sales representative for the five WBC tv stations, effective next July 1, is being announced today (Dec. 1) by Donald H. McGannon, WBC president. WBC had announced last summer it would form its own national sales organization and drop its current representative.



MR. ISRAEL

Larry H. Israel, now general manager of the WBC station in Baltimore, WJZ-TV, has been named general manager of TAR. It will represent the following WBC stations: WBZ-TV Boston, WJZ-TV, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX-TV San Francisco. Two weeks ago, Westinghouse named Am Radio Sales Corp., of which WBC is majority owner, representative of its six radio stations, also effective July 1.

Mr. McGannon indicated that Mr. Israel will be appointed to the board of directors of TAR and recommended to the board for the position of vice president.

Mr. Israel's successor as general manager of WJZ-TV will be announced shortly. Mr. Israel will turn over management of the Baltimore station to his successor in early January and devote full time thereafter to selection of staff and offices for the new company and other organizational details.

Sun Ray Agrees in Principle To Consolidated Retail Merger

Sun Ray Drug Co., which owns WPEN Philadelphia, has agreed "in principle" to a merger with Consolidated Retail Stores Inc., it was announced last week. Harry S. Sylk, Sun Ray president, said each Sun Ray stockholder would receive eight shares of Consolidated common for each Sun Ray share held.

Stockholders of both companies must approve the merger plan. Mr. Sylk said the preferred stock of both companies would be eliminated.

Sun Ray also has an application pending at the FCC for the purchase of WCKR-AM-FM Miami from Biscayne Tv Corp. (Knight-Cox-Trammell interests) for $800,000. This transfer has been held up by the Commission until it considers testimony before the House Legislative Oversight Subcommittee alleging *ex parte* activities in the award of Biscayne's ch. 7 WCKT (TV) Miami [GOVERNMENT, Nov. 10].

KENS-TV, WOAI-TV Put Tower Up

A 1,531-ft. tower is scheduled to be put into use by KENS-TV and WOAI-TV, both San Antonio, next Sunday (Dec. 7). The tower represents a $1 million investment by the two stations. It took 15 months to construct. Engineers estimate that the structure, near Elmendorf, Tex., will nearly double the stations' effective coverage area. KENS-TV and WOAI-TV are maintaining their present towers as auxiliaries.

Petry Marketing Headed by Rohn

A new marketing department to provide data to advertisers and their agencies for consideration in spot campaigns has been formed by Edward Petry & Co., station representative. William B. Rohn, tv account executive, was named its head. The depart-

CREATIVE PROMOTING

Because its new "Frisbie" commercial was adjudged outstanding, Clark Oil & Refining Corp. is getting a free ride on WEAW Evanston, Ill.—even though it has no schedule on the station. Edward A. Wheeler, WEAW president, advised the Clark agency, Tatham-Laird, Chicago, that each month his staff selects a "Commercial of the Month" as a means of encouraging "creative thinking in the preparation of radio commercials," without any strings attached. Mr. Wheeler asked the agency to forward a commercial announcement, to be aired on WEAW once daily throughout December without charge.

we welcome

and congratulate Lincoln Dellar & Company which has just entered the field of purchasing and selling broadcasting properties.

LINCOLN DELLAR & COMPANY

1470 East Valley Road, Santa Barbara, California, brings the experience of 25 years as owner-operator of a group of Western radio and television stations to those interested in select radio and television properties.

We are proud to announce that the Dellar Company will serve as our Western affiliate; we will serve as Eastern affiliate of the Dellar Company.

R. C. CRISLER & CO., Inc.

New York
41 E. 42nd St.
MUr. Hill 7-8437

Cincinnati, O.
Fifth Third Bank Bldg.
DUnbar 1-7775

Omaha, Neb.
Paul Fry
P. O. Box 1733
Benson Station

West Coast
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

ment also will consider ways to expand use of the spot medium, wean accounts from competitive media and obtain maximum representation of Petry stations on advertiser lists. Mr. Rohn, who was general sales manager of WINS New York before joining Petry in 1953, will be assisted by LeGrand Redfield Jr., Petry account executive for eight years and head of the company sales service department in 1955-56.

Independents Are Biggest Draw In 20 of Top 25 Markets—Young

Adam Young Inc., New York, last week said that a study completed by its research department shows that non-network stations are the number one outlets in terms of audience in 20 of the top 25 markets. The Young computations were based on the latest figures by The Pulse Inc., covering either August or September.

The study claims that whereas network stations were in either first or second place in 18 markets last fall, they are now either number one or two in only 14 markets this fall. In the fall of 1957, a total of 32 network stations were in the top three positions but this figure has dropped to 27 stations in the fall of 1958, according to the Young study.

The Young president also said that business placed by Young in the first nine months of 1958 exceeded the same period of 1957 by 77%. He said this financial information had been filed recently with the Station Representatives Assn.

KHMS (FM) Starts in El Paso

KHMS (FM) El Paso, Tex., commenced operations Saturday (Nov. 29). Announced as El Paso's first commercial fm outlet, KHMS is on 94.7 mc with 2.55 kw. Co-partners Albert C. Hynes and Logan D. Matthews (H-M Service Co.) limit commercials to a set number and program with an "accent on the classics." The station broadcasts from 4 p.m. to midnight weekdays; noon-midnight on weekends.

REPRESENTATIVE APPOINTMENTS

WMIN-AM-FM St. Paul, Minn. (William F. Johns Family stations) names Gill-Perna Inc. as sales representative, effective immediately. WMIL Milwaukee appoints same representative for Chicago area effective Nov. 1 and nationally effective Jan. 1, 1959.

KCKC San Bernardino, Calif., names Grant Webb & Co. to serve as sales representative nationally, except on West Coast, where Tracy Moore & Assoc. represents KCKC.

KJAY Topeka, Kan., names Gill-Perna Inc., N. Y., effective today (Dec. 1).

WCFR Springfield, Vt., names Walker-Rawalt Co., N.Y.

REPRESENTATIVE SHORT

Edward Petry & Co. has moved into new Dallas offices at 211 N. Ervay St. Hugh O. Kerwin is Petry tv manager in Dallas while David C. Milam heads radio.

LINCOLN DELLAR, FORMERLY OWNER AND OPERATOR OF A GROUP OF WESTERN RADIO AND TELEVISION STATIONS, NOW TAKES PLEASURE IN ANNOUNCING THE FORMATION OF

LINCOLN DELLAR & COMPANY

SELECT RADIO AND TELEVISION PROPERTIES

THE EXPERIENCE OF 25 YEARS IN THE BROADCASTING INDUSTRY IS NOW AVAILABLE TO THOSE INTERESTED IN THE PURCHASE OR SALE OF BROADCASTING PROPERTIES IN THE WESTERN STATES.

MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING

1470 EAST VALLEY ROAD SANTA BARBARA, CALIFORNIA

TELEPHONE WOODLAND 9-0770

EASTERN AFFILIATE

R. C. CRISLER & CO., INC.



CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KITO SAN BERNADINO, CALIF. • Sold by Marshall Neal and associates to Ray Ruff, Arnold S. Lerner and Myer Feldman for $285,000. The buyers own KLAD Klamath Falls, Ore., and until recently were principal stockholders in KOMA Oklahoma City. Mr. Neal owns KWKW Pasadena, Calif. The sale was handled by Blackburn & Co. KITO is on 1290 kc with 5 kw.

KIDO BOISE, IDAHO • Sold to Mesabi Western Corp. of Seattle (William E. Boeing Jr., KWLK Longview, Wash.) by Mrs. G. M. Davidson, retaining KIDO-TV, for $181,000. The sale was handled by Allen Kander & Co. KIDO is on 630 kc with 5 kw, directional antenna different pattern day and night.

WEZL RICHMOND, VA. • Sold by William E. Benns Jr. to Ben Strouse, Leon B. Back and Samuel E. Feldman for $111,000. Mr. Strouse is president of WWDC Washington, D.C., and WMBR Jacksonville, Fla. Messrs. Back and Feldman own WEBB Baltimore, Md. The sale was handled by Blackburn & Co. WEZL is on 1590 kc with 5 kw, day.

WACB KITTANNING, PA. • Sold to Joel W. Rosenblum by the Armstrong Broadcasting Corp. for $76,000. Mr. Rosenblum owns WISR Butler, Pa., WTIG Massillon, Ohio. WACB is 1380 kc, 1 kw, day.

WKTG THOMASVILLE, GA. • Sold to James S. Rivers by multiple-owner John H. Phipps for $60,000. Mr. Rivers has interests in the following Georgia properties: WJAZ Albany, WDOL Athens, WMJM Cordele, WTJH East Point and WACL Waycross. The sale was handled by Paul H. Chapman Co. WKTG is on 730 kc with 1 kw, day.

KENA MENA, ARK. • Sold to E. M. Hoge, who was the general manager of KSJB Jamestown, N. D., by R. B. Bell (KLCO Poteau, Okla.) for $42,500. The sale was handled by Blackburn & Co. KENA is on 1450 kc with 250 w.

APPROVED *The following transfer of station interests as approved by the FCC last week. Also see* FOR THE RECORD, *page 99.*

KSEL LUBBOCK, TEX. • Sold to David R. Worley (KLEA Lovington, N. M.), George H. W. Bush, H. Earl Mizell, Don O. Freeman and Gerald H. Sanders, doing business as Lubbock Broadcasters Ltd., by Lubbock Broadcasting Co. for $185,250. KSEL is on 950 kc with 1 kw, day, and is affiliated with ABC.

MIDWEST

First class operation in one of the great markets of the midwest and one of the nation's top fifty. Good profits and additional potential. Substantial cash required, although some terms can be arranged.

$600,000

FLORIDA

Daytimer with excellent real estate and great potential in a single station south Florida market. 29% down with balance on easy terms.

$130,000

NEW ENGLAND

A consistently profitable small market operation which will pay for itself from earnings. Minimum of $35,000 cash required.

$130,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NAB Pro-Tv Animations Receive Wide Exposure

More than $836,000 worth of television time is being allocated by 72 tv stations throughout the country to air a series of animated film spots produced by NAB to promote the tv medium.

NAB last week announced that an initial sampling of NAB tv members brought reports from the 72 outlets of their activities in the intensified 13-week promotion of television. The promotion campaign began during National Tv Week Nov. 16-22 and continues into next February. NAB member stations have received two of the eight-second tv spots and will receive eight others during December and January.

Other tv stations are expected to swell the total as the campaign progresses, NAB said. The 72 outlets already reporting show they will schedule the spots a total of 25,506 times by February.

The tv spots tell viewers of the impact various types of tv programs have had on American life. The spots were produced under supervision of NAB's public relations service on the theme, "Nothing Brings It Home Like Television."

Average weekly air time given to the spots by the 72 outlets totals $64,315, the amount the time would bring if sold commercially. A breakdown shows an average total of 1,962 spots weekly for the stations.

The time allotted by each station exceeds $11,600 for the drive, or over $890 each per week. Each outlet is running an average total of 354 spots, or 27 a week.

Two stations reporting say the average value of time each is devoting to the spots weekly exceeds $4,000; four report more than $3,000 each, nine more than $2,000 and 17 more than $1,000 each. Three outlets are airing the spots more than 50 times a week and seven more than 40 times. At least 65 of the stations are spotting the films throughout their daily schedules, including prime evening time.

The eight-second film spots show cartoon characters popping out of a home tv screen into a family living room. The two in current distribution emphasize tv public affairs programs and variety shows.

Figures from the first NAB sampling show that member outlets are fully supporting the drive as they were urged by C. Howard Lane, chairman of NAB's Tv Board and managing director of KOIN-TV Portland, Ore., who asked that they "buy some time on your own station . . . and schedule the 'Impact of Television' spots as if they were paid commercials."

Arizona Broadcasters Affirm Stand Against Hard Liquor Ads

Liquor and air make a bad mixture, according to the Arizona Broadcasters Assn. Representatives of 30 of the state's 46 radio stations and all eight tv stations unanimously adopted a resolution to maintain their self-imposed ban against hard liquor advertising on radio and tv.

Pointing out that there is no legal pro-

hibition of such advertising, Tom Wallace, president of ABA and of KTKT Tucson, commented that what the resolution means "is simply to reaffirm what has always been our position against accepting liquor advertising and to demonstrate that the broadcasting media recognize their responsibilities in the public interest."

Arlo Woolery, KSUN Bisbee, was elected president of ABA. Other new officers are: John Hogg, KOY Phoenix, vice president, and Fred Vance, KVOA-TV Tucson, secretary-treasurer. New directors are: Mr. Wallace; Harry Chambers, KCNA Tucson; Charles Saunders, KCLS Flagstaff; Howard Stalnaker, KPHO-TV Phoenix.

Sowell Elected to Replace Hart As Tennessee Association Head

F. C. Sowell, WLAC Nashville, was elected president of Tennessee Assn. of Broadcasters Nov. 14 at the association's Knoxville meeting [TRADE ASSNS., Nov., 17]. He succeeds John Hart, WBIR Knoxville, who becomes a board member. Frank Proctor, WTJS Jackson, was elected vice-president and Charles Brewer, WHIN Gallatin, secretary-treasurer.

Elected to the board besides Mr. Hart were A. D. Smith Jr., WMTS Murfreesboro, and Jack Michael, WREC-AM-TV Memphis.

Martin Karant, WKPT Kingsport, was elected president of Tennessee AP Broadcasters succeeding Parry Sheftall, WJZM Clarksville. Bill Williams, WSM Nashville, addressed the AP meeting on news selling and editing.

Missouri Assn. Names Officers; Ed Rahl Elected to Presidency

A. E. (Ed) Dahl, general manager of KLIK Jefferson City, Mo., was elected president of the Missouri Broadcasters Assn. at a two-day meeting in St. Louis [TRADE ASSNS., Nov. 17]. He succeeds Bruce Barrington, of WEW St. Louis.

Other officers are Clarence Breazeale of KCMO Kansas City, vice president, and Harold Douglas of KMMO Marshall, secretary-treasurer. The board of directors includes Mr. Barrington, member-at-large; Don Dailey of KGBX Springfield; F. L. Donze of KSGM Ste. Genevieve, and Bob Hyland of KMOX St. Louis.

UPI Broadcasters Get Together At N. J. Meeting to Form Assn.

The New Jersey UPI Broadcasters Assn. was established Nov. 14 at a Camden meeting held in conjunction with the 12th annual convention of the New Jersey Broadcasters Assn.

About 17 broadcasters at the UPI meeting elected a three-man steering committee to draft policies and nominations for permanent offices. Committeemen are Jack Gartland, news director of WTTM Trenton, chairman; Don Hart of WSNJ Bridgeton, and Vin Gruper of WPAT Paterson. Gar Kaganowich, UPI Newark manager, is the new association's executive secretary.

In Louisville it's WAVE-TV for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

ALFORD *Manufacturing Company*
299 ATLANTIC AVE., BOSTON, MASS.

RAB: We're Not Biting Hand That Feeds Radio

Radio Advertising Bureau President Kevin Sweeney denied last week the charge by the Western States Advertising Agency Assn. that he or RAB has urged department stores to turn their advertising dollars over to RAB and bypass agencies. He attributed the charge that RAB is "biting the hand that feeds radio" to the personal frustration of a WSAA officer entangled in a department store situation which misunderstood RAB's "$64,000 Challenge" retail radio test plan [TRADE ASSNS., Nov. 24].

Mr. Sweeney outlined the test plan in a speech six months ago before the National Retail Merchants Assn. RAB proposes to offer $64,000 plus technical staff help to a major retailer for a one-year test of radio and presently is investigating 41 store offers to participate before choosing the test case. The retailer must add $32,000 of its own to the radio budget. No agency would be bypassed, RAB assured.

"Anyone who has read the speech knows what was said about advertising agencies and department stores," Mr. Sweeney said. "To paraphrase it, we stated that the only way that department stores could use radio successfully was the way they used newspapers—advertising items, many different items each week. We pointed out that under the standard 15% agency arrangement, no advertising agency could afford to handle an account which involved dozens of different pieces of copy each week, dozens of different buying patterns, and three to four fulltime people. We specifically told stores they would have to pay a fee to agencies."

Mr. Sweeney said anyone reading his speech "would know how completely absurd the charge is that we want any retailer to turn over his advertising dollars to RAB or that we are bypassing advertising agencies . . . among the 41 stores that qualified for participation there is not one that is not represented by an agency." He said incidentally that "since over three-fourths of the expenditures on this research project are RAB's, we felt we had some small rights in saying how the money should be spent."

To the WSAA charge that "plans like RAB's for radio to capture the department store business were falling on their face before there was an RAB," Mr. Sweeney retorted, "To our knowledge our plan has never been tried before and we would stack our knowledge of department store radio against the combined knowledge of any group of agencies."

To the WSAA suggestion that radio subsidize advertising agencies by paying them extra commissions on department store business, Mr. Sweeney felt not many station operators would favor that. "It is suggestions like this which cause media to be even more puzzled about the 15% commission system and its implications," he said. "Broadcast media are already paying commissions on retail business which are not paid by newspapers—yet newspapers still have the bulk of the money."



A NEW BOARD of directors for Television Bureau of Advertising was elected at the fourth annual members' meeting Nov. 21 at New York's Waldorf-Astoria Hotel. New members (standing l to r) include Payson Hall, Meredith Publishing Co., Des Moines (treasurer); Alexander W. Dannenbaum, Westinghouse Broadcasting Co., New York; John P. Blair, Blair Television Assoc., New York; Craig Lawrence, CBS-TV, New York; Donald Davis, KMBC-TV Kansas City; Lawrence H. Rodgers II, WSAZ-TV Huntington, W. Va.; Sterling C. Quinlan, ABC-TV, Chicago; Otto Brandt, KING-TV Seattle (secretary); A. Louis Read, WDSU-TV New Orleans; Richard A. Moore, KTTV (TV) Los Angeles.

(Seated l to r): Glen Marshall, WJXT (TV) Jacksonville, Fla.; Roger W. Clipp, WFIL-TV Philadelphia (board chairman); Norman E. Cash, TvB, New York (president); P. A. (Buddy) Sugg, NBC-TV, New York; Campbell Arnoux, WTAR-TV Norfolk, Va.; Robert R. Tincher, WHTN-TV Huntington, W. Va. Not in picture: W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and Joseph J. Weed, Weed Television Corp., New York.

Radio's Hopes in Next Decade Rest With the Young—Sweeney

Radio's "young turks" are the white hope of the medium for the next 10 years, president Kevin Sweeney of Radio Advertising Bureau told the Omaha Advertising Club last week. There are more of them around than in any other business today, he said.

As "young turks" (of which some are *enfants terribles,* too, according to Mr. Sweeney) he cited aggressive executives willing to experiment in any way to improve radio's audience, sales and stature.

Mr. Sweeney referred to the transistor pocket radio as a "status symbol" for both rich and poor, and predicted that at least one million Japanese transistor sets will be sold in the U. S. next year. He also said that radio is the ideal match for the regional advertiser who spends less than $500,000 annually—the "only medium that will permit them to compete on even terms with national manufacturers."

Gay Heads Country Music Assn.

Connie B. Gay, president-board chairman, Town & Country Network, is the first president of The Country Music Assn., a group comprising radio-tv station owners, disc jockeys, recording companies, publishers, artists and songwriters, etc., from U. S., Canada and Mexico. The election was held at the seventh annual National Country Music Disc Jockey Festival [TRADE ASSNS., Nov. 24] in Nashville.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
For Real Sales IMN-pact . . . it's . . .
KALL
SALT LAKE CITY
FIRST*
HOOPER AND PULSE
*Pulse-July 1958: Hooper-May, Sept. 1958
HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

AFTRA, Networks Closer Together

The issues holding up agreement on a new contract between the radio and television networks and the American Federation of Television & Radio Artists appeared to have narrowed considerably as negotiators prepared for the resumption of formal negotiations over the weekend.

An AFTRA source agreed that "money matters" largely have been settled but pointed out that "certain policy matters" still require negotiations. Included in these areas are AFTRA's demand for a clause banning the "stockpiling" of videotapes and kinescopes by networks and stations for possible use in "breaking" an AFTRA strike and for inclusion of "the unfair station clause" under which networks would agree not to provide live programming to a station on strike against an AFTRA local.

The networks and the union held an informal meeting last Wednesday before the Thanksgiving holiday but were scheduled to resume formal talks this weekend. The old contract expired Nov. 15 but AFTRA has consented to keep performers on the job until further notice.

AFTRA is understood to have reduced its wage demands of several weeks ago on the important issue of rates for taped commercials. It was reported that tentative agreement has been reached giving a performer $312 for an on-camera appearance and $205 for off-camera, covering 13 weeks' use of a videotaped one-minute commercial for the entire U.S. It was agreed also that if the taped spot is carried in either New York, Los Angeles or Chicago, a rate comparable to that for a spot presented in from six to 20 cities will apply. Use in a combination of two of these three cities, it was agreed, will call for the application of the full national rate.

One network demand made in recent talks is the right to syndicate a network taped program in non-network markets without paying any additional fee. AFTRA is understood to have replied that the program fee covered only one usage and that any form of syndication, even in non-network markets, called for additional payment.

AFTRA also is seeking to establish a principle that it believes will prevent possible reduction of announcing staffs by networks and stations. It wants payments to announcers for tapes they make while on duty but are used when they are not working. AFTRA fears that the networks may use staff announcers during an eight-hour day for the preparation of commercials and lead-ins for the entire broadcast day, so that approximately half the present staff will be required.

WGN-AM-TV At Peace With Unions, WLS-NABET Stalemate Continues

Amid protracted national negotiations between the networks and American Federation of Television & Radio Artists, one radio-tv entity made its peace with two unions and another was stalemated on contract talks with still another labor group. At the same time stations continued local talks with AFTRA's Chicago chapter.

WGN-AM-TV announced Monday it has signed a three-year pact (through Sept. 30, 1961), first of its kind, with Local 1220 of the International Brotherhood of Electrical Workers. Radio-tv engineers were granted a weekly pay boost of $7.50 retroactive to Oct. 1 and an additional $7.50 starting Oct. 1, 1959. Any future discussions after Oct. 1, 1960, will be limited to wage increase talks. Starting pay scale is $100 per week, progressing over four years to $182.50. Supervisory engineers receive $207.50 and assistants $195.

Negotiations were handled by Carl J. Meyers, engineering director of WGN Inc., and Marvin W. Balousek, president of IBEW Local 1220.

Earlier WGN-AM-TV consummated an agreement with the AFTRA local covering salary increases for staff announcers. The agreement calls for a $20 weekly base pay boost (from $170 to $190). As a result, according to Ward L. Quaal, vice president and general manager of WGN Inc., the stations would not be affected by any AFTRA strike. The stations also reached a "substantial agreement" with the union on other demands.

Talks between WLS that city and the National Assn. of Broadcast Employes & Technicians Chicago local were still stalemated last week. The station has referred the contract dispute involving engineering employes to its attorneys.

Fund Plans Series on News

Fund for the Republic is financing a weekly program series to be released Dec. 18 to forty educational and commercial tv stations in the U.S. and Puerto Rico. The series, to run 13 weeks, will examine how newspapers, magazines, radio and tv treat major news events. WGBH-TV Boston will produce the show, with Louis M. Lyons, curator of Nieman Fellowships at Harvard U., as moderator.

PROGRAM SERVICE SHORTS

Creative Productions Inc., Arcadia, Calif., has announced that "Melody Mileage" radio station promotion feature has been purchased by 16 additional stations. Copyrighted feature now distributed to approximately 200 stations, is designed to increase car radio audience by reading speedometer mileage figures throughout day, with free gasoline or other prizes offered.

KCOP (TV) Los Angeles announces it will undertake Community Club Awards campaign, competition for cash awards open to non-profit organizations in Los Angeles area.

Telenews' annual half-hour "Yearend News Review of 1958" will be distributed to about 200 tv stations by Pan American World Airways "in interests of public service."

Community Club Services Inc., formerly located at 527 Madison Ave., N. Y., announces it will move to larger quarters at 20 E. 46th St., shortly after Jan. 1.

Lambda LPE Pacific

50 WATT MICROWAVE TRANSMITTER

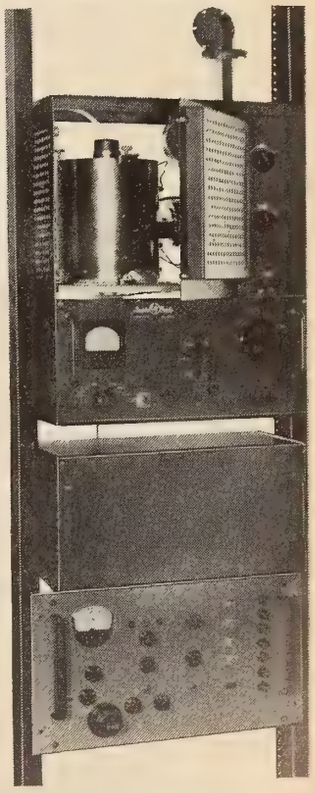
– Supplies high power for extra long paths

– Eliminates microwave fading

This new Lambda Transmitter makes it possible to send extra long microwave paths without the use of repeater stations. It also supplies the needed power to eliminate fading problems.

Unit provides reserve power for multiple antennas . . . a 12 mc response adequate for full color and sound sub-carrier, and is tunable over entire 6825 to 7125 mc STL band.

This transmitter uses standard wave guide output (RG-50/u). As an amplifier it needs only 30 to 50 mw of driving power. Transmitter is completely self-contained – it requires only 45" of standard rack space. All components are conservatively rated for maximum service. Write for complete information.



Transmitter Price . . . $6820.00

Amplifier Price $4850.00

LAMBDA-PACIFIC ENGINEERING, INC.

P. O. BOX 70, VAN NUYS, CALIFORNIA

IN CANADA — BEACONING, OPTICAL AND PRECISION, MONTREAL

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.



Help Fight TB



Buy Christmas Seals

U. S., Dutch Manufacturers Sued On Canadian Conspiracy Charges

The Justice Dept. last week accused General Electric, Westinghouse and a Dutch electronics company of conspiring to keep U.S.-manufactured radio and television sets out of Canada. A civil antitrust suit, filed in federal district court in New York, accused the three firms of operating an illegal conspiracy through a Canadian patent pool controlled by the companies' Canadian subsidiaries.

This pool, the government charged, prevented the importation into Canada of radio and tv sets made in the U.S. As a consequence, the suit contended, U.S. manufacturers have been compelled to establish plants in Canada, which they normally would not have done. The Dutch firm is N.V. Philips' Gloeilampenfabrieken.

Four other American companies—RCA, Western Electric, North American Philips Co. and Hazeltine Corp.—were named co-conspirators but were not listed as defendants.

Ray H. Luebbe, vice president and general counsel of GE, labeled the government action "unfounded in fact, unwarranted in law and ill-advised in terms of public policy." He said the suit concerns activities and decisions of the Canadian GE company "made independently by their Canadian management in the best interests of Canadian industry in conformance with Canadian law." Westinghouse said it would have no comment until its legal department has studied the charges.

RCA Consolidates Home Products In 3 Plants, Realigns 5 Others

RCA's home instrument manufacturing operations will be consolidated in three recently expanded plants and new facilities for electronic products and component production will be provided in realignment of five midwestern areas, it was announced last week. Frank Sleeter, vice president, manufacturing services, said the move is to "meet the new demands of the growing electronics industry" and when completed next year "is expected to result in an overall increase in RCA's total employment in these midwestern areas."

Involved will be television, radio, phonograph and electronic component production in Indianapolis and Bloomington, Ind.; Cambridge and Findlay, both Ohio, and Canonsburg, Pa. The home manufacturing facilities of Cambridge, Bloomington and Indianapolis facilities have recently been expanded. Changes will affect the five plants as follows:

Cambridge—Added to present production of tape recorders and some high-fidelity instrument models will be RCA Victor radios and combination am-fm-high fidelity units. Bloomington—will continue its production of black-and-white television receivers and remain as RCA's color television production center utilizing a recently completed 120,000-square-foot addition to its facilities. Indianapolis—will take on the manufacture of television components, ferrite cores, and radios, as well as continue with production of portable television sets, records and electron tubes. Findlay—will become a manufacturing facility of RCA semiconductor and materials division for expanded product of transistors and other semiconductor devices. Canonsburg—RCA contemplates production of another type of electronic equipment with present manufacturing activity being transferred to other RCA plants. The rearrangement of production facilities, Mr. Sleeter said, will necessitate a reduction of the Canonsburg work force.

All equipment transfers are scheduled for completion by April 1, 1959, with full production at Bloomington, Indianapolis, Cambridge and Findlay expected to be underway by June 1, 1959, Mr. Sleeter said.

Muntz Books No Longer in Red, Federal Debt Cut Considerably

Business operations of Muntz Tv Inc. have improved considerably since a reorganization early in 1957 following involuntary bankruptcy proceedings.

Harold S. Lansing, attorney and director of the company, announced Nov. 18 that the company now is "in a position to proceed and make money." He reported total sales of over $4 million and net profit of nearly $25,000 for the fiscal period ended last Aug. 31 compared with sales of $6,034,849 and a net loss of $1,024,842 for the previous fiscal year. Muntz Tv Inc. now claims some 1,200 dealers compared with less than half a dozen under the former management.

But the most encouraging factor, he told a news conference, is that the firm is less in debt to the federal government—only $371,000 as against $1,531,000 for the same period last year.

Earl Muntz left the firm in January 1957 and has since taken over control of Sonora Electronics Inc., another Chicago-based radio-tv set firm, in conjunction with Frank Atlass, program director of WBBM-TV Chicago. He also has dabbled in electronics production in Cuidad Trujillo in the Dominican Republic.

The newly-formed Muntz Tv Inc. has expanded its line to include console and portable tv sets, stereophonic and high fidelity phonograph and radio models.

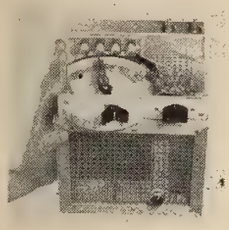
McDonald Estate Exceeds Report

Comr. E. F. McDonald, board chairman of Zenith Radio Corp., left an estate of about $12 million rather than $7 million estimated at the time of his death last May 15.

Actual inventory of the estate was approved Nov. 18 by Lycurgus J. Conner, assistant to the Chicago probate court judge, listing 19,724 shares of Zenith common stock and miscellaneous stock items in a holding company, plus 36,279 shares of Teco Inc., with $10 par value per share. The Zenith common stock was valued at approximately $2.8 million under a closing price of $142 on the New York Stock Exchange after the estate was approved.

Silicon Controlled Rectifier In New Kliegl Remote Tv Dimmer

A completely new method of light intensity control employing high power miniature silicon controlled rectifiers was introduced last week by Kliegl Bros. Universal Electrical Stage Lighting Co., New York. The new dimmer device is only a fraction of the size of existing equipment and will operate with much greater efficiency and flexibility, Kliegl claimed. The new SCR dimmer can be attached to a light bank or spot on the tv set and remotely controlled, not possible with older systems such as the motor driven autotransformer, magnetic amplifier or electronic (thyratron) dimmers, it was said.



The heart of the new Kliegl unit is the silicon controlled rectifier developed by General Electric Co. and just entering commercial production. The initial SCR dimmer is a 4 kw model, but models in the 5 kw, 10 kw and 12 kw range will be available soon. The SCR dimmer is said to be 98.5% efficient electrically, losing only 40 w in each 4 kw, responds instantaneously to control and has infinite loading capacity from 1 w to 4 kw. It does not require any auxiliary boosters or transformers, Kliegl said, and per kilowatt weighs only 1¼ lbs., compared to the 8 to 25 lbs. of other systems. Because of its tiny size, a complete control board can be enclosed in a single suitcase, Kliegl said. The price is not set but will be comparable to magnetic amplifier dimmers.

MANUFACTURING SHORTS

Vue-Tronics of Hollywood has developed videotape cuer that performs same function for broadcaster of taped program or commercial that Academy leader does for film. Black stripe, applied in film fading ink which can easily be removed, triggers mechanism to provide 7 to 0 count both audibly by beeps and visually on nixie lamp mounted near video monitor, enabling operator to put tape on air at exactly right time. Vue-Tronics also is offering footage counter for tapes, to be used in timing commercials or locating particular segment of taped program. VTR footage counter is priced at $217.50; cue marker closer unit and step relay with nixie lamp for count down costs $1,225.75.

Hewlett-Packard Co., Palo Alto, Calif., announces new noise figure meter which automatically measures noise figure of amplifier and microwave receiver systems. Instrument, model 340A, enables semi-skilled personnel to make quick and accurate noise measurements and to adjust receivers and components for optimum performance. Price is $715 (cabinet) and $700 (rack mount). Write Peter N. Sherrill, Hewlett-Packard Co., 275 Page Mill Rd., Palo Alto, Calif.

Smith, Kline & French Labs, Phila. announces 1,500-lb. electronic projector capable of presenting pictures 9 x 12 ft. and termed "largest and most advanced compatible color tv 'set' in world" has been built in Netherlands for use at U. S. medical meetings. Projector, which is expected to be put into full use next year, probably will get U. S. tryout Dec. 2-5, when SKF will present 15 hours of closed-circuit medical color tv at American Medical Assn.'s clinical meeting in Minneapolis. Projector, which is presently en route by ship to Philadelphia, was built by Holland Electronics firm of Philips. It is actually three projectors in one, each projector sending different color onto the screen, SKF said.

Minnesota Mining & Mfg. Co., St. Paul, announces second best sales quarter in history for period ending Sept. 30, racking up volume of $95,104,809 and common stock earnings of $11,921,415, equal to 71 cents per share.

Hotpoint Co., Chicago (white goods, appliance), has announced it plans to discontinue all activity in tv receiver field and concentrate on appliances. Hotpoint set, manufactured by parent General Electric Co., had been on market past two years.

Emerson Radio & Phonograph Corp. has opened new research plant at Silver Spring, Md. Operated by Emerson's Government Electronics Div., lab houses staff of 400 with annual payroll of $2 million.

EDUCATION

CBS Foundation Invites Bids For 1959-60 News Fellowships

An invitation for applications for the third annual group of eight news and public affairs fellowships at Columbia U. starting in September 1959 was issued last week by Ralph F. Colin, president of CBS Foundation Inc. The $8,000 one-year fellowships are open to news and public affairs employes of CBS News, CBS-owned radio-tv stations and affiliates, noncommercial radio-tv stations licensed to colleges and universities and teachers in related fields at colleges and universities.

The application deadline is Feb. 2 and winners will be announced about March 16 following selection by a committee which includes Dr. Lawton P. G. Peckham, dean of the graduate faculties, Columbia U.; Lewis W. Douglas, former American ambassador to Great Britain; Joseph L. Johnson, president of the Carnegie Endowment for International Peace; Byron Price, former executive news editor of AP; Dr. John A. Krout, vice president, Columbia U.; Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, and Edward R. Murrow, CBS News.

Purpose of the fellowships is to offer a year of study in radio-tv news and public affairs for men and women who show promise of greater development and who seem most likely to benefit from the study year. The foundation pays all fees and transportation costs and provides living allow-

facts about the Gates Sta-Level Amplifier . . . from one station engineer to another

TOM: "Say Joe, I understand you've been using a Gates Sta-Level for about a year now. Does it do the job?"
JOE: "Boy, we'd be lost without it. Sta-Level has done wonders for our station operation."
TOM: "Let's see, the basic function of Sta-Level is to provide constant level output, isn't it?"
JOE: "That's right, Tom. Sta-Level brings up the low passages while it holds down excessive output level."
TOM: "And what's the result?"
JOE: "The result is always higher level of transmission, the equivalent of greater signal output."
TOM: "Is Sta-Level expensive?"
JOE: "Heavens no! Only $235.00, and it comes complete with tubes and ready to operate. Why don't you call or write Gates and order a Sta-Level today? They're in stock for immediate delivery."
TOM: "Where's a phone?"



GATES RADIO COMPANY
QUINCY, ILLINOIS
Subsidiary of Harris-Intertype Corporation

ances to the fellow and his family, about $8,000. Applicants must obtain leave of absence from their employers for the year.

CBS Foundation is at 484 Madison Ave., New York 22. William C. Ackerman is executive director.

Don't Give All Gravy to Papers, WTTM's Chief Counsels Teachers

"All too often teachers, in conducting campaigns for better salaries or school . . . issues, ask and receive free cooperation from radio and then place paid advertising in newspapers," Fred E. Walker, vice president-general manager of WTTM Trenton, N. J., charged at the New Jersey Education Assn's annual convention in Atlantic City last month.

WTTM's chief reminded the 3,000 public school teachers he was addressing, that saturation radio was used by local teachers to help gain a wage increase that previously had been turned down. ". . . Radio changed the minds of the officials by arousing public opinion . . .

"Responsible radio stations with editorial integrity," Mr. Walker said, "are on a par with newspapers in every way. . . . Complete public relations cannot be accomplished in any community . . . unless radio is afforded an equal place in the planning, administration and budget of community campaigns."

Missouri U. Calls Freedom Meet

The U. of Missouri's School of Journalism is calling a Dec. 11-12 Freedom of Information conference "to focus again the attention of the American people on one of the most pressing problems confronting newsgatherers and individuals in a democracy: the right to know." Among those to speak at the meeting: Murray Snyder, assistant secretary of defense for public affairs, and J. Russell Wiggins, executive editor, *Washington* (D. C.) *Post-Times Herald* (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville, Fla.) One of the topics to be discussed is "The Current Access Picture for Electronic & Photojournalism."

Florida ETV Asks for $1 Million

The Florida Educational Television Commission has submitted a request for a $1.5 million allocation for the next two years. This is $1.2 million more than the present rate of spending. The commission intends to budget $800,000 during the first year to connect Tallahassee and Gainesville with a microwave relay; interconnect Miami, Fort Lauderdale and West Palm Beach; complete the Florida State U. etv outlet; provide connections for Gainesville-Palatka and Daytona Beach, and Tallahassee-Marianna-Panama City and Pensacola.

EDUCATION SHORT

U. of Maryland's division of radio and television has presented workshop production review of its new closed-circuit tv facility. Installation, completed this fall, was made possible by $58,000 appropriation from Maryland legislature.

T-E Fund Reaches Highest Mark In Assets, Shareholders, Shares

An all-time high in net assets, number of shareholders and shares outstanding has been established by Television-Electronics Fund, mutual investment organization, with the observance of its tenth anniversary.

The annual report, released Monday by Chester Tripp, president, shows net asset value of $12.75 per share, 78,743 shareholders and 13,038,227 shares outstanding as of Oct. 31, 1958, end of the 10th fiscal year. All represented gains over the $10.36 net asset value, 65,312 shareholders and 16,059,119 shares outstanding recorded the previous year.

Mr. Tripp reported that, as of Oct. 31, 96% of the Fund's resources were invested in common stocks and convertible securities and the remaining 4% in cash and equivalent. The figures represent a shift in emphasis from the previous year, Mr. Tripp added, noting TEF was well prepared for the then anticipated recession.

TEF extended its first public offering in September 1948, claiming net assets of only $151,889, less than 200 shareholders and less than 17,000 shares outstanding. The Mutual Fund is headquartered in Chicago and covers the broad electronic field.

Dellar Opens Brokerage Firm

Lincoln Dellar, formerly owner-manager of KOVR (TV) Stockton, Calif., has opened a brokerage company to deal in radio-tv properties in the West. Mr. Dellar was co-owner of Pacific Northwest Stations (KJR Seattle, KXL Portland, Ore., KNEW Spokane) before going to the Stockton market. He entered broadcasting in 1932 as manager of KGB San Diego, Calif.



MR. DELLAR

Lincoln Dellar & Co. is at 1470 E. Valley Rd., Santa Barbara, Calif. Telephone: Woodland 9-0770. R. C. Crisler & Co. is eastern affiliate.

Phillips Becomes Consultant

George W. Phillips has retired from the FCC after 23 years' service to become a consultant to radio management on regulation matters, headquartering in Riverside, Calif. Most recently an accountant in the Broadcast Bureau's renewal branch, he had also worked in the Common Carrier Bureau. Mr. Phillips was educated at Princeton U. and U. of Pa., and during World War I served as a lieutenant in the Navy.

Merrick Forms New PR Company

The formation of Merrick Assoc., New York, as a public relations organization in the broadcast, personality and commercial field has been announced by Michael Merrick, formerly vice president of Brandt Public Relations, New York. The new company is at 280 Madison Ave., New York 16, N. Y. Telephone: Murray Hill 4-5620. Merrick Assoc. is public relations representative for singer-actor Harry Belafonte and Rampart Independent Productions, New York, tv and motion picture producer.

Mallyck, Bernton Form Law Firm

Formation of a new Washington law firm was announced last week by E. Theodore Mallyck who resigned Monday (Nov. 24) from the FCC, and William P. Bernton of Sher, Oppenheimer & Harris.

Mr. Mallyck, an fm specialist, had been at the Commission 13 years and was supervising attorney of the aural facilities division at the time of his resignation. He is a graduate of George Washngton U. and Drexel Institute of Technology, Philadelphia. Mr. Bernton, a graduate of Harvard U., became a partner in Sher, Oppenheimer & Harris in 1950. Messrs. Bernton and Mallyck have not as yet announced their new office address or telephone number.

New Agent for Commercial Talent

Formation of a new company specializing in artist representation in the film commercial business, The Paul Garrison Organization, has been announced by Mr. Garrison, a former UPA Pictures Inc. sales executive. Headquartered in Los Angeles (8811 Santa Monica Blvd., Olympia 2-0384), PGO also will have New York offices at 485 Fifth Ave., Yukon 6-5270.

PROFESSIONAL SERVICE SHORTS

Marden-Kane Inc., contest and promotion merchandising firm, formed by Bernard A. Marden and Richard Kane, president and executive v.p., respectively. Firm is located at 134 Jackson St., Hempstead, N. Y.; telephone: Ivanhoe 3-4020.

Vandivere & Cohen (consulting engineer) has moved from Evans Bldg. to 617 Albee Bldg., 1426 G. St., N.W. Washington 5, D. C. Telephone: Executive 3-4616.

Maury Foladare and **Norman Greer** have dissolved their public relations firm of Foladare-Greer & Assoc., formed in January 1951. Mr. Foladare has taken over partnership's office at 1741 Ivar Ave., Hollywood, where he will continue under name of Maury Foladare & Assoc. there and in New York. Mr. Greer has formed Norman Greer Co., public relations, with offices at 8943 Wilshire Blvd., Beverly Hills, and at 6 W. 57th St., N. Y.

Wolcott & Assoc., public relations counsel, has moved its San Francisco offices to 209 Post St. Grady Galloway is San Francisco manager.

Hill & Knowlton Inc., public relations counsel, announces shift of its west coast offices to 4270 Wilshire Blvd., Los Angeles 5; telephone: Webster 1-1883.

Volkswagen of America Inc. appoints Marathon Tv Newsreel Inc., N. Y., to handle television and newsreel public relations.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. GRUBER

LEWIS GRUBER, president of P. Lorillard Co. since 1956, has been elected chairman of board and chief executive officer. Succeeding Mr. Gruber as president will be **HAROLD F. TEMPLE,** v.p. and director of sales. New director of sales will be advertising director **MANUEL YELLEN. GEORGE A. HOFFMAN,** since 1957 director of manufacturing, has been elected v.p. All changes become effective Jan. 1. On Dec. 1, **MORGAN J. CRAMER,** director of export and government operations, will become member of board, taking place of **IRVING H. PEAK,** who will retire on that date.



MR. TEMPLE

G. DOUGLAS MORRIS, v.p. and account executive, Lambert & Feasley, N.Y., since 1952, named senior v.p.

STANLEY F. KORD, formerly president of John Puhl Products Div. of Purex Corp., South Gate, Calif, appointed v.p. of sales of Purex. **CRAIG DAVIDSON** will assume charge of advertising department of Purex in addition to duties as head of product planning division.

TOM D. SCHOLTS has resigned as v.p. of Heintz Co., L.A., to join Atherton Migge Privett, that city, as v.p. and partner Jan. 1, 1959. **LUTHER G. MYHRO,** art and copy director of Heintz, will move with Mr. Scholts to AMP as copy chief. AMP will also acquire advertising of Barbara Ann Baking Co. and several other foods accounts.

JAMES J. DARLING, Jell-O product group manager for General Foods Corp., White Plains, N.Y., promoted to newly created post of advertising and merchandising manager of Jell-O Div. He is succeeded by **STEPHEN A. WITHAM,** who moves from Maxwell House Div. where he was Sanka product manager. Succeeding Mr. Witham is **JAMES W. ANDREWS,** formerly advertising manger of Perkins Div. New to GF are **A. O. (ARCH) KNOWLTON,** v.p. and marketing director of *American Home* magazine, to director of media coordination, and **FRANK HARVEY,** treasurer of Calkins & Holden Inc., N.Y., to GF as manager of advertising controls.



MR. PIERCE

REGINALD F. PIERCE JR., former account executive and merchandising specialist with Lennen & Newell, and Kenyon & Eckhardt account executive since 1955, and **JEROME H. GORDON,** previously director of marketing with Bryan Houston Inc., and since last February K&E account executive, have been elected v.p.'s of Kenyon & Eckhardt.



MR. GORDON

JOHN H. OWEN, v.p. and account supervisor, Doherty, Clifford, Steers & Shenfield, N.Y., elected director.

ROBERT Y. NEMES, with Whitehall Labs since 1957, named manager of chain store sales.

WINFIELD C. GOULDEN, formerly merchandising manager, Kenyon & Eckhardt, L.A., appointed account executive.

KERRY F. SHEERAN, account supervisor at North Adv., Chicago, for past three years, to Ted Bates & Co., N.Y., on Whitehall Labs account.

RALPH L. YOUNG, formerly with Ketchum, MacLeod & Grove Inc., Pittsburgh, to Compton Adv., as account executive in its Los Angeles office.

WILFORD C. ANDERSON, formerly account supervisor for Garfield Adv., S.F., to Honig-Cooper, Harrington & Cooper, that city, as account executive.

WILLIAM K. BRUSMAN, formerly general sales manager, WHK Cleveland, to Nelson Stern Adv., that city, as account executive.

HAROLD V. Y. (VAN) CALDWELL JR., formerly associate editor of *Steel* magazine, to Farson, Huff & Northlich Inc., Cincinnati advertising and public relations agency, as account executive.

JACK L. MATTHEWS promoted from media director to account executive at Clinton E. Frank Inc., Chicago, with duties in consumer products field.

RUDY BEHLMER, formerly director, KLAC-TV Los Angeles, named director of television and radio for Grant Adv.'s Hollywood office.

ROBERT T. GRUNEWALD, formerly advertising staff representative for Westinghouse Electric Corp., Pittsburgh, to contact department of Gray & Rogers, Philadelphia and Newark, N.J., advertising and public relations agency.

SHIRLEY MERZON, formerly with Leber & Katz, to Gore Smith Greenland Inc., copy department, N.Y.

EDWARD MEIZELS, formerly with NBC Spot Sales, and **DON CHAPMAN,** most recently media group supervisor, Lennen & Newell, have joined television and radio sales staffs, respectively, of Adam Young Inc., N.Y.

ELEANOR CORRIGAN, formerly with Benton & Bowles, to Ted Bates & Co., N.Y., press dept. **WILLIAM J. LYONS,** for past three years radio-tv v.p. at Dowd, Redfield & Johnstone Inc., to Bates as tv-radio supervisor.

GEORGINA WILLISCROFT, formerly with Kenyon & Eckhardt, to Erwin Wasey, Ruthrauff & Ryan Inc., L.A., as radio-tv writer.

MARSHALL JAY SIMMONS to creative staff of Gottschaldt & Assoc., Inc., Coral Gables, Fla., advertising agency.

JOHN T. HENDERSON, formerly with Lynn Baker Agency, N.Y., as staff writer of radio-tv commercials, to copy dept. of N. W. Ayer, Phila.

BETTY BASTION, formerly with *American Home* magazine, and **BURTON KAPLAN,** previously with Bernard Relin Assoc., N.Y. to Hicks & Greist, N.Y., in public relations department.

CARL ARRIGO, formerly with Erwin Wasey, Ruthrauff & Ryan, to Cayton Inc., N.Y., as tv researcher and time buyer.

DAN CHAMBERLAIN, formerly manager of television publicity, MGM-TV, to Colgate-Palmolive Co., N.Y., public relations department, as special projects coordinator.

HELEN WOOD, timebuyer at Gordon Best Co., Chicago, to W. B. Doner, that city, in similar capacity.

JUDY CLAYMONT, formerly with N. W. Ayer, to Norman, Craig & Kummel copy staff in New York.

HORACE E. LOOMIS, 57, v.p. of Grant Adv. Inc., Miami, died Nov. 14 at Jackson Memorial Hospital, Miami, following heart attack. Mr. Loomis was founder of one of Miami's first agencies, Loomis, Bevis & Hall.

FILM



MR. SHIPPEE

JACK V. SHIPPEE, formerly west coast v.p. for United Film Services of Kansas City, Mo., appointed v.p. in charge of sales for All-Scope Pictures, Hollywood, operating as commercial film division of 20th Century Fox Tv. Mr. Shippee was previously manager of J. Walter Thompson's Kansas City office.

SIDNEY G. DENEAU, formerly v.p. in charge of sales for Selznick Releasing Organization, appointed v.p. of Paramount Film Distributing Corp., N.Y. Mr. Deneau will continue as western sales manager.

HUGH F. GAGE, formerly partner of Farrell &

Advertisement

In a letter to Mr. John C. Gilmore, Vice President of Community Club Services, Inc. Mr. John Screen, Manager of WDSU in New Orleans stated that . . . "After successfully completing our first Community Club Awards Campaign last spring and summer, we are now engaged in planning and selling our second campaign which will run from January 18th through April 18th, 1959. The first campaign was very successful and we are already assured that the sales results of the second campaign will far exceed those of the first.



MR. SCREEN

Community Club Awards offers a very tangible means of showing a client the results of his advertising investment. We are well compensated for the enormous amount of detailed work involved in making Community Club Awards operate successfully."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842



ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Gage Films, N.Y., elected v.p. of Wilding Picture Productions Inc., Chicago, and placed in charge of Wilding's eastern sales division in New York.

CLIFFORD F. WEAKE, formerly assistant district manager of Chicago office of National Gypsum Co., will succeed Mr Gage as manager of Wilding's midwest sales division.

CARL A. RUSSELL, formerly in regional sales for Ziv Television Programs, to Independent Television Corp. as manager of regional sales, headquartering in Chicago.

CHARLES SHOWS, writer-director for 22 Walt Disney cartoon films for ABC-TV, writer for *Ruff and Reddy* cartoons on NBC-TV and for *Huckleberry Hound* on CBS-TV, signed by Larry Harmon Productions as head writer and story editor of *Bozo, the Clown* tv cartoon series which Harmon is producing for distribution by Reuben Kaufman's Jayark Films Corp.

NETWORKS

WILLIAM J. STYNES, account executive with WOR-TV New York, to CBS Films Inc., N. Y., in similar capacity.

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, re-elected chairman of board of directors of United Cerebral Palsy Assn.

DAVID C. ADAMS, NBC executive v.p., named chairman of radio-tv stations division, Muscular Dystrophy Assn. of America Inc.

HARRY EINSTEIN, 54, who rose to radio fame as Greek funnyman, Parkyakarkas, died Nov. 24 in Hollywood at Friar's Club testimonial dinner following heart attack. Mr. Einstein, master of dialects, made immediate hit as guest on Eddie Cantor show in early 1930's and later scored with his own radio show.

STATIONS

GEORGE H. CLINTON resigns as general manager of WBOY-AM-TV Clarksburg, W.Va., to become owner of WEBC Duluth, Minn. **ROGER GARRETT,** formerly sales manager at WSTV-TV Steubenville, Ohio, succeeds Mr. Clinton at WBOY-AM-TV.

MILTON DIENER named president of Broadcast Management Inc., operator of WUST Washington. **WILLIAM H. SIMONS** and **DANIEL DIENER** elected v.p. and secretary-treasurer respectively.

EDWIN A. PANCOAST JR. appointed executive v.p. in charge of operations for WCFR Springfield, Vt.

ROBERT KINDRED, formerly sales manager of KOIL Omaha, named general manager of KJBS San Francisco, effective Dec. 8. **STANLEY BREYER** resigns as KJBS sales manager to become co-manager and part owner of KSAY San Francisco.

ROBERT J. McANDREWS, v.p. and commercial manager of KBIG-Avalon (Catalina) Calif., on Jan. 1, 1959, will become station manager as well as commercial manager. **ALAN LISSER,** program director, becomes operations manager and program director and **CARL BAILEY,** special events director, becomes chief announcer. Promotions follow resignation of **CLIFF GILL,** v.p. in charge of operations of KBIG Dec. 31, 1958, to become president and general manager of new radio station in Orange County.

HOMER H. CDOM, formerly commercial manager, WAKY Louisville, Ky., to WEZE Boston as general manager. Mr. Odom was previously southwestern regional manager of Weed Inc., station representative.

CHARLES R. GIBSON, formerly news and program director, KGKL San Angelo, appointed general manager of KEVA Shamrock, both Texas.

PAUL LOUIS RUHLE, formerly program and news director, WKYW Louisville, Ky., to WSIX Nashville, Tenn., as assistant manager.

WARREN L. BRAUN adds duties of director of engineering for WSVA-AM-FM-TV Harrisonburg, Va., to present ones of assistant general manager.

IRA LAUFER, salesman for KLAC Los Angeles and formerly general manager of KFOX Long Beach, Calif., has been appointed commercial manager, effective Jan. 1, 1959, of Radio Orange County, which is constructing new radio station at Anaheim, Calif.

RUBIN L. MASTERS, formerly with KNAC-TV Fort Smith, Ark., to KVKM-TV Monahans, Tex., as chief engineer. Other KVKM-TV appointments: **HAROLD WOOLEY,** formerly KDUB-TV Lubbock, Tex., as film and production manager and **BILL DOWNING,** formerly KROD-TV El Paso, Tex., as promotion director. Ch. 9 ABC-outlet is scheduled to go on air today (Dec. 1).

BILL ALLRED, formerly sales manager of KAKC Tulsa, to KIOA Des Moines, Iowa, as general sales manager.

ROBERT S. DE TCHON, formerly sales manager of WHK and WJMO, both Cleveland, to WYDE Birmingham, Ala., in similar capacity.

DICK LEE, sales staff member of WAMS Wilmington, Del., named sales manager, succeeding **ED SLOAN,** promoted to midwest sales, Rollins Broadcasting, Chicago.

WALT HAWTHORNE, formerly with Earl Heims Agency, Portland, Ore., as media director and account executive, to KGW-TV Portland as sales service department manager. **BOB FRANKLIN,** with KGW Radio for 16 years, elevated to promotion department head. **DON PORTER,** KGW air personality, adds duties of program director.

WILLIAM BEINDORF, formerly with Army Air Force, has been appointed account executive for KHJ-TV Los Angeles.

PAT HUGHES, formerly staff announcer at KTBB Tyler, Tex., to KBCS Grand Prairie, Tex., as chief announcer and news director.

FRANCIS A. WOODING resigns as manager of advertising, promotion, publicity and public relations for WNBC (TV) and WKNB, both New Britain, Conn., to become public relations director for Connecticut Tuberculosis Assn.

PAUL ALEXANDER, formerly farm supervisor of KSLM Salem, Ore., joins KUIK Hillsboro, Ore., today (Dec. 1), as farm director.

GLENN HOWARD, formerly of WMIC Monroe, Mich., to WOHO Toledo, Ohio, today (Dec. 1) as news director.

DICK HOOVER, KREM Spokane, Wash., news director, appointed director of KREM-AM-FM-TV news service. **BILL DENTON** named radio news director and **ART McDONALD,** tv news director.

NEIL M. FLANAGAN, assistant to news director, KYW Cleveland, promoted to chief of research in KYW-AM-FM-TV editorial departments.

HILDA C. WOEHRMEYER, with WOWO Ft. Wayne, Ind., for 28 years in various executive positions, named public relations and publicity manager for Westinghouse radio station. **PAUL LINDSAY,** WOWO account executive, named sales promotion manager.

CHARLES GISH, formerly with KROD El Paso, Tex., to local sales staff of KHEY, that city.

JERRY L. LUQUIRE, formerly announcer with WHNC-AM-FM Henderson, N.C., to WDBM Statesville, N.C., as d.j. and local news reporter.

WILLIAM E. GOETZE, executive v.p. and general manager of KFSD Inc. (KFSD-AM-FM-TV San Diego), elected to board of directors of San Diego Chamber of Commerce.

DAVE BARKER promoted to senior announcer at WOKO Albany, N.Y.

DICK BUNNEWITH, formerly of WEOK Poughkeepsie, N.Y., and **MARK LONDON,** formerly of WCEM Cambridge, Md., join WWCO Waterbury, Conn., as air personalities.

BILL BENNETT, formerly air personality at WDGY Minneapolis, to KWK St. Louis in similar capacity.

RAY HORN, formerly air personality on KEX Portland, to KUIK Hillsboro, both Oregon, in similar capacity.

HERBERT S. CLARKE, formerly news director of WRVA-TV Richmond, Va., to WCAU-TV Philadelphia as air weatherman.

JACK ANGELL, newscaster at WNBQ (TV) Chicago, appointed radio-tv director of American Farm Bureau Federation.

J. J. (JACK) FLANIGAN, owner of KLOG Kelson, Wash, died Nov. 19 in Los Angeles following heart attack. Mr. Flanigan previously owned KITO San Bernardino, Calif.

REPRESENTATIVES

JOHN HENDERSON, formerly salesman for KTVI (TV) St. Louis, named radio-tv account executive for Branham Co., that city; **JOHN BLESSINGTON,** previously with NBC-TV Sales Service Department, N.Y., appointed radio account executive for Branham, N.Y.

ARTHUR W. SCOTT, for past two years with Chicago office of Henry I. Christal Co., as account executive, to sales staff of Broadcast Time Sales, N.Y.

JOHN T. HARTIGAN, formerly radio-tv timebuyer at MacManus, John & Adams Inc., to sales staff of Forjoe & Co., Chicago, as account executive.

PROGRAM SERVICES

HERBERT HENDLER, formerly with RCA Victor Records, to Warner Bros. Records, Hollywood, as administrative assistant to president.

WILLIAM NIELSEN, formerly with Columbia Rec-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

TB Strikes Every 6 Minutes

If you have "THE TIME" will you help fight TB*

THESE STARS
have contributed their talent to make this public service campaign material available



RADIO: 15-minute transcribed programs starring:

PAT BOONE ★ NAT "KING" COLE

RED FOLEY ★ BOB HOPE ★ PEGGY LEE

★ JULIE LONDON ★ JOHNNY MATHIS

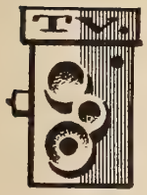
★ PATTI PAGE ★ NELSON RIDDLE

★ ROGER WILLIAMS

Produced by Hu Chain Associates, New York

★ Transcription of 20 celebrity spot announcements

★ Transcription of 20 recording artist spot announcements especially designed for disc jockey shows



TELEVISION: 1-minute and 20-second film spots featuring:

★ GARY COOPER

★ SUSAN HAYWARD ★ MEL TORME

Plus "miniature documentaries"

8-second ID

Produced by Freedom Films, Goldwyn Studios, Hollywood

★ Slides, Balop cards, Flip cards and posters, greyed and color



52nd ANNUAL CHRISTMAS SEAL SALE NOVEMBER 14 through DECEMBER

* **FOR NETWORK USE: Contact NATIONAL TUBERCULOSIS ASSOCIATION, Public Relations, 1790 Broadway, New York 19, N. Y. — Circle 5-8000 — Extension 280**
FOR LOCAL USE: Contact YOUR TUBERCULOSIS ASSOCIATION, in your own community

XEAK — Mighty 690



JORGE I. RIVERA, President

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MAYOR J. A. FERREIRA KANAPE

and Engineer
ING. JOSE MARQUEZ
MUÑOZ DE COTE

Selected STAINLESS TOWERS



ING. JOSE MARQUEZ
MUÑOZ DE COTE, Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

PEOPLE CONTINUED

ords, to Urania Records, Belleville, N.J., as director of sales, replacing **DAVID ROTHFELD**, to Korvette stores as record buyer and merchandiser.

MIKE MORRIS, formerly with Frank Cooper Assoc., N.Y., talent agents-packagers, to Roy Windsor Productions as writer on CBS-TV's *Secret Storm* daytime serial.

PROFESSIONAL SERVICES

JOE HOENIG, formerly with Rogers & Cowan, has joined Bill Watters, Los Angeles public relations firm.

MITCHELL S. CUTLER, George Washington U. Law School graduate, to Welch, Mott & Morgan, Washington law firm.

MANUFACTURING

DR. CARL E. BARNES, formerly director of research for Arnold, Hoffman & Co., elected v.p. for research of Minnesota Mining & Manufacturing Co., St. Paul. **DR. JOHN W. COPENHAVER**, formerly associate director of research for M. W. Kellogg Co., Jersey City, N.J., to director of 3M's central research, replacing Dr. Barnes.

DONALD M. SMITH, advertising manager for International Div., Burroughs Corp., Detroit, to Burroughs Div. in similar capacity, succeeding **A. R. MacISAAC**, retiring. **R. HUGH DUNDAS** promoted from supervisor of national advertising to assistant advertising manager of Burroughs Div. and **TOM A. STEVENS** promoted to supervisor of direct mail advertising, replacing **GEORGE A. WOOLFENDEN**, promoted to manager of International division, replacing Mr. Smith.

G. K. BRYANT, formerly marketing manager, RKO Victor Television Div., Camden, N.J., appointed manager, special projects, RCA, Cherry Hill, N.J.

A. B. POLLOCK, formerly plant manager of RCA Bloomington, Ind., television manufacturing plant, to general plant manager, manufacturing RCA new television and radio "Victrola" production unit, Camden.

F. R. DEMMERLY, formerly controller, RCA Victor Television Div., and **P. R. SLANINKA**, formerly personnel manager for RCA Victor Television and "Victrola" divisions, appointed controller and personnel manager respectively for new RCA consumer products administrative services unit.

THOMAS D. FULLER, previously assistant regional sales manager for Sylvania Electronics Products Pacific region, appointed marketing manager of special tube operations.

HENRY R. PONGETTI promoted from assistant purchasing agent to purchasing agent at Motorola Inc., Chicago, with procurement responsibilities involving company's consumer radio and stereo high fidelity phonograph lines.

WILLIAM E. PLITT, formerly with Continental Can Co., named controller of ORRadio Industries Inc., Opelika, Ala.

MARY E. McDONNELL, publicity director of WNYC New York, appointed public relations director of Martin Steel Products Corp., Mansfield, Ohio.

FRED G. HARLOW appointed special representative in Washington, D.C., for Price Electric Corp., Frederick, Md.

GORDON WARD, NAB field representative since mid-1957, has resigned to join Ohio Fuel & Gas Co., Toledo.

PERSONNEL RELATIONS

MILTON RAISON has resigned from tv-radio board and council of Writers Guild of America, West. **SHERWOOD SCHWARTZ** named to fill vacancy.

TRADE ASSNS.

BERNARD M.S. KEGAN, executive v.p. of Sealy Mattress Co., St. Paul, Minn., elected president of National Assn. of Bedding Manufacturers.

DONALD PLUNKETT, director of recording operations, Capitol Records, N.Y., elected president of Audio Engineering Society.

SNOWDEN HUNT, v.p., Wade Adv. Agency Inc., elected president of Southern California Advertising Golfers Assn. Other SCAGA officers: v.p., **JIM NEWTON**, Hearst Adv. Service; secretary, **WAYNE MULLER**, national advertising manager, KBIG Santa Catalina, Calif., treasurer, **BOB WALKER**, Robert Walker Co., publishers' representative, and tournament director, **CLARK BARNES**, John E. Pearson Co., station representative.

JOSEPH R. FIFE, general manager of WBBC, named president of Flint (Mich). Radio Broadcasters Assn. Other officers elected were **MARVIN LEVY**, WFDF, secretary, and **ELDON GARNER**, WKMF, treasurer.

JAMES DONAHUE, news director, WKDN Camden, elected president of New Jersey Associated Press Radio Assn., succeeding **HARLAN L. HARNER**, WJLK Asbury Park.

HOWARD T. HARWOOD, advertising manager of Shure Bros. (electronic components), Evanston, Ill., named chairman of advertising section of Electronic Parts & Equipment Mfrs. Assn.

EDUCATION

JAMES ROBERTSON, director of programming at educational station WTTW (TV) Chicago, named director of station relations for Educational Television & Radio Center, Ann Arbor, Mich. [AT DEADLINE, Nov. 24].

GOVERNMENT

G. FRANKLIN MONTGOMERY, advisor to chief electricity and electronics division, National Bureau of Standards, U.S. Department of Commerce, adds duties of chief of electronic instrumentation section, succeeding **CARROLL STANSBURY**, who has asked to be relieved because of health limitations.

INTERNATIONAL



MR. HEAGERTY

LEE J. HEAGERTY, v.p. of merchandising for Grant Adv. Inc., resigns to become president of Hudson Productions Ltd., Montreal, Que., international lip-synchronization service for films. Mr. Heagerty began his advertising career in 1926 with A McKim Ltd. (Canada) and later purchased Philip Masey & Co., changing its name to L. J. Heagerty Ltd.

SID BOYLING, formerly station manager, CHAB Moose Jaw, Sask., to CHAB-TV in similar capacity. **JAY LEDDY**, formerly program director, CHAB, to CHAB-TV production manager. **BILL FALKNER**, formerly program director, CJET Smith Falls, Ont., to CHAB as program director. Ch. 4 CHAB-TV is scheduled to begin operations in early 1959.

FRANK F. WILEY, formerly of General Mills Inc., Toronto, to advertising and merchandising manager of S. C. Johnson & Son Ltd., Brantford, Ont., succeeding **MRS. GRACE McGUINNESS**, advertising manager for past 30 years, who has been appointed administrative assistant to president.

WTVD Plugs Carry Special Advice

Something new in the way of plugs was sent to advertisers and agencies last week by WTVD (TV) Durham, N. C., to promote its increased coverage area. Bright red plaster fire hydrants, which double as bottle storage units, were used to "put in a plug" for WTVD's new 1,500-ft. tower, the highest man-made structure in North Carolina, according to WTVD. A postscript to the station's market information enclosed in the hydrant replica suggested its use as an "inconspicuous place for your fire water," and cautioned recipients to "avoid all dogs on your way home."

WFIL Cultivates Good Neighbors

Three winners were named in the first day of WFIL Philadelphia's "Good Neighbor Game" promotion, the station reported. WFIL's personalities announce on-the-air that they will be calling a family named Smith, Jones, or whatever. Listeners are urged to be good neighbors by calling people with the family name mentioned. Immediately before each call is made "a phrase that pays" is aired. To win the prize of $560 the person must answer the telephone with the proper phrase. The "good neighbor" who alerted the winner receives $56. The "phrase that pays" is changed after each call.

KPOA Extends Aloha to Presley

It's not likely Elvis Presley will be neglected by his fans at Christmas but through a promotion stunt at KPOA Honolulu, Pvt. Presley will receive greetings from approximately 750 of his followers in Hawaii. KPOA has arranged to send 6 x 12 ft. Christmas card to Elvis, now stationed in Germany. The card is on display in a downtown Honolulu music store and has space for 750 signatures of fans, one of whom will be awarded the first Army uniform worn by Presley. D.j. Tom Moffatt obtained the uniform worn for pre-induction publicity pictures from Presley's manager, Col. Tom Parker. The uniform, encased in glass and insured for $1,000, is on display next to the giant greeting card.

WAVI Issues Cards for Giveaway

Listeners who send their names to WAVI Dayton, Ohio, will receive their official "Lucky Number" card for eligibility in that station's giveaway promotion. Regularly through each broadcast day lucky numbers are chosen at random and announced by WAVI's d.j.'s. The card carrying listener who holds the selected number has 15 minutes to claim the prize offered with each number. The list of prizes includes such items as appliances, furniture, trips, food, merchandise certificates and cash.

Further Promotions for 'Ellery'

Over 30 NBC-TV affiliates are conducting one-week contests in support of the network's *Further Adventures of Ellery Queen* (Fri. 8-9 p.m.), through a cooperative set-up arranged by NBC Director of Exploitation Al Rylander. Stations are offering five-year, three-year and one-year free subscriptions to Ellery Queen's mystery magazine as awards to viewers who write the best reviews of the program. Ten-volume sets of the best Ellery Queen novels will also be presented winners, in arrangement with Pocket Books Inc.

U-1 Star Offered as Tv Prize

A joint promotion effort by Universal-International and NBC-TV will result in some civic organization "winning" a real, live movie star who'll teach members the mambo. U-I is giving away as a prize film star Linda Cristal, billed as "an Argentine Bombshell," to some qualified organization which submits the most interesting reason for having Miss C.—starring in U-I's new "The Perfect Furlough" film—instruct them in learning the mambo. Miss Cristal appeared last week on NBC-TV's *County Fair* series (Mon.-Fri., 4:30-5 p.m.). Meanwhile, last week. *County Fair*'s packager, Gale-Gernannt Productions Inc., appointed the Ted Baldwin Organization to handle the firm's promotion and publicity.

Pulse Reveals WWDC's 'Profile'

A brochure for advertisers and agencies has been prepared by WWDC Washington, D. C., to present its share of total radio audience in the greater Washington area, according to statistics released by Pulse Inc. Entitled "Personality Profile of a Radio Station," the 16-page, illustrated booklet also contains the results of a special Pulse survey in which 1,000 residents were polled to find out what they think of radio and of WWDC. The station concludes from the study that its best points are being "lively, modern and friendly," in addition to "leading all other stations in supplying the music and news the people want; in being tuned in first by more people than any other station, and in being of aid in emergencies."

KVTV Plays Teacher for a Day

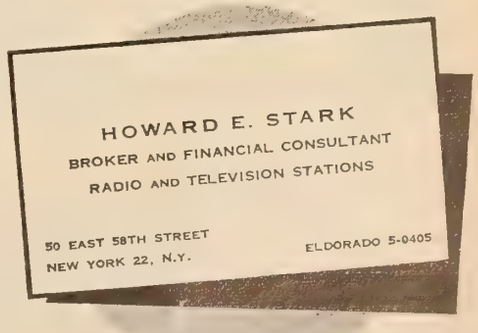
Seventeen students and their instructors from the U. of South Dakota were familiarized with the operation of a television station Nov. 20 at the invitation of KVTV (TV) Sioux City, Iowa. In observance of National Education Week and National Television Week KVTV "turned over" its facilities to the television, journalism and business majors for instruction in routine operating jobs. Students with air experience were introduced to viewers and assisted on weather programs, an open house program for women and a children's show. Other students learned management problems from KVTV Manager Don Sullivan, while others made calls with salesmen. The students were supervised by James Slack, general manager of the university radio station KUSD, and Mort Miller, KUSD production director.

More Markets for CCS Campaigns

The American Tobacco Co., New York, has added four markets to its participation in Community Club Awards Campaigns

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.





ALL INQUIRIES CONFIDENTIAL

(Community Club Services Inc., New York), bringing the total to 34 markets. New stations for Hit Parade cigarettes: WALA Mobile, Ala.; WITH Baltimore, and WLEE Richmond, Va. For Herbert Tareyton Duel Filter cigarettes, American Tobacco adds KPOJ Portland, Ore.

WHTN-TV Campaigns for 'Raiders'

Huntington and Charleston, W. Va., shoppers recently were greeted by colorfully dressed models who handed out tabloid newspapers proclaiming the "daring exploits of Col. Ranald Mackenzie and his famed *Mackenzie's Raiders.*" The four-page papers were part of a WHTN-TV Huntington promotion campaign to announce its premiere showing of the *Mackenzie's Raiders* film series. Other phases of the campaign included premiere parties for the show's sponsors, Canada Dry and Vietti Foods, in the WHTN-TV studios and heavy on-air promotion, the station said.

Admen Invited to KYW Breakfasts

Early morning good will is being proffered by KYW Cleveland in a series of "Tally-Ho Breakfasts" for the personnel of Cleveland's advertising agencies. Maintaining the fox hunt theme, the breakfasts are complete with champagne stirrup cup, kidney-beef pie and eggs Brittany. KYW General Manager Gordon Davis and other station officials have been hosting the 8 a.m. get-togethers in the penthouse suite of the Hotel Manager.

Mining Safety Show on KROD-TV

Safety is important to the Kennecott Copper Co. of Hurley, N. M., and the firm recently utilized television to help keep its safety record going. According to KROD-TV El Paso, Tex., the Kennecott people purchased a half-hour of prime time on the El Paso outlet to bring its safety program into its employes' homes. Although Hurley is nearly 140 miles away from El Paso, KROD-TV serves as a main source of the Kennecott workers' evening entertainment, according to the station.

TURKEY (BONES) TROT

Thanksgiving turkey eaters in the Trenton, N. J., and Minneapolis-St. Paul areas can reap extra dividends with their leftover turkey wishbones by participating in holiday contests sponsored by stations WTTM Trenton and WDGY Minneapolis. Gene Graves, host of the WTTM *Morning Show* asked his listeners to mail their turkey wishbones to him. For the three largest bones received, Mr. Graves will deliver a Christmas turkey the exact weight of the Thanksgiving bird. The competition closes Dec. 5, WTTM reported. WDGY has featured two turkey contests. In one, Twin Cities children are asked to decorate the wishbones and mail them to the station. A board of d.j.'s will select the most originally decorated and the winner will receive a gift certificate from a toy store. In WDGY's pre-Thanksgiving "Spot the Turkey" contest winners received a 20-pound turkey for spotting intentional errors in a daily newscast. Winners were chosen in a drawing of the postcards bearing the correct entries.

KTIX Waves Banner Over Stadium

Spectators at the U. of Washington-UCLA football game in Seattle Nov. 1 witnessed a KTIX Seattle promotion stunt during the half-time period and part of the play-by-play. A rented plane carrying a streamer reading "No Rock 'n' Roll—KTIX—1590" circled the stadium for more than a hour. The phrase represents the station's programming of the "album sound," KTIX reported.

Spot Study Follows KLFT Event

Promotion activities associated with the third anniversary of KLFT Golden Meadow, La., last month were based on the station's 1600 kc number. With 1,600 prizes for 1,600 winners and a first prize of 1,600 records, contestants had 16 days to copy on entry forms the names of 160 advertisers aired. The top winner recorded 144 correctly. Sales information also was obtained in the contest, KLFT reported. The comparative effectiveness of various spot schedules was determined by the number of times an advertiser was recorded on entry forms. One schedule of 12 spots in one day received 1,792 out of the total of 2,304 listings. Another schedule of 12 spots during a three-day period polled 2,301 listings. It was assumed therefore, KLFT said, that the three-day plan was more effective than the single day saturation.

Hounds, Kisses Announce KLEO

Wichita listeners learned that KANS changed its call letters to KLEO the past fortnight—with the help of aggressive promotion by the station. Giving teeth to the drive were three attractive ladies and three basset hounds who mixed with shoppers in the downtown section of the Kansas city. They passed out candy kisses bearing the inscription, "Here's a kiss from KLEO and have you tried listening to 1480 [kc]?"

Snow's Arrival Closes Contest

Predictions of when the season's first snowfall would fall in Sioux City, Iowa, were received from more than 29,000 persons in the "First Snowfall" contest promoted by KMNS, that city. A local woman was awarded $100 for guessing the exact time of the first measurable snowfall—5:10 p.m., Nov. 17. Contest entry blanks were distributed by various stores in the area, KMNS said.

D.J.'s Weight in Chips Guessed

National Potato Chip Month was recognized at KING Seattle with a contest for listeners of Jim French's d.j. show. Mr. French asked his audience to guess how many chips it would take to equal his weight, 196 pounds, six ounces. The person who guessed closest to the actual figure of 29,834 chips won a year's supply of chips, KING reported.

Listeners Keep WSAI Slogan List

After broadcasting 100 safety slogans over a four-week period WSAI Cincinnati received approximately 2,500 entries in its "Safety Slogan Contest," which offered as first prize a 1959 Fiat automobile for compiling the most complete list. The winning entry contained all 100 slogans in correct order, WSAI reported. A Cincinnati car dealer used the contest to promote his new location.

MBS Sets Auto Industry Show

To demonstrate the impact of the nation's automobile industry on the American economy, Mutual will present a special one-hour documentary entitled "1959 On Wheels," Sunday, Dec. 7 (4-5 p.m.). Industry figures who will appear on the program are John F. Gordon, president of General Motors Corp.; George Romney, president and board chairman of American Motors Inc.; Ernest R. Breech, board chairman of Ford Motor Co. and Harold Churchill, president of Studebaker-Packard Corp. Topics to be explored are sales philosophy, advertising approach and engineering developments.

how to keep
top giveaway shows
on top

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Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station WRCV-TV of Philadelphia, Pa., writes:

"We are just delighted with the fine prizes you arranged for LET SCOTT DO IT. There was excellent variety and all of the contestants have been more than pleased with their awards. It's good to know that we can always depend on you."

May we show you what we can do for you?

Station Authorizations, Applications

Nov. 20 through Nov. 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Houma, La.—St. Anthony Television Corp.—Granted ch. 11 (198-204 mc); ERP 316 kw vis., 165 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,058 ft. Estimated construction cost $441,810, first year operating cost $348,600, revenue $452,000. P.O. address Box 70, Houma. Studio location Houma. Trans. location Terrebonne County. Geographic coordinates 29° 41′ 41″ N.Lat., 90° 49′ 09″ W.Long. Trans.-ant. RCA. Legal counsel Howard J. Schellenberg, Washington, D.C. Consulting engineer Lohmes & Culver, Washington, D.C. Principals include **Frank Conwell** (29.50%), radio-tv consultant, **Dr. S. Clark Collins** (14.80%), physician, and **C. R. Patterson Jr.** (19.70%), trucking and chemical interests. Announced Nov. 25.

APPLICATION

Winston-Salem, N.C.—Southern Bcstrs. Inc., ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,269 ft., above ground 1,255 ft. Estimated construction cost $715,755, first year operating cost $805,565, revenue $901,700. P.O. address 300 S. Stratford Rd. Studio location Winston-Salem. Trans. location 1.2 miles southeast of Sophia on U.S. 311. Geographic coordinates 35° 48′ 46.5″ N.Lat., 79° 50′ 36″ W.Long. Trans.-ant., RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Owners are **Winston-Salem Bcstg. Co.** (55%), and others. Winston-Salem is licensee of WTOB and permittee of WTOB-TV, both Winston-Salem; licensee of WSGN and 50% owner of permittee of WBMG (TV), both Birmingham, Ala.; and 80% owner of licensee of WAPA-TV San Juan, P.R. Announced Nov. 20.

Existing Tv Stations

ACTIONS BY FCC

KOLD-TV Tucson, Ariz.—Granted application for private tv intercity relay system between Tucson and Phoenix for off-the-air pickup of programs of KOOL-TV Phoenix. Announced Nov. 20.

KCIX-TV Nampa, Idaho—Granted application to change name to Hagadone Bcstg. Co.; by letter, denied joint petition by KIDO-TV and KBOI-TV, both Boise, Idaho, to designate same for hearing. Announced Nov. 20.

KTVI (TV) St. Louis, Mo.—Granted mod. of cp to increase slightly ant. height, move ant. 90 ft., and change type of trans.; subject to condition that grant is without prejudice to such action as Commission in future may take with regard to any question raised as result of decision of Supreme Court in the case of *Sangamon Valley Television Corp.* v. *United States and Federal Communications Commission*. Commissioner Craven not participating. Announced Nov. 20.

Translators

Spencer Area Tele. Inc. (% Eldon Kanago, Box 528, Spencer, Iowa), **Spirit Lake, Iowa**—Granted cp for new tv translator station to operate on ch. 80 to translate programs of KELO-TV (ch. 11), Sioux Falls, S.D. Announced Nov. 20.

Upper Lehigh Translator Service Corp., Palmerton, Pa.—Waived Sec. 4.702 (c) (3) and (5) of rules with respect to mileage separations and granted cp for new tv translator station to serve Palmerton, Slatedale, and Slatington, Pa., on ch. 83 to translate programs of WNEP-TV (ch. 16) Scranton; this authorization shall cease to be effective and operation of translator station on ch. 83 shall be terminated coincident with commencement of operation of duly authorized tv station on ch. 69 at Andover, N.J., or ch. 83 at Wilmington, Del., or ch. *83 at Poughkeepsie, N.Y., or at any other locations involving separations from translator station less than those required by Sec. 4.702.

New Am Stations

ACTIONS BY FCC

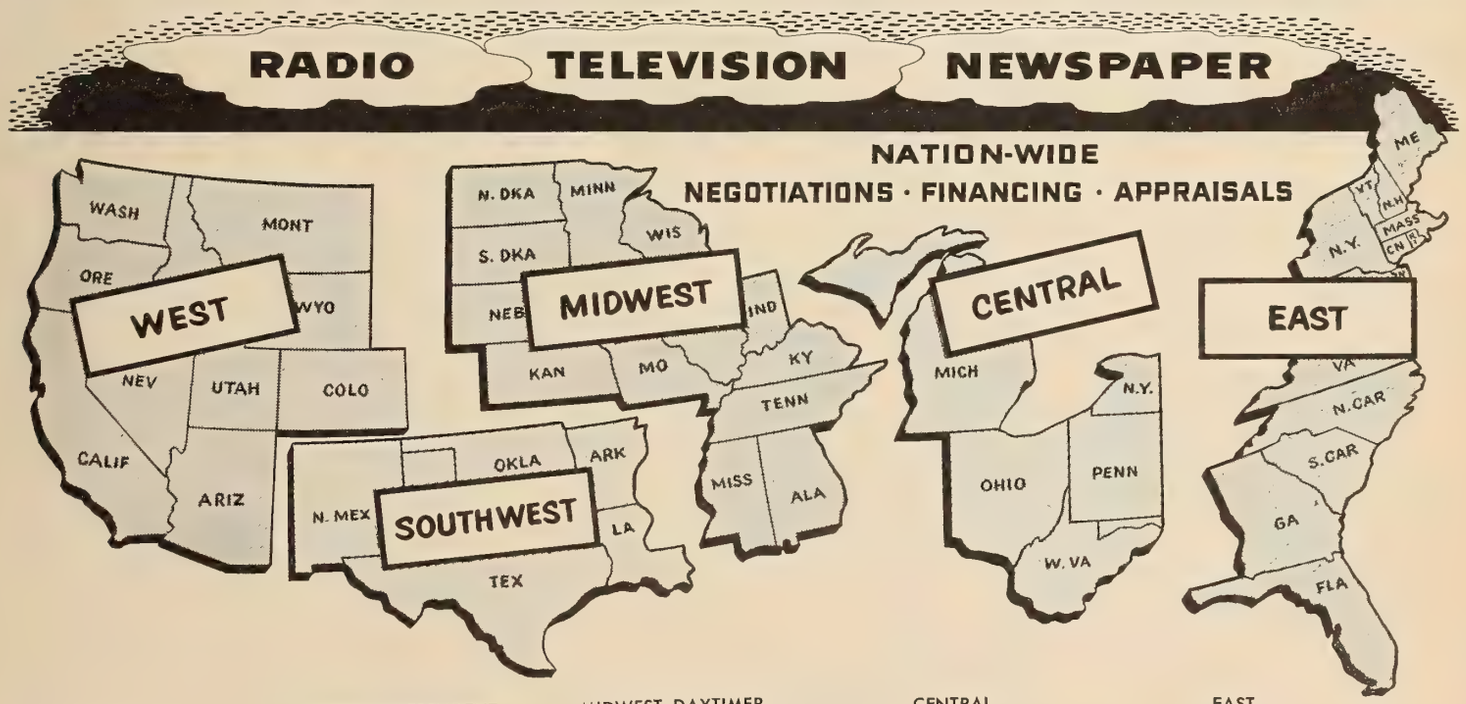
Corning, Ark.—Eulis W. Cochran—Granted 1260 kc, 500 w D. P.O. address 434 West Second St., Corning, Ark. Estimated construction cost $11,502, first year operating cost $24,000, revenue $30,000. Mr. Cochran, sole owner, is in retail groceries and feed. Announced Nov. 20.

Nashville, Ark.—R. G. McKeever—Granted 1260 kc, 500 w D. P.O. address 1925 South 4th St., De Queen, Ark. Estimated construction cost $14,815, first year operating cost $20,000, revenue $25,000. Sole owner McKeever also owns KDQN De Queen, Ark. Announced Nov. 20.

Lyons, Ga.—Twin City Bcstg. Co.—Granted 1340 kc, 250 w unl. P.O. address Box 247, Lyons. Estimated construction cost $14,005, first year operating cost $36,000, revenue $42,000. Principals include **J. L. Tollison** (15%), 25% WGIG Brunswick, Ga.; **H. K. Tollison** (27.5%), 25% WGIG; **John Lane, Sammy J. C. Middleton** and **John F. Lenz** (each 10%), all employees of WGIG, and **Herman F. Lange** (10%), owner of radio-tv service. Announced Nov. 25.

Oakes, N.D.—Interstate Bcstg.—Granted 1220 kc, 1 kw D. P.O. address % Robert E. Ingstad, Valley City, N. D. Estimated construction cost $13,000, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (90.52%) and others. Mr. Ingstad is president and majority stockholder of KOVC Valley City, KEJY Jamestown and KBMW Wapheton, all North Dakota, and KWAR Wadena, Minn. Announced Nov. 20.

Bellingham, Wash.—Bellingham Bcstg. Co.—Granted 1550 kc, 1 kw D. P.O. address 7764 Torreyson Dr., Los Angeles. Estimated construction cost $20,700, first year operating cost $45,000, revenue $55,000. Owners are **Willis R. Harpel** (75%) and **Stephen C. Wray** (25%). Mr. Harpel is 51.3% owner and manager of KXLE Ellens-



NORTHWEST
$140,000
Major market independent facility showing excellent profits. Offers real potential for owner-operator. Priced realistically with $40,000 cash down required.

FULLTIME INDEPENDENT
$225,000
SEMI-MAJOR TEXAS MARKET
This is a high powered fulltime, highly rated independent in one of the larger secondary markets in Texas.

MIDWEST DAYTIMER
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Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

CENTRAL
$450,000
FULLTIME NETWORK
Over one-quarter million home market. Excellent equipment, top ratings. Terrific potential.

EAST
$250,000
MAJOR MARKET DAYTIMER
Profitable. Can do much better. Good frequency. $75,000 down.

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Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. N-22 Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

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burg Wash. Mr. Wray is 48.7% owner of KXLE. Announced Nov. 20.

APPLICATIONS

Bessemer, Ala.—Connolly Bcstg. Co., 1550 kc, 1 kw D. P.O. address 368 Midwood Ave., Birmingham. Estimated construction cost $12,020, first year operating cost $50,000, revenue $60,000. **James E. Connolly** sole owner, is manager of WJLD Homewood and WJLN-FM Birmingham, both Alabama. Announced Nov. 20.

Anchorage, Alaska—Sourdough Bcstrs., 590 kc, 5 kw unl. P.O. address 7764 Torreyson Dr., Los Angeles. Estimated construction cost $24,905, first year operating cost $60,000, revenue $75,000. **Willis R. Harpel**, sole owner, is announcer, KNXT-TV Hollywood, Calif. Announced Nov. 20.

Palm Desert, Calif.—Palm Desert Bcstg. Co., 1270 kc, 500 w D. P.O. address % **Delbert Davitt**, 31615 Avineda La Paloma, Palm Springs, Calif. Estimated construction cost $17,280, first year operating cost $40,000, revenue $50,000. Equal partners are Mr. Davitt, engineer, and **Spencer Rauber**, service station owner. Announced Nov. 25.

Potomac, Md.—Radio Assoc. Inc., 950 kc, 1 kw D. P.O. address % **Norman C. Kal**, 2141 Wis. Ave., N. W., Washington. Estimated construction cost $53,510, first year operating cost $75,000, revenue $100,000. Ownership: Mr. Kal (40%), **Alvin Q. Ehrlich** (20%) and **Harry L. Merrick** (20%), all with Kal, Ehrlich & Merrick advertising agency, **Wolfe Filderman** (10%), retail merchant, and **Milton L. Elsberg** (10%), president of drug chain. Announced Nov. 20.

Traverse City, Mich.—D. C. Summerford, 1310 kc, 1 kw D. P.O. address 306 Lincoln Hill Dr., Battle Creek, Mich. Estimated construction cost $20,881, first year operating cost $52,000, revenue $57,000. Mr. Summerford, sole owner, is stockholder in WTMT Louisville Ky. Announced Nov. 20.

St. Louis, Mo.—St. Louis Bcstrs., 1080 kc, 250 w D. P.O. address Box 933, Beverly Hills, Calif. Estimated construction cost $23,415, first year operating cost $60,000, revenue $70,000. **Harry Patterson**, sole owner, is one-third owner of KANS Wichita, Kan., and WCBC Anderson, Ind. Announced Nov. 20.

Fairbury, Neb.—Great Plains Bcstg. Inc., 1310 kv 500 w D. P.O. address Box 354, York, Neb. Estimated construction cost $11,565, first year operating cost $31,500, revenue $38,600. Owners are **Mr. and Mrs. Melville L. Gleason** and **Mr. and Mrs. Tommy L. Gleason**, both gentlemen with interest in KAWL York. Announced Nov. 25.

Burlington, N. J.—Burlington Bcstg. Co., 1390 kc, 500 w SH. P.O. address Box 351, Coatesville, Pa. Estimated construction cost $21,800, first year operating cost $50,000, revenue $60,000. Equal owners **William S. Halpern** and **Louis N. Seltzer** also share ownership of WCOF Coatesville. Announced Nov. 20.

Sapulpa, Okla.—Sapulpa Bcstg. Corp., 1220 kc, 250 w D. P.O. address 522 W. McKinley. Estimated construction cost $16,905, first year operating cost $36,000, revenue $45,000. Owners are **John M. Mahoney** (60%), one-half interest in KVIN Vinita, Okla.; **Ralph J. Bitzer** (30%), one-third interest in KGRN Grinnell, Iowa, and **R. B. Simpson** (10%), seller of electronic supplies. Announced Nov. 25.

North Charleston, S. C.—KTM Bcstg. Co., 910 kc, 500 w D. P.O. address % **Richard F. Kamradt**, 154 E. Bay St., Charleston. Estimated construction cost $20,965, first year operating cost $42,475, revenue $50,850. Owners are Mr. Kamradt (60%), in stevedoring, etc., and **Robert S. Tamblyn**, announcer-account executive, WCSC-AM-FM-TV Charleston. Announced Nov. 20.

Lake Geneva, Wis.—Southern Wis. Co., 1550 kc, 1 kw D. P.O. address % John F. Monroe Jr., 735 N. Water St., Milwaukee. Estimated construction cost $35,473, first year operating cost $45,000, revenue $60,000. Applicants are **John F. Monroe Jr., Mary Ellen M. Schmitz** and **Margaret M. Zunick**, each 29.4%, and **Miriam B. Monroe**, 11.8%, all of whom have interest in WSWW Platteville and WCWC Ripon, both Wisconsin. Announced Nov. 20.

Existing Am Stations

ACTIONS BY FCC

WELI New Haven, Conn.—Granted change on 960 kc from 1 kw, 5 kw-LS, DA-N, unl., to 5 kw, DA-N, unl.; engineering conditions. Announced Nov. 20.

KWSH Wewoka, Okla.—Granted change from DA-2 to DA-N, continuing operation on 1260 kc, 1 kw unl. Announced Nov. 20.

WSBR Warwick-East Greenwich, R.I.—Is being advised that (1) unless within 30 days it requests hearing, application for extension of time to complete construction will be dismissed, cp cancelled, and call letters will be deleted, and (2) in event hearing is held on requested extension, application for transfer of control to Milton E. Mitler (WADK Newport) indicates the necessity of hearing. Announced Nov. 25.

APPLICATIONS

KBOL Boulder, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBLJ Dalton, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Contingent on WFOM filing for cp to increase power.)

WJDX Jackson, Miss.—Cp to change ant.-trans. location and install new trans.

KIMO Independence, Mo.—Mod. of license to change studio location from Independence, Mo., to Kansas City, Mo. (Request waiver of Sec. 3.30 (a) of rules.)

WREV Reidsville, N.C.—Cp to increase power from 250 w to 1 kw and install new trans.

KGFF Shawnee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WORD Spartanburg, S.C.—Cp to increase daytime power from 1 kw to 5 kw; make changes in daytime directional ant. pattern and install new trans.

KHGM Houston, Tex.—Cp to change frequency from 102.9 mc, ch. 275 to 99.1 mc, ch. 256; change type ant., change ERP from 48 to 49 kw; change main studio location.

WDLB Marshfield, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Pasadena, Calif.—Pacifica Foundation—Granted 90.7* mc, 47.8 kw. P.O. address 2207 Shattuck Ave., Berkeley, Calif. Estimated construction cost $25,600, first year operating cost $51,000. Owner is nonprofit corporation which also operates KPFA Berkeley, Calif., and KPFB. Announced Nov. 25.

San Diego, Calif.—Barbary Coast Records Inc.—Granted 106.5 mc, 3.5 kw. P.O. address 4430 Santa Monica Blvd., Los Angeles. Estimated construction cost $4,250, first year operating cost $24,000, revenue $30,000. Applicant is manufacturer of phonograph records. Largest single stockholder is president and manager, **Albert Latauska**, who is in record distribution as well. Announced Nov. 20.

Gretna, Va.—Central Va. Bcstg. Co.—Granted 103.3 mc, 3 kw. P.O. address Box 730, Gretna. Estimated construction cost $7,950, first year operating cost $3,000, revenue $3,000. Applicant is licensee of WMNA Gretna. Announced Nov. 20.

APPLICATION

Columbia, S.C.—Palmetto Radio Corp., 104.7 mc, 3.403 kw. P.O. address Box 5307. Estimated construction cost $12,495, first year operating cost $1,248. Applicant is licensee of WNOK Columbia. Announced Nov. 20.

Ownership Changes

ACTIONS BY FCC

KVRH Salida, Colo.—Granted assignment of license to **William R. Vogel, Jack R. Caldwell, William H. Farnham** and **Frank E. Starkey**, d/b as **Loveland Bcstrs.** (KLOV Loveland, Colo.); consideration $10,000. Announced Nov. 25.

WRWH Cleveland, Ga.—Granted relinquishment of negative control by both **Donald J. Stewart** and **William Clay Strange** through sale of 33⅓% stock to **George R. Wilkes** for $333. Announced Nov. 25.

WGLC Centreville, Miss.—Granted transfer of control from **James Dowdy, Don Partridge** and **Paul D'Antonio** to **Frederick A. W.** and **Mrs. Janola B. Davis** and **Mrs. J. M. McCraine**; consideration $25,000. Announced Nov. 25.

WWIT Canton, N.C.—Granted transfer of control from **B. M. Middleton, et al.**, to **W. Barry Medlin Jr.**, et al.; consideration $40,000 for 90.72%. Announced Nov. 25.

WMPM Smithfield, N.C.—Granted assignment of licenses from **John S. Townsend** to **Carolina Bcstg. Service Inc. (Ellis C. Barbour**, president); consideration $75,000. Announced Nov. 25.

WCHO Washington Court House, Ohio—Granted (1) renewal of license and (2) acquisition of positive control by **W. N. Nungesser** through purchase of 24.98% interest from **Ray Brandenburg, Sam Marting** and **L. Morse Weimer** for $9,500, thereby increasing Mr. Nungesser's holdings to 57.34%. Announced Nov. 25.

KWRW Guthrie, Okla.—Granted assignment of license to **Farrell M.** and **Norma Sue Brooks**, d/b as **Guthrie Bcstrs.**; consideration $46,000. Announced Nov. 25.

KLOS Albuquerque, N.M.—Granted transfer of control from **Western Bcstg. Co.** to **E. Boyd Whitney**, increasing his holdings from 34.72% to 62.96% (has 50% interest in KLYN Amarillo, Tex.) **George Oliver** (37.04%); consideration $45,500. Announced Nov. 25.

KBCS Grand Prairie, Tex.—Granted transfer of control from **Earl N. Bodine** to **C. R. Sargent Sr.**; consideration $42,000 for additional 35%, thereby increasing Mr. Sargent's holdings to 50.25%, plus 58⅓% interest in $54,732 note held by licensee. Announced Nov. 25.

KEBE Jacksonville, Tex.—Granted assignment of licenses to **Wells, Waller & Ballard Inc. (Ray Henderson Wells**, president); consideration $75,000. Announced Nov. 25.

KSEL Lubbock, Tex.—Granted assignment of licenses and cp to **David R. Worley** (KLEA Lovington, N.M.), **George H. W. Bush, H. Earl Mizell, Don O. Freeman** and **Gerald H. Sanders**, d/b as **Lubbock Bcstrs. Ltd.**; consideration $185,250. Announced Nov. 25.

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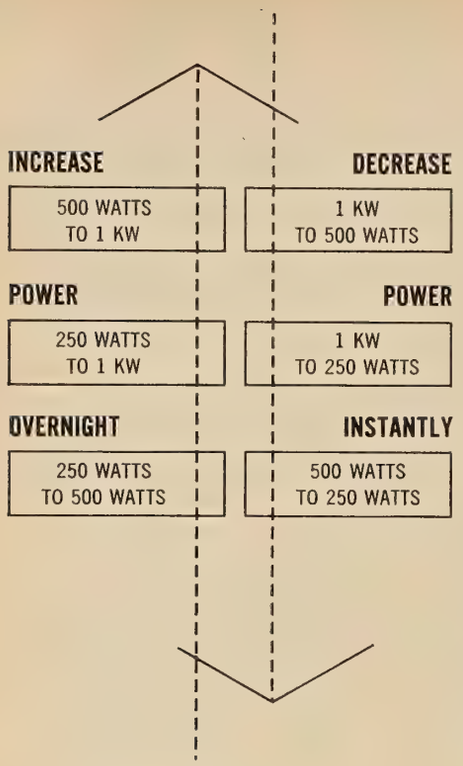
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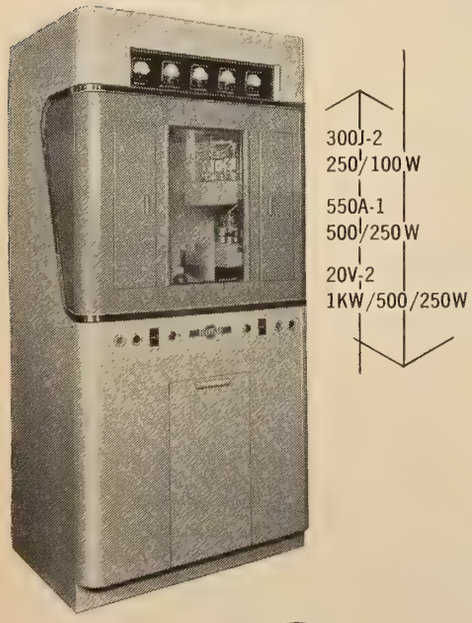
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COLLINS

KDXU St. George, Utah—Granted assignment of license from **Jeanette B. Arment** to **Roy C. Winkelmann**; consideration $45,000. Announced Nov. 25.

APPLICATIONS

KENA Mena, Ark.—Seeks assignment of license from **R. B. Bell** to **E. M. Hoge** for $42,500. Mr. Hoge is with KXJB-TV Fargo and KSJB Jamestown, both North Dakota. Announced Nov. 25.

WABR Winter Park, Fla.—Seeks assignment of license from **Orange County Bcstrs. Inc.** to **Contemporary Bcstg. Co.** for $225,000. Buyers are former sportscaster **I. Edward Edwards** (54%), major league baseball player, **Preston W. Ward** (40%), and others. Announced Nov. 20.

WEBC Duluth, Minn.—Seeks assignment of license from **Head of the Lakes Bcstg. Co.** to **WEBC Inc. (George H. Clinton**, sole owner) for $250,000. Mr. Clinton also has interest in WCMI Ashland, Ky., and WTMA-AM-FM and permittee of WTMA-TV, all Charleston, S.C. Announced Nov. 20.

WBKN Newton, Miss.—Seeks assignment of license from **F. M. Smith, B. L. Blackledge, G. C. Newcomb** and **James Reeves**, d/b as **East Central Bcstg. Co.**, to **E. L. Burns**, school superintendent, for $19,000. Announced Nov. 25.

KLTZ Glasgow, Mont.—Seeks assignment of license from **James C. Carson, Charles L. Schofield** and **Willard L. Holter** d/b as **The Glasgow Bcstg. Co.**, to Mr. Holter, who is paying $22,500 to each retiring partner. Mr. Holter is general manager-salesman, KEYZ Williston, N.D. Announced Nov. 25.

WACB Kittanning, Pa.—Seeks assignment of license from **Armstrong County Bcstg. Corp.** to **Joel W. Rosenblum** for $64,940. Mr. Rosenblum is sole owner of WTIG Massillon, Ohio, and minority stockholder in WISR Butler, Pa. Announced Nov. 25.

KTET Livingston, Tex.—Seeks assignment of license from **E. H. Whitehead** and **Tommie Cole Stripling** d/b as **Polk County's Bcstg. Service**, to **E. J. Griffin Jr.**, oil company employee, for $12,500. Announced Nov. 25.

KWFR San Angelo, Tex.—Seeks assignment of license from **Solar Bcstg. Co.** to **Vanguard Bcstg. Corp.** for $75,000. Buyers are equal partners **John H. Hicks Jr.**, employe of Paul H. Raymer Co., and **Jules H. Fine**, clothing manufacturer. Announced Nov. 25.

WCHV Charlottesville, Va.—Correction to Nov. 24 FOR THE RECORD: Seeks assignment of license from Charles Barham Jr. and Emmalou W. Barham, d/b as Barham and Barham, to Eastern Bcstg. Corp. for $200,000. Principal stockholders in Eastern are Roger A. Neuhoff, sales planning coordinator, NBC, Washington, and Mrs. Neuhoff. Others include C. Waller Barrett, John Dimick, George Smith and Robert C. Walker. (Prior negotiation for sale of station to announcer Nash L. Tatum Jr. failed to reach completion.)

Hearing Cases

FINAL DECISIONS

By order, Commission granted petition by **Pierce Brooks Bcstg. Corp.**, and adopted and made effective immediately initial decision of Oct. 23 granting that applicant cp to increase daytime power of station KGIL San Fernando, Calif., now operating on 1260 kc, 1 kw, DA-1 unl., to 5 kw and to decrease power to 1 kw, employing its nighttime DA pattern during daytime hours that KPPC Pasadena, Calif., is operating. Announced Nov. 25.

By order, Commission granted request by **Twin City Bcstg. Co.** and adopted and made effective immediately initial decision of Nov. 5 granting that applicant cp for new am station to operate on 1340 kc, 250 w unl., in Lyons, Ga. Announced Nov. 25.

By order, Commission made effective immediately Nov. 5 initial decision and granted application of **St. Anthony Television Corp.** for new tv station to operate on ch. 11 in Houma, La; Comr. Ford not participating. Announced Nov. 25.

By order, Commission granted motion by **Pacifica Foundation** and adopted and made effective immediately initial decision of Oct. 27 granting that applicant cp for new noncommercial educational fm station to operate on 90.7 mc in Pasadena, Calif. Announced Nov. 25.

OTHER ACTIONS

By memorandum opinion and order, Commission dismissed petition by Cherokee Bcstg. Co. (WCVP), Murphy, N.C., for reconsideration of July 22 grant of application of James B. Childress for mod. of cp to correct site photographs and site plat of station WKRK Murphy, and denied Cherokee's request for (1) issuance of order to Mr. Childress to show cause why his cp for WKRK should not be deleted, (2) suspension of further program test authorization of WKRK, and (3) withholding of further action on Mr. Childress license application (1390 kc, 1 kw D). Announced Nov. 20.

By memorandum opinion and order, Commission denied petition by **Marshall County Bcstg. Co.**, Arab, Ala., for enlargement of issues in proceeding involving its application and that of Walter G. Allen, Huntsville, Ala., for new am stations to operate on 1380 kc, 1 kw D. Announced Nov. 25.

Commission scheduled following proceedings for oral argument on Dec. 12:

North Dakota Bcstg. Co., Fargo, N.D.

Wayne M. Nelson, Concord, N.C., and Fred H. Whitley, Dallas, N.C.

Nevada Telecasting Corp. (KAKJ), Reno, Nev.

Westbrook Bcstg. Co., Westbrook, Me., and Sherwood J. Tarlow, Saco, Me.

The Four States Bcstg. Co., Regional Bcstg. Co., Halfway, Md.; WDOV Dover Bcstg. Co., Dover, Del.; George Fishman, Brunswick, Md.—Designated for consolidated hearing applications of Four States, Regional and Fishman for new am stations to operate on 1410 kc DA, D—Four States and Regional with 1 kw and Mr. Fishman with 5 kw; and WDOV to increase power from 1 kw to 5 kw, continuing operation on 1410 kc D; made WLSH Lansford, Pa., party to proceeding. Announced Nov. 20.

Kansas Bcstrs. Inc., Salina Radio Inc., Salina, Kan.—Designated for consolidated hearing applications for new am stations to operate on 910 kc, 500 w DA, daytime only. Announced Nov. 20.

WHRB-FM, Harvard Radio Bcstg. Co., Cambridge, Mass.; WKOX Inc., Framingham, Mass.—Designated for consolidated hearing application to change facilities of Class A fm station WHRB-FM from 107.1 mc, 96 w, 44 ft., to 105.5 mc, 796 w, 42.3 ft., and WKOX Inc., for new Class B fm station to operate on 105.7 mc. Announced Nov. 20.

WCLW Mansfield, Ohio—Is being advised that application for assignment of license to Mansfield Journal Co. indicates necessity of hearing. Announced Nov. 25.

Routine Roundup

By order, Commission amended Sec. 3.614 (b) of its tv broadcast rules, effective Nov. 28, to reflect agreement with Canada which limits power of uhf stations within 250 miles of border to 1000 kw effective radiated power. Announced Nov. 20.

PETITION FOR RULE MAKING FILED

Central Michigan College, Mount Pleasant, Mich.—Requests allocation of uhf ch. 14 to Mount Pleasant, Mich., for educational use and re-allocation of ch. 27 to West Branch, Mich., in lieu of ch. 21. Announced Nov. 21.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on November 19

Denied petition by KISD Inc. (KISD), Sioux Falls, S.D., for leave to withdraw its protest to grant of application for consent to transfer control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D., from James A. Saunders to William F. Johns Jr.

By Hearing Examiner Jay A. Kyle on November 20

Scheduled prehearing conference for Dec. 1 on am applications of Jeannette Bcstg. Co., Jeannette, and Carnegie Bcstg. Co., Carnegie, both Pennsylvania.

By Hearing Examiner Charles J. Frederick on dates shown

Continued further prehearing conference from Nov. 21 to Dec. 8 and hearing scheduled for Dec. 1 to date to be determined at time of further prehearing conference in Moline, Ill., tv ch. 8 proceeding (Community Telecasting Corp., et al.). Action Nov. 19.

Granted petition by WMGM Bcstg. Corp., New York, N.Y., for extension of time from Nov. 20 to Dec. 4 for exchange of lay testimony among parties in proceeding on its fm application and that of Newark Bcstg. Corp., Newark, N.J. Action Nov. 20.

By Hearing Examiner Thomas H. Donahue on November 20

Issued order following pre-hearing conference in Eugene, Ore., tv ch. 9 proceeding (Northwest Video, et al.); scheduled further pre-hearing conference for Dec. 1 and hearing for Dec. 8.

Continued hearing from Nov. 20 to Dec. 4 in proceeding on am applications of Nick J. Chaconas, Gaithersburg, Md., et al.

By Hearing Examiner Basil P. Cooper on November 20

Evidentiary hearing will be resumed at 9 a.m., Nov. 24, on am applications of Leavenworth Bcstg. Co. (KCLO), Leavenworth, Kan., et al.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings for Jan. 15, 1959, in following proceedings: Tucumcari Television Co., for cp to construct tv translator station in San Jon, N.M.; tv ch. 6 proceeding in Miami-Perrine, Fla. (Gerico Investment Co. [WITV], et al.); Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif. Action Nov. 14.

Granted petition by Broadcast Bureau for ac-

Continued on page 106

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Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Men wanting a larger opportunity. Must be of good character and willing to learn and work hard. In addition, an automobile is required. General knowledge of the media field as well as some sales background would be helpful. Your income will be in proportion to your ability. Interviews will be conducted in Atlanta, Chicago, New York and Washington. For further information, please write Paul H. Chapman, Media Broker, 1182 West Peachtree, Atlanta.

Management

Commercial manager capable of moving up to station manager in California group operation. Guarantee against percentage. Send full story of yourself to Box 733G, BROADCASTING.

Wanted, young, aggressive, dynamic, hard working salesman, or sales manager looking for manager's job. Small highly competitive market. Station doing well, but can do better. Must be top-notch public relations man. Free hand, good salary plus, arrangement. Middle Atlantic area. Box 832G, BROADCASTING.

Manager strong in sales for small single station Pennsylvania market. Salary plus percentage. P. O. Box 679, Washington, D. C.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Aggressive, promotion minded salesman for top-ranking station in medium-sized market. Unusual opportunity and potential for man willing to work. Send full particulars and photo. Box 726G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 746G, BROADCASTING.

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Salesman-announcer for 5 kw North Carolina station. Salary and commission. Prefer southern background. Box 793G, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move up to substantial northeastern Ohio market. Guarantee up to $600 per month with top account list worth $12,000 to producer. Sales manager position open if you qualify. Best references required. Box 838G, BROADCASTING.

We're both looking. You're looking for a better job—we're looking for a young, aggressive radio salesman to fill vacancy in our sales department. We offer good pay, excellent working conditions with only station in pleasant northwestern Pennsylvania city of 25,000. You'll like our town. It's ideal for raising a family. Write Box 870G, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

RADIO

Help Wanted—(Cont'd)

Sales

Sales expansion requires immediate need for aggressive young salesman. $400.00 monthly guarantee. Excellent opportunity. KWVY, Waverly, Iowa.

Salesman-announcer. Small market college town in Nebraska. Not looking for a man seeking experience, must be experienced. Excellent opportunity with good working conditions. This is a prestige station, with fine acceptance. On the air since 1954 with well rounded programming, accent on album music. Prefer married man with over 5 years experience. Some tv announcing, if desired. Contact Bill Finch, KCSR, Chadron, Nebraska.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Bright disc jockey with warm, outgoing personality who can program for adult audience on shows with rapidly rising ratings. No rock n' roll! Salary-talent setup with excellent working conditions. Metropolitan Ohio market. Send tape, photo and complete details first letter. Box 803G, BROADCASTING.

Top air personality needed immediately for top rated daytime show. Leading midwest independent music-news outlet. Sharp production. Good mature delivery mandatory. First phone required. No maintenance. Top money for right man. Write-wire. Box 804G, BROADCASTING.

Wanted: Staff announcer for 1000 watt eastern Ohio station w/background of sports announcing. Send tape, resume and picture. Box 807G, BROADCASTING.

Experienced morning man for full timer, many benefits, pay open, within 100 miles from New York City. Send tape and resume to Box 812G, BROADCASTING.

Oklahoma: Immediate opening for country-western dj with 1st phone to take over established nighttime show. Can offer extra income from daytime sales/service if desired. Single station market, town of 20,000. Staff vacancy created by Uncle Sam. Box 813G, BROADCASTING.

Combined play-by-play sports plus area salesman. $75.00 weekly, commission, small car allowance. Nebraska station. Write Box 839G, BROADCASTING.

Announcer-disc jockey. Excellent opportunity for glib, imaginative dj. Must be strong staff announcer. Only experienced commercial radio station personnel need apply. Rush tape of dj work, news, commercial, to P.O. Box 192, Urbana, Illinois.

Needed immediately. First phone announcer. 1000 watt midwest independent. Send tape and resume to KCIM, Carroll, Iowa.

Wanted by an old, 23 year, well established 5,000 watt independent station, KIUP, Durango, Colorado, has opening for dependable, experienced engineer-announcer. Accent on announcing. No maintenance. Must have first ticket. Floaters, drunks and glamour boys do not apply. References will be thoroughly checked. Send tape, resume of background and salary expected to KIUP, P.O. Box 641, Durango, Colorado.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Announcer for a 1000 watt independent in city of 11,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

South Florida indie needs all-around staffer. Experienced only. Send resume, tape, snapshot first letter. Tapes not returned unless postage accompanies. Immediate opening. No phone calls. Write Program Director, WFTL, Box 1400, Fort Lauderdale, Florida.

Excellent opportunity for experienced announcer-continuity writer. Top rated metropolitan radio station offers chance to move up. Rush resume, continuity samples, snapshot to Dave Lyman, WLEE, Richmond, Va.

Daytime popular wants A-1 personality announcer. Top salary, plus 15% of anything he sells. Not necessarily looking for network announcer, but man who really sells products ad lib. Rush tape, resume, Box 869, Medford, Oregon.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Technical

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

Needed immediately, 1st phone engineer-announcer for new daytime directional located in one of northern Michigan's most attractive resort areas. Call Lansing, Michigan, Ivanhoe 5-5112.

Immediate opening first phone engineer-announcer. Good salary. WENC, Whiteville, North Carolina.

Immediate opening for engineer at WSBA radio-tv, York, Pennsylvania. For full details, contact Glenn Winter at York 25-531.

Mobile radio technician wanted. Must be experienced on two-way Motorola, G.E. communications equipment. Must be capable of checking out systems without assistance. Second class license or above. Call T. C. Wood, Jr., Edison 3-1102, Charlotte, N. C.

Production-Programming, Others

Eastern station has opening for newsman-announcer. Good voice with experience. Profit-sharing and insurance plans. Actors, singers and hillbillies do not apply. Box 770G, BROADCASTING.

Newsman-announcer combination to complete three man news operation in northeastern Ohio metropolitan operation. Must be able gather, write and air news and do some board work. Excellent working conditions with good salary-talent setup. Send photo, tape, resume first letter. Box 783G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Florida top-rated, music and news operation, needs copywriter. Must be able to produce copious amount of quality copy for fast-paced station with modern sound. Box 828G, BROADCASTING.

Newsman wanted by independent in major Florida market to create news department coherent with stations fast pace and, "modern sound." Box 829G, BROADCASTING.

Program, production and promotion man. Storz-oriented, with McClendonknowhow who can Plough into the thick of a rating battle and Bartell the audience in terms ingenious and convincing enough to come up with top rating in big southern city. Box 830G, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

WSWW, Platteville, Wisconsin, seeking reliable, experienced newsman to gather, write and air tri-county news. Must like community of 6500. Only honest, sober, and industrious newsmen need apply. Send tape, resume, picture and references.

RADIO

Situations Wanted

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. James A. Noe, Jr., General Manager, WNOE, New Orleans, wrote, "Just a note to let you know how appreciative I am of the outstanding job you have done for WNOE. I have never heard so much weighty news capsuled in such short segments before. Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Taylored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manage with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Programming to boost ratings. Sales to boost revenue. Management personality to boost prestige. Now managing number "one" in 3-station market. Ready for "big job." Box 728G, BROADCASTING.

General manager for southwest market greater than 100,000. Young, successful sales manager. Currently with one of nation's leading independent station groups. Station must be independent or willing to drop network in favor of money. $10,000. Box 751G, BROADCASTING.

Manager-built present station. Too many owners—too small town. Want larger town, better potential—prefer south. Accent sales. Box 797G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Professional experience includes network production. M.A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 820G, BROADCASTING.

Need a shot in the arm? Manager with proven sales-getting ability. Knows modern radio programming and how to get ratings, strong on promotion. Knows how to stay within a budget, spend money wisely and operate profitably. Salary requirements in five figures plus incentive. Currently employed but desire change for personal reasons. Solid middle thirties will go anywhere for opportunity. What's your deal? Box 833G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

There is no substitute for successful experience. Creativity coupled with leadership in sales and programming meant success for me in radio station ownership after years of network radio and tv experience. Recently sold my property for capital gain. Seeking new affiliation with or without cash participation. Box 859G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

Sales

Aggressive combination salesman-announcer seeks permanent position in West Virginia. Box 798G, BROADCASTING.

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Hungry for talent? Be the first to send for my tape and get someone who can really sell. Married, veteran, ready to travel. Box 774G, BROADCASTING.

Sportscaster desires baseball, basketball, football. Also news, dj, operate board. Married, college, vet. Best offer. Go anywhere. Box 775G, BROADCASTING.

DJ announcer, negro, experienced news, commercials, operate board. Prefer south or southwest. Box 786G, BROADCASTING.

Staff announcer. 2 years experience—news, dj, sports (including play-by-play baseball), some copywriting. 3 years college. Prefer mid-Atlantic. Available February 1. Box 790G, BROADCASTING.

Experienced staff announcer looking for permanent position. Sober, reliable. Tape, resume, photo. Box 799G, BROADCASTING.

So what's new—me! Versatile woman's director and all phases of radio and television. Operate board. Box 810G, BROADCASTING.

Program director: Presently employed (top 40). Present duties: Traffic-programming-announcing, gimmicks, and writing of all commercials (production). Desire job closer to home (Chicago) as announcer: Announcing sales or pd. 24, single, vet, college grad. Box 814G, BROADCASTING.

Announcer-strong commercials, write good copy, news, record shows, run board. College graduate communications. Veteran. Box 818G, BROADCASTING.

Announcer, all phases of radio. Some tv. Over two years experience. Desiring larger market and chance for advancement. Box 819G, BROADCASTING.

News-sports-ten years football, basketball-baseball. References. Available immediately. Box 826G, BROADCASTING.

Play-by-play staff-pd, 6 years experience. College graduate, 24, married, dependable, top references. Box 827G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Just released on market—mature announcer, family. 3½ years experience, medium market. You name, I've had, including short pay. Inherent knowledge listenable music. Want advancement in respectable operation desiring steady man for family type organization. Tapes, photo, references. Midwest or south. Box 836G, BROADCASTING.

Country music personality wants work in southeast. Family man, sober. For details, references and tape write Box 837G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 848G, BROADCASTING.

Women's programs-announcer-writer-director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Experienced attractive girl announcer—will consider any radio work in metropolitan New York area. Excellent copywriting and time sales. Box 852G, BROADCASTING.

New personality, negro announcer, N.Y.U. training, CBS method, will relocate. Salary open. Box 853G, BROADCASTING.

Morning personality, ready larger market assignment. Copy, sales, operate board. Reliable. Box 857G, BROADCASTING.

News special events-plus. Announcer-writer-producer. Radio and tv. Box 858G, BROADCASTING.

Experienced announcer desires position in Arlington, Alexandria, Virginia area. Would like to change positions by December first. Box 860G, BROADCASTING.

Young man seeks career position with progressive station. Grad. Experience as deejay, newsman, play-by-play, copy, etc. Would like tv or radio. Box 869G, BROADCASTING.

Available now, young announcer, one year general staff work. Married. Presently employed. Box 907, Sylva, North Carolina.

Country and western dj. Due to a change to a combination operation, WKTC is forced to part with one of Charlotte's top c & w disc jockies. We highly recommend this man, who will fit your needs for a dependable all-around c & w disc jockey. For further information call the Manager or Program Director of WKTC, Charlotte, N. C., Edison 3-1102.

Cooperative, reliable; combo man. 1st class, draft free, no drifter. Resume, tape and picture. P. Moore, 36 E. Sola St., Santa Barbara, Calif.

Colored announcer-dj, personality. Excellent voice, experienced, have family, will travel. Rai Tasco, 47-10 206th Street, Bayside 61, New York.

Technical

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

Young married man with first phone desires experience. Prefer Pacific or gulf coast but will consider anything. Will take combo job. Joe Lundy, Tonasket, Washington.

RADIO

Situations Wanted—(Cont'd)

Technical

Eighteen years in electronics, three teaching radio theory, eight in radio broadcasting, five in telecasting, two as head of electronics laboratory, first class phone. Howard C. Williams, 1038 Front St., Binghamton, New York.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director-announcer. Nine years experience. College trained. PD six years, excellent record. Seeking opportunity for advancement in quality operation. South east preferred. Box 791G, BROADCASTING.

Program manager. Revenue ideas, shows, programming. Prefer lagging operation. Be specific and sincere in reply. Hard worker, congenial, mature, married, age 36, $100.00. Available now! Box 809G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Program director position desired by young, ambitious family man with eight years in broadcasting. College degree. Presently employed as announcer. Box 823G, BROADCASTING.

Modern radio program director available January first. Experienced in administration of number one good music, news, entertainment and service programming. Know production, programming, news, promotion and announcing. Married, 2 children. Write about your station and your offer. Box 824G, BROADCASTING.

Experienced traffic gal with good knowledge station operation wishes to move on. Eastern states, large market only. Box 825G, BROADCASTING.

TELEVISION

Help Wanted

Sales

CBS affiliate in Kentucky needs aggressive, imaginative salesman. Opportunity to grow with present station and chain. Address complete details to Box 756G, BROADCASTING.

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

Florida, ABC-vhf station. Wants exceptional go-getter salesman. Good draw minimum guarantee against commission. Market 200,000 sets. A great place to live. Send complete details, references, sales record, photo to Lee Hall, Box 5795, Orlando, Florida.

Announcers

Wanted, experienced woman capable of doing live tv commercials, radio, writing, and some servicing. Unusual opportunity. Send tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

Florida educational vhf has opening for two technicians with first class license. Submit references and photograph with application. Box 817G, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

TV engineer—Leading vhf has opening for transmitter operator with first class license. Actual tv experience not required. Prefer young man with fundamental knowledge and aptitude who can learn quickly under proper supervision. WSAV-TV, Savannah, Georgia.

Texas tropical coast living for experienced tv engineer. Established, progressive vhf network affiliate. Air mail or wire full resume and availability. STET, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Photographer-commercial artist. Man or woman who can handle layout and slide photography for southern vhf full power station. TV experience not essential if you have proof of ability. Box 734G, BROADCASTING.

Continuity writer for full power vhf south. Can open door to sales or production career. Box 735G, BROADCASTING.

Continuity writer, college graduate for midwest tv station. Will train person with writing experience. Send resume, picture and samples immediately to Box 792G, BROADCASTING.

Wanted—TV continuity writer, creative writer, good selling tv copy experience necessary. Midwest full power vhf-net affiliate in excellent market. Opening immediate. Our employees know of this ad. Box 794G, BROADCASTING.

Wanted, experienced commercial photographer, medium south market. Must know lay-out and 35 mm slides. News secondary. Write immediately. Box 808G, BROADCASTING.

Wanted, coordinator with 1st phone—to take charge production department and operations. Salary open—mountain states area—write Box 811G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Station manager: Television and radio. Thoroughly experienced in major market operation. 19 years in management and sales, with excellent contacts in the national field. Able to successfully combat tough competitive situations. Cost conscious of operations yet able to maintain high morale of employees. Understand and can use research, merchandising and marketing to secure and hold advertisers. Age in 40s. Married, with children. Past record and references open to inspection. What is your problem? Box 815G, BROADCASTING.

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Ten successful years in sales and management. Creative, energetic organizer. Married, family, 35, college degree. Please expect sales results. Check my references. Employed. Box 862G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Announcer interested in joining staff of television station. Presently employed—doing minimum amount of television along with radio. Family man. College graduate. Box 822G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Technical

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

New ideas. Three years network production and creative experience. Single. Travel anywhere. Box 745G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director-writer, presently employed tv network production. After fighting for (and getting to) the "top", is bogged down. Wishes relocation with station/agency/network that encourages aggressive creation. Minimum salary $10,000. Top references and resume in reply to firm offers. Box 835G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

. . . and there's the one about the cub reporter who was covering the Johnstown flood and was so moved by what he saw that he wired his editor: "God sits on a lonely mountain-top tonight in Johnstown . . ." His editor wired back: "Forget flood. Interview God. Pictures if possible." If you are a station or a producer or a distributor—or whatever—and you need publicity and/or promotion for your flood, I'm your man. I'll even get picture. Box 865G, BROADCASTING.

It will take more than this ad to convince you, but I can capably handle your publicity or promotion. Station, producer, distributor, whatever—for details, write Box 866G, BROADCASTING.

Experienced newsman: Now heading vhf-radio newsroom; consistently beating newspaper, broadcast competition on regional, national news. News-in-depth specialist. Seek news director or good staff job. Excellent, authoritative delivery, top references. Box 868G, BROADCASTING.

FOR SALE

Stations

West. Ideal climate. Daytime, music and news. Big market. Box 731G, BROADCASTING.

Florida station, 1 kw in small market. A neat well run operation, accepted in market. Can be leased-purchased with $10,000 down. All equipment nearly new. Write Box 741G, BROADCASTING.

Rocky Mountain high profit full timer. Top rated in market. Annual gross $135,000. Priced at less than gross for cash, or 1¼ times gross on terms. Excellent real estate included. Box 744G, BROADCASTING.

1,000 watt daytimer in small, single station rural market in South Carolina. Write Box 796G, BROADCASTING.

Minority interest in Texas gulf coast regional. Excellent past record paying 12% dividends plus 10% capital gain yearly. All cash. Box 805G, BROADCASTING.

Exceptional station. 1 kw, fulltime. West coast. $325,000.00. $97,000.00 down. Box 834G, BROADCASTING.

Daytimer Great Lakes area. Beautiful building and new equipment. Box 843G, BROADCASTING.

For sale to good working manager. 49% of real money maker in small competitive market. $5,000.00 down, balance can come out of profits. Write Box 867G, BROADCASTING.

Southwest small market station, $30,000, with $15,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Southeast small market stations (2), $39,750; $42,000; medium market, $225,000. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida small market stations (5), $32,500 to $83,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

1—RCA MI 11862 recording head (new), $100.00. 800 feet Prodelin 3⅛ inch 50 ohm transmission line with anchor insulators like new, $69.00 per section. WANE-TV, Fort Wayne, Indiana.

FOR SALE

Equipment—(Cont'd)

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

For immediate sale: 1—GE 1-kw final, fm transmitter, type #BF-1-A and 1-2 Bay GE ring-type fm antenna. Priced for quick sale $2,250, delivered anywhere in U.S.A. Write, wire or phone Ernest W. Jackson, Jr., Vice President, Audioland Electronics Corporation, 502 West 13th Street, Austin, Texas, GReenwood 6-7047.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co. Box 31, Temple, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Present owner wants to buy—station in a single market. Illinois, Missouri or Kansas. Box 795G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

UHF station either on the air of permit medium market in the south by purchase or lease with option to buy. No brokers please. Box 861G, BROADCASTING.

Equipment

Wanted, am RCA 1 kilowatt transmitter in good condition. Write to Radiodifusora XEAW, Box 628, Monterrey, Nuevo Leon, Mexico.

Wanted: Dumont fm exiter No. 5067B for Dumont (link) series 1000/2000 transmitter. Interested in any am, fm or tv transmitting and studio equipment. Technical Systems, 12-01 43rd Ave., L.I.C.-1-N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Announcers

MORNING MAN NEEDED IN MAJOR SOUTHERN MARKET. EXCELLENT SALARY FOR RIGHT MAN. SEND TAPE, RESUME, PHOTO TO:

BOX 747G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED

Top air personality for one of America's top radio stations. Air mail tape to Larry Monroe, KXOK, Radio Park, St. Louis 13, Mo.

Production-Programming, Others

PROGRAM DIRECTOR

Outstanding opportunity with one of the best known southern radio stations. Must be outstandingly efficient with success record. Format modern but not wild. A character station in need of a character man. Salary open. Air work big asset but not deciding factor. Send outline and picture immediately, tape if you do air work. Drifters and incompetents will be wasting their time.

Box 842G, BROADCASTING

CONTINUITY WRITERS

We are looking for an experienced girl continuity writer who would like to add to her income by becoming an air personality. Male announcer-continuity writers also considered. Ready to move to a top-rated metropolitan station? Send resume, continuity samples and snapshot to

Dave Lyman
WLEE
Richmond, Virginia

TELEVISION

Help Wanted

Announcers

Michigan's First Television Station needs:

STAFF ANNOUNCER

WWJ-TV, the Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years television experience and solid references. Send tape, photo, resume and kine if available to: Program Manager, WWJ-TV, The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

EMPLOYMENT SERVICE

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS TO BE FILLED IN THE DYNAMIC NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

FOR THE RECORD *continued from page 102*

ceptance of late filing of opposition to petition of KISD Inc., for leave to withdraw its protest in matter of application for transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D. Action Nov. 18.

Granted petition by Montague County Bcstg. Co., Bowie, Tex., for dismissal without prejudice of its am application and retained in hearing status the remaining applications involved in consolidated proceeding (Leavenworth Bcstg. Co. [KCLO], Leavenworth, Kan., et al.). Action Nov. 18.

By Hearing Examiner Jay A. Kyle on November 17

On own motion, ordered that hearing will be resumed on Nov. 26 at 9 a.m., in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Elizabeth C. Smith on dates shown

Ordered that time for filing corrections to transcript of hearing in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif., be extended to and including date of filing of proposed findings and conclusions. Action Nov. 14.

Scheduled prehearing conference for Dec. 5 at 2 p.m., on am application of Ralph Luke Walton, Indianapolis, Ind. Action Nov. 18.

By Hearing Examiner Forest L. McClenning on dates shown

Granted motion by Max H. Isoard, tr/as Sierra Madre Bcstg. Co., Sierra Madre, Calif., for continuance of dates for exchange of direct cases on engineering issues, for exchange of direct cases on non-engineering issues, and for further prehearing conference to Dec. 15, Jan. 5 and Jan. 15, 1959, respectively, in proceeding on its application and that of Falcon Bcstg. Co., Vernon, Calif., for fm facilities in those cities. Action Nov. 17.

Continued hearing from Dec. 10 to Jan. 27, 1959, on am applications of Central W. Va. Service Corp. (WHAW), and Clarksburg Bcstg. Corp. (WPDX), Weston and Clarksburg, W. Va.

By Hearing Examiner Basil P. Cooper on dates shown

Scheduled evidentiary hearing for Dec. 17, and on or before close of business Dec. 5, counsel for each party will identify such witness or witnesses as he wishes to cross-examine at evidentiary hearing in proceeding on applications of Armin H. Wittenberg Jr., Los Angeles, Calif., and Pasadena Presbyterian Church, Pasadena, Calif., for fm facilities in those cities. Action Nov. 17.

By Hearing Examiner H. Gifford Irion on November 17

Denied petition by Logansport Bcstg. Corp., Aurora-Batavia, Ill., to amend its am application to effect further changes in its financial proposal.

By Hearing Examiner Isadore A. Honig on dates shown

On own motion, scheduled prehearing conference for Dec. 19 on am applications of Old Belt Broadcasting Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N.C. Action Nov. 17.

On own motion, scheduled prehearing conference for Dec. 10 on am application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif. Action Nov. 18.

By Hearing Examiner Thomas H. Donahue on dates shown

On own motion, continued hearing from Nov. 21 to date to be determined at prehearing conference which is scheduled for Nov. 21 on am applications of Donner Bcstg. Co., Truckee, Calif., et al. Action Nov. 14.

Granted petition by The KBR Stations Inc., Keene, N.H., for leave to amend its am application to specify 1220 kc as its proposed frequency instead of 1010 kc which it is currently requesting. Action Nov. 18.

BY FCC

Commission on Nov. 18 granted request of Daytime Broadcasters Association Inc., for extension of time from Nov. 18 to Nov. 24 to file replies to oppositions to its petition for reconsideration of Commission's Sept. 19 report and order denying its proposal for extended daytime am service.

By Commissioner Frederick W. Ford on dates shown

Granted petition by Eastern States Bcstg. Co., Hamden, Conn., for extension of time to Dec. 2 to seek review of adverse rulings of hearing examiner in proceeding on its am application, et al. Action Nov. 20.

Granted petition by Broadcast Bureau for extension of time to Dec. 3 to file exceptions to initial decision in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for fm facilities in New York, N.Y. Action Nov. 19.

By Hearing Examiner J. D. Bond on November 19

Continued further hearing to Nov. 26 on am applications of Capitol Bcstg. Co., East Lansing, Mich., and W. A. Pomeroy, Tawas City-East Tawas, Mich.

BROADCAST ACTIONS

By Comrs. Doerfer (Chairman), Hyde, Lee, Craven, Ford and Cross

Granted renewal of licenses of WMBV-TV Marinette, Wis., without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings in re application of William Walker, et al. (transferors) and Evening Telegram Company, Norman M. Postles and Walter C. Bridges (transferees) for Commission consent to voluntary transfer of control of M & M Broadcasting Company licensee of stations WMAM and WMBV-TV Marinette, Wis.

By Broadcast Bureau

Actions of November 21

WBAC Cleveland, Tenn.—Granted involuntary transfer of negative control from **Thad F. Fitch,** deceased, to **Susan M. Fitch,** executrix of estate of Thad F. Fitch, deceased.

WFBM-TV Indianapolis, Ind.—Granted cp to change ERP to vis. 24.4 kw, aur. 15.98 kw; change trans. location (same as main trans. site) and delete the aux. ant. (aux. trans.).

Actions of November 20

KNBX Kirkland, Wash.—Granted assignment of license to **W.A. Chamness,** et al., d/b under same name.

WTRB Ripley, Tenn.—Granted assignment of license to **Shelby McCallum,** et al., d/b under same name.

KWOS Jefferson City, Mo.—Granted transfer of control from **L.R. Goshorn** and **R.L. Rose,** executors of estate of **R.C. Goshorn,** deceased, to **L.R. Goshorn** and **R.L. Rose,** trustees of estate of R.C. Goshorn.

KCLN Clinton, Iowa—Granted transfer of control from **Rock River Bcstg. Co.** to **William E. Walker,** et al.

WMBR-AM-FM Jacksonville, Fla.—Granted involuntary transfer of control from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse,** executors of estate of Joseph Katz, deceased.

WWDC-AM-FM Washington, D.C.—Granted involuntary transfer of control from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse,** executors of estate of Joseph Katz, deceased.

WJR Detroit, Mich.—Granted license covering installation of new main trans.; remote control permitted and license to use old main trans. as aux. trans.; remote control permitted.

KLOK San Jose, Calif.—Granted license covering increase daytime power, change from DA-N to DA-2 and install new trans.

Following stations were granted extensions of completion dates as shown: KOXR Oxnard, Calif., to 2-19-59; WHGR Houghton Lake, Mich., to 3-9-59; WPNC Plymouth, N.C., to 2-15-59; KPOA Honolulu, Hawaii, to 5-5-59; WDJR (FM) Oil City, Pa., to 5-5-59; WINZ-FM Miami, Fla., to 6-1-59; WGTE-TV Toledo, Ohio, to 1-27-59.

KIXL Dallas, Tex.—Remote control permitted (alt. main trans.).

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m. for period beginning Nov. 30 and ending 1-31-59.

WRON Ronceverte, W.Va.—Granted authority to sign-off at 7 p.m. for period ending 5-19-59.

Actions of November 19

KTUE Tulia, Tex.—Granted assignment of license to KTUE Radio Inc.

WOWE Allegan, Mich.—Granted assignment of cp to Allegan County Bcstrs. Inc.

KLOR-TV Provo, Utah—Granted relinquishment of positive control from **Samuel B. Nissley,** individually to **Samuel B. Nissley** and **Jeanette C. Nissley,** joint tenants.

KQED (TV)* San Francisco, Calif.—Granted cp to change ERP to vis. 155 kw, aur. to 77.6 kw, add power amplifiers to trans., change type of ant. and other equipment; ant. 1210 ft.

WJZM Clarksville, Tenn.—Granted cp to install new trans.

WRNL Richmond, Va.—Granted mod. of cp to change type trans.; conditions.

WBLU Salem, Va.—Granted mod. of cp to change type trans.

WTAD Quincy, Ill.—Granted mod. of license to move main studio to Ellington Township, Ill. (trans. location of WTAD-FM and KHQA-TV); waived Sec. 3.30 (a) of rules.

WSTE (TV) Fajardo, P.R.—Granted mod. of cp to change ERP to vis. 2.82 kw. aur. 1.42 kw, install new trans. and make other equipment changes.

WARD-TV Johnstown, Pa.—Granted extension of completion date to 5-13-59.

WKAZ-FM Charleston, W.Va.—Remote control permitted.

KYOS Merced, Calff.—Remote control permitted while using non-directional ant.

Actions of November 18

WFRB Frostburg, Md.—Granted mod. of cp to change studio location; remote control permitted; waived Sec. 3.30 (a) of rules.

WKCR-FM New York, N.Y.—Granted mod. of cp to make changes in ant. system; ERP 1.45 kw, ant. 445 ft.; remote control permitted.

WLES Lawrenceville, Va.—Granted extension of completion date to 4-1-50.

Actions of November 17

WMFJ Daytona Beach, Fla.—Granted acquisition of negative control by **Jack Siegel** through purchase of stock from **Dale S. Phares.**

KALI San Gabriel, Calif.—Granted assignment of cp to **Tele-Broadcasters of California Inc.**

WIVI Christiansted, V.I.—Granted transfer of control from **Hazel M. Higdon** to **Hazel M. Higdon, F.K.** and **Nona S. Foster** and **Raymond E. Higdon.**

WSAY Rochester, N.Y.—Granted cp to install old main trans. as aux. trans. (same location as main trans.), and change studio location.

WHCN (FM) Hartford, Conn.—Granted mod. of cp to install new type trans. and new type ant.; ERP 7.0 kw; condition.

Following stations were granted extensions of completion dates as shown: WHCN (FM) Hartford, Conn., to 12-31, and WLST Escanaba, Mich., to 12-31.

Action of November 12

KCFM St. Louis, Mo.—Remote control permitted.

Action of October 31

WACT Tuscaloosa, Ala.—Granted license for am station.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 25

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	43	101	585
FM	543	27	108	70
TV	432[1]	79	108	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 25

	VHF	UHF	TOTAL
COMMERCIAL	430	81	511[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

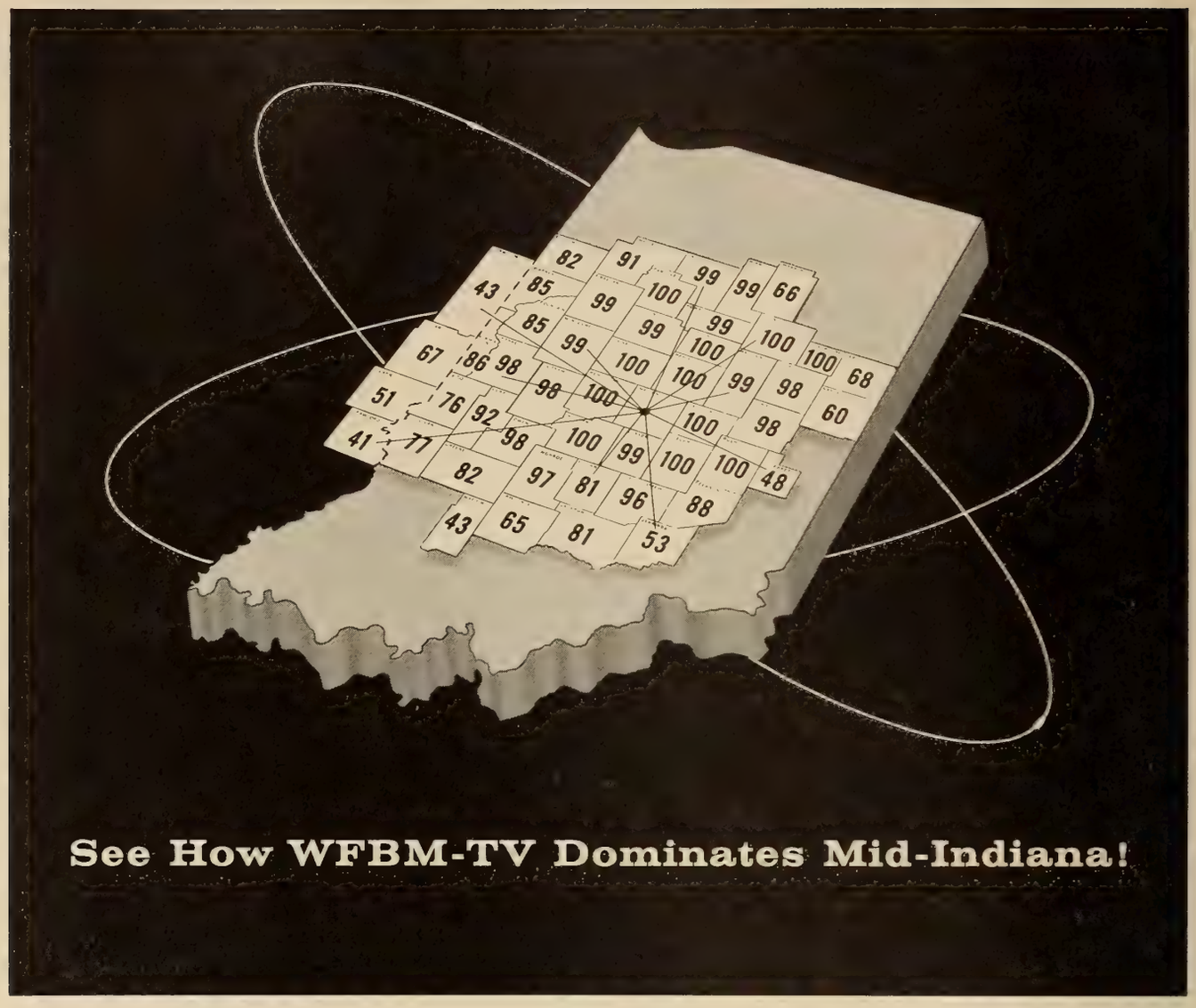
License Renewals

Following stations were granted renewal of license without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings in re application of William Walker, et al. (transferors) and Evening Telegram Company, Norman M. Postles and Walter C. Bridges (transferees) for Commission consent to voluntary transfer of control of M & M Broadcasting Company, licensee of stations WMAM and WMBV-TV, Marinette, Wis.; WEAU-AM-FM-TV Eau Claire, Wis.; WISC-AM-FM-TV Madison, Wis.; WHSM Hayward, Wis.; WJMC, WJMC-FM Rice Lake, Wis.

Commission granted renewal of licenses of Monona Bcstg. Co. stations WKOW-AM-TV Madison; Valley Telecasting Co. station KFRV-TV Green Bay, and Neenah-Menasha Bcstg. Co. station WNAM Neenah, all Wisconsin, with letters stating that presentation by WKOW-TV and WFRV-TV, early in year, of "Kohler hearing" kinescopes supplied by National Association of Manufacturers, without proper identification of their source, violated Sec. 317 of Communications Act and Sec. 3.654 of Commission's rules and are being associated with Commission's files of those stations' operations for such further consideration as their future operations may warrant. Announced Nov. 25.

Following stations were granted renewal of license without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff and (2) with respect to related studies and inquiries now being considered or conducted by the Commission: WENR-FM WBKB (TV), WLS Chicago, Ill. Announced Nov. 25.

Following stations were granted renewal of license: WICA Ashtabula, Ohio; WFBE Flint, Mich.; WCLW Mansfield, Ohio; WAPL Appleton, Wis.; WAUX Waukesha, Wis.; WCBD Chicago, Ill.; WCLO Janesville, Wis.; WCWC Ripon, Wis.; WDAN Danville, Ill.; WDQN Du Quoin, Ill.; WDUX Waupaca, Wis.; WDWS Champaign, Ill.; WECL Eau Claire, Wis.; WHOW Clinton, Ill.; WIGM Medford, Wis.; WKAN Kankakee, Ill.; WNMP Evanston, Ill.; WOKZ Alton, Ill.; WOPA Oak Park, Ill.; WPRE Prairie Du Chien, Wis.; WRRR Rockford, Ill.; WTCH Shawano, Wis.; WCLO-FM Janesville, Wis.; WEBH (FM) Chicago, Ill.; WOPA-FM Oak Park, Ill.; WBEZ (FM*) Chicago, Ill.; WEPS (FM*) Elgin, Ill.; WDAN-TV Danville, Ill.; WDSM-TV Superior, Wis.; WHBF-FM-TV Rock Island, Ill.; WTVP (TV) Decatur, Ill.; WBBA Pittsfield, Ill.; WBYS Canton, Ill.; WJPG Green Bay, Wis.; WEFM (FM) Chicago, Ill.; WPRC Lincoln, Ill.; KFIZ Fond du Lac, Wis.; WBEV Beaver Dam, Wis.; WCIL Carbondale, Ill.; WDLB Marshfield, Wis.; WDUZ Green Bay, Wis.; WEMP & alt. main, Milwaukee, Wis.; WFRX West Frankford, Ill.; WGGH & aux., Marion, Ill.; WHA Madison, Wis.; WHCO Sparta, Ill.; WHFC Cicero, Ill.; WKAI Macomb, Ill.; WKTY La Crosse, Wis.; WLBH Mattoon, Ill.; WLBL Auburndale, Wis.; WLDS Jacksonville, Ill.; WMRO Aurora, Ill.; WPEO Peoria, Ill.; WQUA Moline, Ill.; WQUB Galesburg, Ill.; WRAJ Anna, Ill.; WRIG Wausau, Wis.; WRIT Milwaukee, Wis.; WRMN Elgin, Ill.; WSAU Wausau, Wis.; WSBC Chicago, Ill.; WSDR Sterling, Ill.; WSHE Sheboygan, Wis.; WSMI Litchfield, Ill.; WSWW Platteville, Wis.; WVMC Mount Carmel, Ill.; WEHS (FM) Chicago, Ill.; WKFM (FM) and SCA Chicago, Ill.; WLBH-FM Mattoon, Ill.; WLDS-FM Jacksonville, Ill.; WLIN (FM) Merrill, Wis.; WMFM (FM) Madison, Wis.; WRAJ-FM Anna, Ill., WHA-FM (ED) and alt. main, Madison, Wis.; WHAD (FM-ED) Delafield, Wis.; WHHI (FM-ED) Highland, Wis.; WHKW (FM-ED) Chilton, Wis.; WHLA (FM-ED) Holmen, Wis.; WHRM (FM-ED) Wausau, Wis.; WHSA (FM-ED) Highland Township, Wis.; WHWC (FM-ED) Colfax, Wis.; WGEM (TV) Quincy, Ill., WGN-TV Chicago, Ill.; WSAU-TV Wausau, Wis.; WHA-TV (ED) Madison, Wis.; WMVS-TV (ED) Milwaukee, Wis.



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

— will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

— does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

— do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

— can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look! We are proud of our current ARB . . .* and of course we have 100% in Marion County, too!

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families *with* 90% *television ownership!*

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

MONDAY MEMO

from **ERNEST P. ZOBIAN,** *vice president, products division, Vick Chemical Co., New York*

Where are the 60-minute Zanucks of tv?

There is a substantial school of thought that business, in controlling the purse strings of communication, does a mediocre job of utilizing the arts. There is a constant rumbling of criticism of advertising, particularly of broadcast advertising. Many critics say that business downgrades and degenerates the literary, dramatic and musical arts.

Without going to the defense of advertising and all the good it has done for our way of life, advertising is young in this world and the arts are as old as mankind. The significant factor today is that advertising and broadcasting are important art forms and, as such, are dominated by commercial mentalities. But much can be learned from the world of art in improving the role of art in business. There has always been a good deal of business in art—books must sell; the show must pull.

In the business of selling art as entertainment, the investor would not think of doing some of the things which are common practice in the business which uses the arts to sell commodities. Here are some of the basic differences:

(1) *Basic themes.* In the world of the arts basic themes are fully developed by creative talent and approved by the entrepreneur. The entrepreneur does not have "tight" control of creative effort. Themes vary in style, in subject matter, in time format. In the business world themes tend to be more limited in style —we have the soap opera, the horse opera, the quiz show repeated in boring cycles.

(2) *Use of talent.* In the arts if you have a writer, a playwright, a director, conductor, or composer, actors and musicians, each of these artists is acknowledged to have a creative artistic interpretation of his particular role. In action he is given the opportunity to express himself and to add to the performance.

Now some buyers of television do operate this way and we are making progress, but the majority of sponsors render lip-service to these principles of show business.

(3) *Development of talent.* In the arts, development of talent is the major preoccupation, talent is constantly searched for and evaluated. The area for development is cultivated—the literary sand lots, the summer theatre bush leagues and the musical minors are watched as carefully as in baseball.

In manufacturing organizations that control the budgets which support television, the great preoccupation is with the development of executives in the administrative and fiscal aspects of business. We need more George Washington Hills, more Revsons, more E.H. Littles, more McElroys and Mortimers in the lower ranks. Are we producing them? Where are the 60-minute Zanucks, the 60-second John Hustons of television? Are not the networks, the agency tv departments following the lead of business in emphasis on administrative and fiscal problems?

This results in television programming and advertising that is follow-the-leader to mediocre conformism, to anonymity of communication values, the dulling sameness of the newest variety show, still old as vaudeville without vaudeville's bright personality acts, the almost unanimous psycho-negative style of television dramas. There are exceptions, of course, and a few bright spots, but the over-all pattern of tv entertainment and salesmanship is dull in presentation, unimaginative in concept and stereotyped in style.

Nowhere, in business or in the art world, has so much money been committed on unproven properties as in television. The mortality of shows is appalling. The turnover of writers, producers and directors is rapid, without the time or atmosphere for normal development of new reputations.

If in the future we are to have improvement in television programming and commercial messages we need a combination of developments:

(1) More attention by business to development of its creative responsibility in communications. The protectors of profits are seldom good pioneers. They ride the going franchise and the horsepower of a rising economy. The ability for creative development of products and advertising should lead, not follow, the administrative function. It is probably significant that some companies that are highly successful, organizations like General Foods and Procter & Gamble, are advertising oriented. The chief executives are advertising men and the client-agency relationship is close.

(2) We need more emphasis in advertising agencies on the creative function. The trend to marketing and research emphasis in advertising agencies parallels a trend in business. With the tremendous growth of markets we have had a tremendous housekeeping job to do. The intelligent administrator runs rampant. Never before have there been so many non-creative people in the advertising agency business. It is true of course that we cannot do a fully effective creative job unless we know people's wants and markets. But the housekeeping side of marketing is a manufacturer's job. The agency's major responsibility is to mold the creative services of communications around the marketing function.

(3) As a third development we need a road-show system for proving and improving shows before they have hit the Broadway of millions of dollars of network time. Doesn't the live-tape technique make this economically feasible?

Why shouldn't we test shows in smaller sections of the country instead of the country as a whole? This would enable networks, advertising agencies, and manufacturers to broaden the area for experimentation and development in television. More artists, more shows, more techniques could go to bat more often at lower cost. It would also enable us to experiment and to improve commercial techniques. It would enable us to set up a system of search, evaluation, and reward for talent. Without such a system, or with a system as rigid as we now have, we cannot reach for optimum development of television as an art form and as a commercial medium.



Ernest P. Zobian, born in New York. Served with Zonite Products Corp. from 1935 to 1943, in charge of clinical development, as division manager and advertising manager. His next move was to Pedlar & Ryan agency in the post of vice president in 1944, followed by a change to Dancer-Fitzgerald-Sample in 1947 in a similar position. Became president of Ludex Chemicals Inc. in 1948-50, then vice president of Warner-Lambert 1950-57. Last year he moved to Vick Chemical Co., where he is now vice president, Products Div.

The Essential Ingredient

AS in financial reports, bank statements and menus, the right-hand column in BROADCASTING's seventh annual survey of agency broadcast billings, published a week ago, tells an important story.

This is the column which reports the amount of change, up or down, which each agency registered in broadcast billings during the current year. The string of plusses is broken only here and there. Actually, 37 of the top 50 agencies put more money into radio-tv this year than last; eight put less, one reported no change and four were not clear because they were not among the top 50 in 1957. In dollars, the total increase came to $100 million, raising the top 50's total to $1.3 billion for 1958.

These figures leave no question about either the continuing growth of television or its still-growing importance in agencies. The latter point is dramatized particularly at the agency which leads the list this year, J. Walter Thompson Co. Six years ago JWT spent $27 million in radio-tv; this year it's spending almost that much ($24.5 million) in radio-tv spot alone and its total broadcast billings have reached $113.5 million (and promise to keep rising). Its total volume is rising faster than the general rise of all advertising —and, according to President Norman H. Strouse, its tv billing is going up even faster than its total volume.

One moral appears clear from the top 50 study. While an agency may not become big simply by using television, it has little chance today of achieving and maintaining bigness without television. With television's selling power, an agency that knows how to use tv smartly can hardly fail to attract clients and tv billings.

Much Better Than Nothing

THE FCC finally accepted one contemporary fact of broadcast life: that its traditional system of obtaining information on station programming and commercials is archaic.

Last week the Commission issued proposed new forms which would cover applications for new stations, renewals and transfers. The proposed forms are in line with recommendations made by an advisory group of broadcasters with the mouthfilling name, Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports. Key members of that committee say they can live more comfortably with the proposed changes.

In essence the revised forms propose two distinct changes: Program classifications are more realistic, and the system of counting spot announcements is more precise in the light of the actualities of station operation.

Not the least advantageous to broadcasters is the acknowledgement that promotional spots are not classifiable; in the present forms they must be counted as commercial if they promote a commercial program, non-commercial if they advertise a non-commercial program. Another notable improvement is the acceptance of the fact that a narrative report of a station's activities can be submitted to supplement the digital report if a station operator feels that mere numbers do not give a clear picture of his operation.

So far so good. It would have been even better news for broadcasters if the whole Commission had accepted the views of Comr. Craven. In a dissent to the proposed revision of the forms, Mr. Craven said the FCC should eliminate all references to programs and spot announcements. To do otherwise, he said, constitutes censorship which is forbidden by the Communications Act.

We believe that Mr. Craven is right (and a reading of his dissent is well worth the time of all broadcasters), and we hope that some day his colleagues may be brought to share his opinion. It was unfortunate that they chose not to agree with him now.

The News Fraternity

NOT many years ago Sigma Delta Chi, the national professional journalistic fraternity, was strictly for, by and of the printed page. So were the "press" galleries of Congress, the "press" rooms of government departments and the courts and the "press" departments of industry.

A fortnight ago Sigma Delta Chi elected a broadcaster as its national president, to serve during its golden anniversary year.



Drawn for BROADCASTING by Sid Hix

"Why isn't he smoking a Viceroy?"

James A. Byron, news director of WBAP-AM-TV Fort Worth, is a distinguished newsman who has moved from the presidency of his local chapter to the national presidency of SDX with its membership in excess of 20,000.

Sigma Delta Chi has fought on every front in defense of the public's right to know. Through its undergraduate chapters it has encouraged young people of talent and energy to make writing their careers. It has developed great prestige as a society of thoughtful individuals in journalism.

The election of Mr. Byron in San Diego came naturally. That is because SDX was among the first to break down the barriers among the various segments of journalism. Its membership is made up of men of good will in all media, not those who deal in movable type alone.

At the San Diego convention, Sig Mickelson, vice president of CBS Inc. in charge of news and special events, called upon SDX to spearhead a combined effort to "strengthen and vitalize all media of journalism" in this perilous atomic age on the ground that there is no place for petty, competitive bickering when the need is so great to keep the public fully informed.

The Mickelson mandate is one that will be picked up avidly by Sigma Delta Chi. Competition among news media, engendered largely by the evolution of electronic journalism, has benefitted public and media alike. There are better newspapers and magazines and better over-all reporting and analysis. This competition should and will continue.

But in the larger task of keeping the news lines open to enable the public to know swiftly and accurately, all media must work together. Sigma Delta Chi is the umbrella under which this can be done.

Giveaways Go Thataway

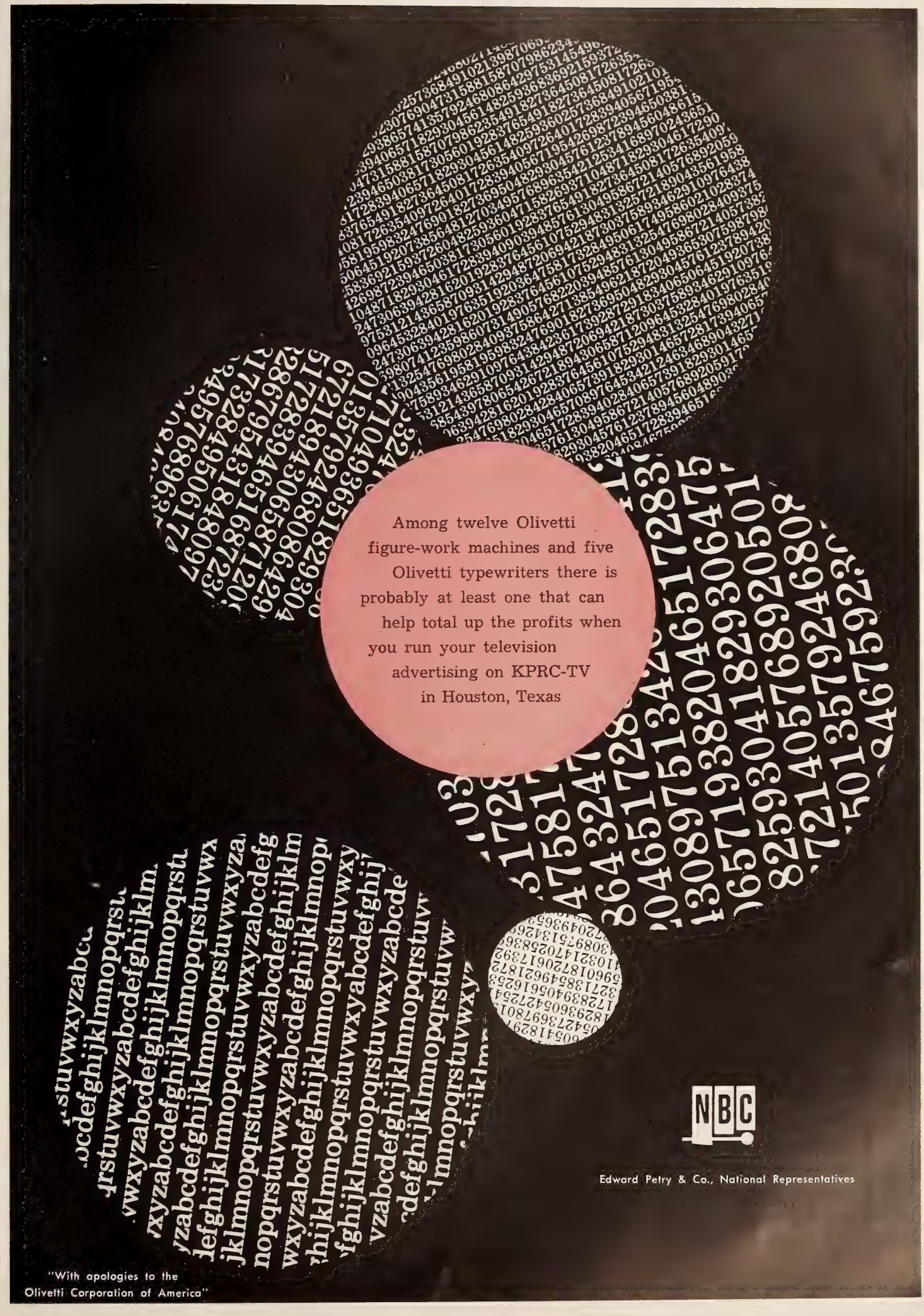
CLAIRVOYANCE wasn't needed to predict the fate of the television quiz giveaway. Simple elementary research would have provided the answer.

Just 11 years ago when the radio giveaway mania was at its ridiculous peak, more than a million dollars worth of prizes was distributed. There were some 50 giveaways regularly scheduled on the radio networks. The audience became fed up, and the giveaways all but disappeared.

Practically the same thing is happening on network television. The programs were attractive because of the expectancy of high ratings with low programming cost. When the ratings began to droop, the sponsors became disenchanted. And another programming era ends for tv, just as it had ended for radio 11 years earlier.

Thus, the equation is clear: Public acceptance (as reflected by ratings) plus low program costs equal advertiser satisfaction (and program imitators by the dozens). Conversely, public rejection (as reflected by ratings) irrespective of program costs equals advertiser dissatisfaction.

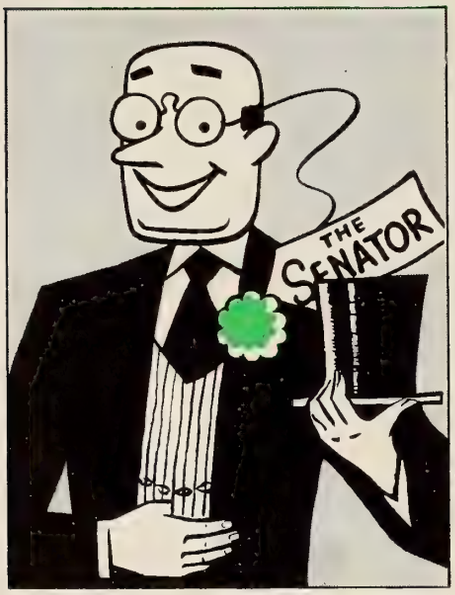
Can there be a clearer answer as to who controls programming?


Among twelve Olivetti figure-work machines and five Olivetti typewriters there is probably at least one that can help total up the profits when you run your television advertising on KPRC-TV in Houston, Texas
NBC
Edward Petry & Co., National Representatives
"With apologies to the Olivetti Corporation of America"

KCRA-TV NEWS

CHANNEL 3, NBC — **SACRAMENTO, CALIFORNIA**

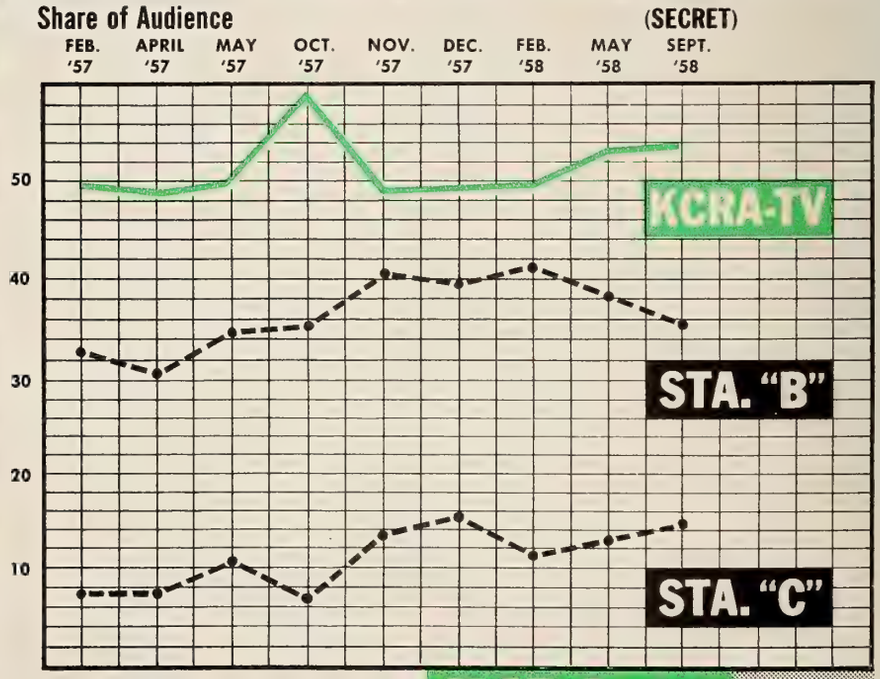
THE SECRET IS OUT!



Sacramento First ARB Secret Week Report:

KCRA-TV SHARE OF AUDIENCE REACHES 53.5%

STATION "B" 35.8%, STATION "C" 14.1%



Note: Oct. '57 Station "C" not on full power. Sacramento ARB figures.

SENATOR IS PLEASED

The Senator is happy that the first secret-week report—taken without the benefit of special programming or promotion—tells the same story of overwhelming viewer preference for KCRA-TV.

In fact, the *secret* week improved upon results of recent *known* ARB rating weeks: KCRA-TV has 49% more viewers than Station 'B,' sign on to sign off, seven days a week.

FLASH! October Report

ARB SECRET WEEK OCT. '58

Share of Audience

KCRA-TV	51.2
Sta. 'B'	37.7
Sta. 'C'	11.9

KCRA-TV is represented nationally by the EDWARD PETRY COMPANY who will be glad to furnish further information on availabilities and the Secret Survey.

KCRA-TV

Howard J. Smiley, Asst. Gen. Mgr.
Robert E. Kelly, Station Manager
SACRAMENTO, CALIFORNIA
BASIC NBC AFFILIATE

CLEAR 3 CHANNEL

DECEMBER 8, 1958

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Reynolds' splurge spurs Alcoa to double its air budget — Page 32

Winston spends good like a tv network buyer should — Page 35

Aim of both parties: same city for '60 national conventions — Page 67

1st

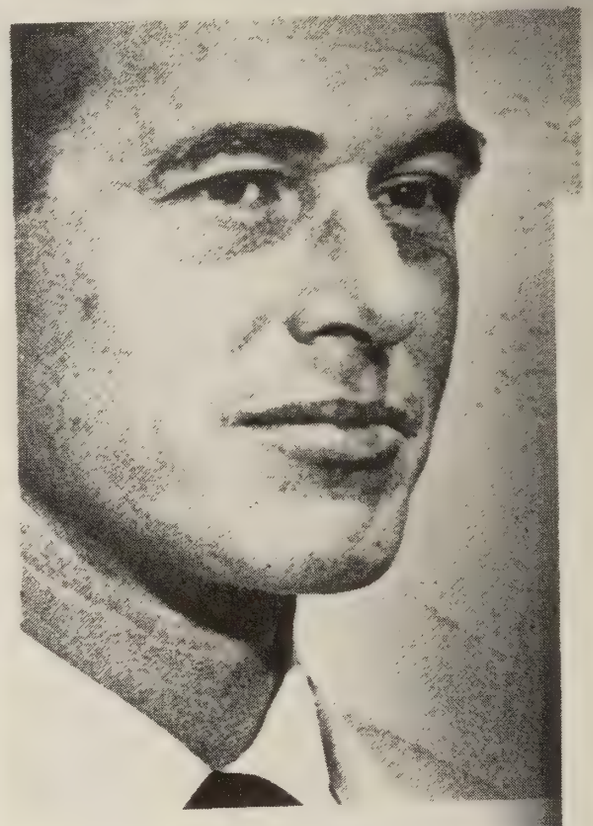
Amazing but true, more than one out of every three radios in use is tuned to WFIL.

Latest Trendex: 18,600 coincidental calls week of November 10 prove WFIL has 120% MORE audience than number 2 station and MORE than the *total combined audience* of the third, fourth, fifth and sixth stations. Lowest cost per 1000 in Philadelphia area. Blair has the entire story.

First buy WFIL—because WFIL is 1st.



Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WLBR-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



County Supervisor Lauds Ward's KCOP Expose of Coroner

Baxter Ward, KCOP news director and news caster, was publicly commended yesterday by supervisor Burton W. Chace, Chairman of the County Board of Supervisors, at a hearing in the Hall of Justice of questionable activities in the office of Coroner Theodore J. Curphey. Ward was credited with initiating the investigation in some 20 telecasts in the past months on KCOP, which ...

At the packed hearing ... in yesterday's headlines. ... Curphey if he'd heard ... to say.

KCOP 13 *Los Angeles' most powerful television station.*

STRANGE AD.

NOTHING TO SELL.

Some television newscasters read the news. Baxter Ward hunts it. Writes it. Reports it. In his own terse, clipped style -- sparked at times with his dry, subtle humor. But primarily, it's straight news, comprehensive, factual. Reported by a man whose background includes: Field Supervisor, Armed Forces Radio, Europe; London reporter, BBC; White House correspondent. He puts ten to fourteen hours of preparation into his two nightly newscasts. Both are sold out. Both have sponsors waiting. So why this ad? Well, we just thought it high time to pat the back of a very capable, intelligent, hardworking guy.

KCOP * 1000 CAHUENGA, HOLLYWOOD 38 * REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC. * Reprint of news article above from Hollywood Reporter, Nov.

Coverage that Counts!



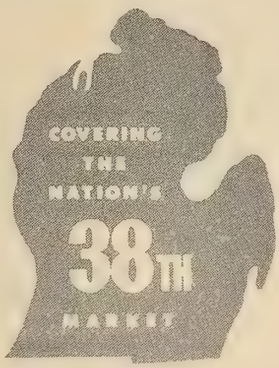
WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

NBC... ...ABC



Represented by the **P.G.W. Colonel**

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multi-city buying is in fashion, too

Norfolk jackets are the last word in menswear fashion, but buying WGAL-TV's low-cost multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.



STEINMAN STATION
Clair McCollough, Pres.



316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

closed circuit®

ODIOUS COMPARISON • If radio stations go to court for "reasonable" fees for ASCAP music licenses (see page 31), it seems certain that ASCAP will try to stack up its repertory and rates against those of competitor BMI. ASCAP authorities contend that while BMI rates are about 40% of ASCAP's, they should be closer to 10%—point BMI can be expected to contest strongly, since record shows BMI with over 30% of all performances, and some experts estimate ASCAP's advantage may be less than two to one. ASCAP authorities say they'd rather go to court than be accused of "doing something unreasonable," that they think there's good chance court would raise rates, but that as matter of "customer relations" they'd like to negotiate and accordingly their "door is always open." But neither side seemed inclined to make first move after local-license talks were broken off last week.

•

Transfer of James G. Riddell, ABC executive vice president (and director of AB-PT), to Los Angeles effective Feb. 1 (story page 70) recognizes growing importance of west coast operations in network affairs. His authority will be practically antonomous and it was at his own suggestion that move is being made.

•

BIG DEALER • William Zeckendorf Sr. will be seen more frequently as guiding influence in broadcasting investments. His participation with Broadway producer Roger L. Stevens in syndicate purchase of control of Outlet Co. and its WJAR-AM-TV Providence (story page 89) is only second step in that direction. Mr. Zeckendorf's Webb & Knapp Inc., one of world's largest real estate empires, already owns 50% of KBTV (TV) Denver. Zeckendorf diversification into broadcasting, he says, will be expressly Webb & Knapp activity, not personal, and will be handled by John C. Mullins, KBTV president—50% owner who also is third party in Stevens syndicate buying Outlet Co.

•

Producer Stevens has enough on Broadway and in his own real estate ventures to keep him busy. He hasn't "the slightest interest" in expanding radio-tv ties beyond Providence buy. WJAR-AM-TV happened to be part of total investment situation and he points out "the purchase was hastily done—there was lots of competition involved." About protest of sale by Joseph (Dody) Sinclair, Outlet Co. heir and WJAR-TV station manager, Mr. Stevens said Friday: "We're best of friends. In fact, we're having dinner tonight."

•

HIDDEN MEANING • Does FCC Comr. Ford know more than he's telling about best move in tv allocations? In Houston speech Friday he spelled out various alternatives and cited obstacles to each—but seemingly found fewest roadblocks to use of 174-474 mc band for continuous 50-channel tv service (see page 64). Comr. Ford is official FCC liaison with Office of Civilian & Defense Mobilization, central agency representing President on allocations. Since Ford plan is extension of Craven plan, it's noteworthy that Comr. Craven was Ford's predecessor as FCC liaison with OCDM. Craven plan suggests continuous 25-channel tv service beginning at 174 mc (present ch. 7).

•

FCC commissioners had second meeting with special tv allocations staff last Thursday, made little progress according to informed sources. Staff has been studying various alternatives (deintermixture, revised standards in vhf bands to permit additional channels in major markets, moving tv to uhf in major geographical areas). Last week's meeting mainly exploratory on byways of allocations schemes; no nearer crossroads leading to main highway yet.

•

NO BOONDOGLE • Speed of Judge Stern's Miami ch. 10 initial decision—exactly 14 days after final argument, and six weeks after record was closed in rehearing case—has caused considerable comment in and out of FCC. One jest going rounds last week: "Guess he hasn't been an FCC hearing examiner long enough yet to know union rules!" Regular hearing examiners usually get their decisions out anywhere from four months to six months after hearing—but, in partial extenuation, it mustn't be forgotten they usually have two, three cases going at same time. Judge Stern had only Miami case under his care; he was assigned Boston ch. 5 case after issuing ch. 10 decision.

•

Cowles interests, not at all crushed at cancellation of $6 million cash agreement to buy WREC-AM-TV Memphis (see page 89) still is actively looking for more properties. In fact, Cowles is negotiating with Murphy Broadcasting Co. stockholders for purchase of their 40% interest in CBS-affiliated KRNT-TV Des Moines. Ch. 8 grant was made three years ago when Murphy group and Cowles merged, with former taking 40% interest. Agreement provided, however, that Cowles could buy out Murphy group's 40% at end of three years.

•

NOT FAR ENOUGH • While there's general approval of FCC's revised program form [GOVERNMENT, Dec. 1] as far as it goes, there are broadcasters who feel it does not go far enough. Reaction in responsible quarters favors Comr. T. A. M. Craven's position, wherein he holds that law precludes FCC's delving into programs because it constitutes censorship. It's likely that request will be made for postponement of reply date for 60 days from Jan. 19—probably through NAB.

•

Sigma Delta Chi, national professional journalistic fraternity now in its 50th year, is in process of changing its ritual in keeping with electronic journalism era. In impressive initiation ceremony, symbolic paraphernalia has featured copy of newspaper. Change, to be submitted to membership for referendum, would add table microphone.

•

SWEENEY SUPPORT • That Western States Adv. Agency Assn. charge that RAB was "biting the hand that feeds radio" [TRADE ASSNS., Nov. 24] got short shrift at RAB board meeting last week, according to insiders. Executive committee endorsed RAB President Kevin Sweeney's response denying accusation that bureau's "$64,000 Challenge" test plan would bypass agencies [TRADE ASSNS., Dec. 1] and board approved unanimously. Several board members individually had already told WSAAA it hadn't read details first.

•

Subject of laugh tracks on comedy tv filmed shows is no laughing matter at one studio. Series to be aired next year was begun and six episodes were in can without laugh tracks when show was sold to sponsor who felt laughs were needed. Last week, with completion of 39th episode, the sponsor changed his mind, asked that canned laughter be eliminated. Question is whether he can be persuaded to change third time and if not whether it might not be simpler to find another sponsor than to try to undub recorded chuckles and guffaws.

•

SAME GAME • It's musical chairs for tv programs again this season. A. C. Nielsen Co. analysis to be released shortly will report that of this fall's 102 evening tv network shows, only half are in same time spots they had last May—and 42 of these are up against different competition or are preceded or followed by different programs. Of other 51, 26 are new and 25 have been moved to new time spots.

•

NBC-TV is considering "various forms" of minimum requirements as possible substitute for Barrow-criticized station must-buy base and hopes to reach decision soon. Its officials told FCC in hearings on Barrow report last spring that substitution of minimum requirements for must-buys would pose no serious operating problem. CBS-TV notified its affiliates 10 days ago that on March 1 it would go to some new form, apparently with minimum-dollar base [CLOSED CIRCUIT, *Dec. 1*], *but form and details reportedly remain to be worked out. ABC-TV is on minimum-dollar basis.*



now gives you

MORE SELLING POWER

on ATLANTA'S

live channel **5**

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CBS
ATLANTA

Storer Television

STORER BROADCASTING COMPANY

WAGA-TV Atlanta **WJW-TV** Cleveland **WJBK-TV** Detroit **WSPD-TV** Toledo

THE WEEK IN BRIEF

ASCAP Radio Talks Off—All-industry and society negotiators, "hopelessly apart," call further discussion useless. Issue now expected to end in court. No recurrence of 1941 ASCAP music blackout foreseen. Page **31.**

Alcoa, No Sleeping Dragon—Reynolds Metals' air-media sword has double edge: rival Aluminum Co. of America doubles its air media budget to make its job easier, Reynolds' harder. Page **32.**

Auto Accounting—Edsel shifts from FC&B to Kenyon & Eckhardt; Lincoln from K&E to Foote, Cone & Belding. Page **33.**

This Mogul Doesn't Like 'Fortune'—December issue of magazine, aimed primarily at tycoons, displeases Madison Ave.'s only real Mogul, named Emil. Agency president takes apart "Tv: The Light That Failed" article, also chastises industry leaders for continually being on defensive. Page **33.**

Liqueur Makes It—Though only 20% short of achieving 100 proof status, Grand Marnier orange and cherry liqueurs, most potent yet advertised on the air, go on radio. Agency says action was taken after reaching "careful and momentous decision." Page **34.**

Winston and Anacin—The cigarette leads tv network brand spenders in third quarter and headache tablet caps first place in September. TvB's breakdown on gross time charges for September and cumulative totals. Page **35.**

TvB in Auto Ad Land—Accelerate tv use or be left behind in sales is theme as Detroit executives are urged to get out of horse-and-buggy ad habits. Page **36.**

Grant Adv.'s 'New York Blues'—Thirteen staffers dismissed at New York operation in latest wave of personnel changes, attributed largely to recent account losses. Page **39.**

Coverage That Counts—B&B's Miller advises tv stations to give all agencies the same coverage story and stick to it. Page **39.**

Cards, Anyone?—But if you play, R. H. Bruskin Assoc. may really be learning how well you remember last week's tv commercial or a new product image. The game starts in January. It's called "AIM." Page **40.**

NTA Gross Going Up—Revenue for National Telefilm Assoc. for last fiscal year went up 41.2% to nearly $15.5 million. Net income declined, however, in face of increased amortization toll and investment in stations. Page **48.**

'Ding Dong' to Toll Again?—Wrather organization may add children's series for syndication by next March. Hank Saperstein reveals projected plans in Chicago. Page **48.**

Ch. 10 Down, Boston Next—Judge Stern recommends revocation of Miami ch. 10 grant to National Airlines; finds backdoor activities of WKAT and National Airlines disqualifying —but not absolutely; suggests new hearings. Jurist is handed Boston ch. 5 as next assignment. Page **56.**

Sweeney May Question Commercials—Appointment of new Federal Trade radio-tv monitoring chief seen foreshadowing stepped-up drive on questionable broadcast commercials. Charles A. Sweeney is new head of broadcast advertising unit. Page **57.**

Readying War Correspondents for War—UPI chief Frank Bartholomew proposes that armed forces, broadcasters and press set up reserve group of war correspondents who will be trained for coverage of modern warfare. Page **62.**

Allocations Possibilities—Comr. Ford spells out half-dozen alternatives in tv's allocation headache; recommends none but apparently likes 50 channel strip starting at 174 mc (ch. 7). Page **64.**

The Power of Broadcasting!—Radio-tv networks, through spokesman CBS' Sig Mickelson, get Democrats to postpone selection of 1960 convention site and to appoint committee to meet with Republicans. Goal: one city for both conventions. Page **67.**

Others Copy CBS Radio Plan?—Karol says they will, sees "consolidation" concept as key to "a happier day" all around. Network gives assurances that personnel cutback will be kept to minimum, with new jobs wherever possible for all involved. Programs slated for dropping are indicated. Page **68.**

Riddell to West Coast—ABC executive vice president reassigned to Hollywood as chief executive officer in charge of western division, effective in February. Hudson, in charge there since 1953, gets new contract, continues in advisory post as ABC v.p. and will handle special projects. Page **70.**

Big Money in RAB—Radio Advertising Bureau budget will go over $1 million in 1959. Board-membership meeting names Woodall chairman, approves new projects. Page **72.**

Stereo Makes the Grade—Electronics Industries Assn. labels it an "all-industry problem," starts setting up standards committee to bring conformity into the spreading technique. Page **74.**

Farm Directors to Cross Hudson—Association at Chicago convention decides to hold next meeting in New York in early '59 in order to better brief timebuyers on NATRFD members' vital functions. Page **76.**

AFTRA-Networks Near Agreement—Prospects brighten for an early settlement on a new contract between the tv-radio networks and the American Federation of Television & Radio Artists. Page **84.**

Providence Puzzle—William Zeckendorf Sr. and John C. Mullins, KBTV (TV) Denver principals, turn up as "mystery" associates of Broadway producer Roger L. Stevens in negotiations to buy control of Outlet Co. and its WJAR-AM-TV Providence. Page **89.**



MR. MAYS

Agency-Media Partnership — Advertising agencies and media are more to each other than customers and sellers, those on both sides of the counter are reminded by Roderick A. Mays, head of his own agency and president of Western States Advertising Agencies Assn. Why the WSAAA is out to "sell" agencies to media is the subject of Mr. Mays' MONDAY MEMO. Page **117.**

DEPARTMENTS

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11 Years Of Family Programing Has Produced The Ideal Buying Audience

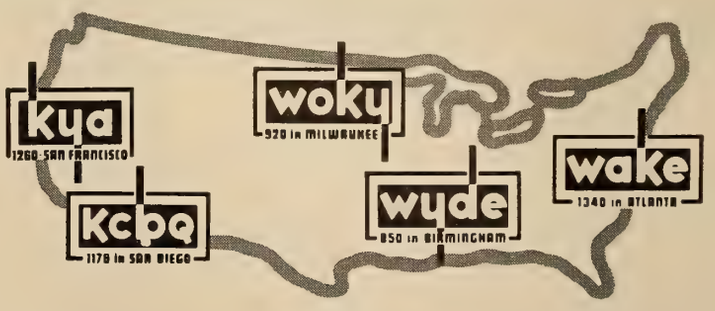


Effective radio advertising sells goods, services, ideas. Bartell Family Radio — always audience-dominant — enriches composition by involving all members of the family. This makes for maximum *buyership*.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

Stock Exchange Drops Trading In Jacobs Co., Mutual Parent

A. L. Guterma's F.L. Jacobs Co., numbering Mutual Network among its subsidiaries, was jolted by New York Stock Exchange, which suspended trading of Jacobs stock at start of business Friday. Action was laid to failure of company to file financial report with its stockholders as required by exchange regulations.

Immediate effect was to put dealing in Jacobs stock on over-the-counter basis. It had closed on Exchange Thursday at 7 and ⅞; by Friday afternoon over-the-counter bid was 5 and ¾ against asked 6 and ¼—drop of 2 and ⅛ in bid price from traded price Thursday.

Two courses of action are in prospect. Company, after completing financial report, could apply for reinstatement of trading on Exchange, which can either reinstate Jacobs Co. or start delisting proceedings. Exchange regulations require filing of financial report by three months after close of fiscal year. Jacobs Co. fiscal year ended July 31, so report was due by Oct. 31.

Company said Friday report is still not complete, but that auditors (Ernst & Ernst) hope to finish it by Dec. 31. Jacobs statement emphasized that "suspension by New York Stock Exchange was based solely on tardiness in filing its annual report. The action has no bearing on the company's financial condition. . . . The company wishes to reassure stockholders and the public that [it] is in better financial condition than at any time in recent years."

Delay in financial report was attributed to unusually complicated tax accounting problems involved with acquisition of new subsidiary, Symphonic Electronics Corp. (phonographs), during fourth quarter. Third quarter earnings (until April 30, 1958) reached 44¢ a share, compared to deficit of 70¢ per share in same period of 1957. Jacobs has 960,000 shares of common stock and 54,000 shares of preferred stock outstanding.

Court Wants Secret FCC Papers

Federal Judge John A. Danaher Friday ordered FCC to deliver to clerk of U. S. Court of Appeals secret papers used by Commission in reallocating 14 bands from civilian to government use last April. Action taken when government claimed Executive privilege for documents on which FCC based its reallocation of various bands ranging from 220 mc to 10,500 mc. [GOVERNMENT, Nov. 24].

Group of aeronautical interests including Airinc and Bendix have asked appeals court to force FCC to hold hearing, follow other prescribed rulemaking procedures. Commission's reallocation order was without notice or hearing, justified according to FCC on national defense requirements. FCC was ordered to deliver documents under seal to clerk of court who was ordered to deposit them in court's vault.

CBS News Pledged as Vehicle To Improve Human Relations

CBS News "will undertake a searching examination and a continuing assessment of human relations and their implications in the struggle for men's minds" as part of its contribution to improvement of human relations, CBS Inc. President Frank Stanton said in speech prepared for delivery at Anti-Defamation League forum last Saturday night (Dec. 6).

He said mass media cannot "eliminate bigotry or social violence" but can and should "bring about wider and fuller recognition of the problem, and to stimulate public discussion of it. . . . I am not satisfied that the mass media have done all they should in this regard. I am sure that we at CBS have not. It is true that all the mass media have done a fairly effective and thorough job of reporting the events [but] it just isn't good enough to rush out the stories when things happen. We must go after the story, and go after sufficient background to illuminate the story and give it meaningful substance."

Among special reports being researched for CBS Radio and tv, he said, are "South in Crisis," "North of the Mason-Dixon Line" (segregation in North), "Hatemongers," "Price of Discord" (what it costs this country both at home and overseas) and "Case History of Progress" (in human relations).

Dr. Stanton was slated to accept ADL medallion voted CBS for "distinguished contributions to the enrichment of America's democratic legacy" on special hour-long CBS-TV program titled *The American Jew: A Tribute to Freedom*, telecast yesterday morning (Sunday). Similar medallions went to *Look* magazine and *New York Times*.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

ELGIN SEASONAL PUSH • Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, will move into two NBC-TV programs before Christmas for one-shot participations. Elgin relieves RCA Whirlpool as Dec. 13-only 50% sponsor of *Perry Como Show* (also shared by Sunbeam, American Dairy, Noxzema, Chemstrand, Polaroid and Kimberly-Clark on varying weeks) and also relieves R. J. Reynolds Tobacco Co. night of Dec. 17 as half-sponsor of *Wagon Train* (shared by Reynolds, Ford Motor and National Biscuit Co.).

GREYHOUND GOES WITH RADIO • Greyhound Corp., Chicago, understood to be scheduling 24-week spot radio campaign in at least 50 markets throughout country, starting Jan. 2, 1959, and using late afternoon time periods primarily. Agency: Grey Adv., N. Y.

AMF GOES BOWLING • American Machine & Foundry Co., N.Y., will sponsor ABC-TV's coverage of the annual BPAA All-Star Bowling tournament finals January 18 (9:30-10:30 p.m.). Cunningham & Walsh, N.Y., is AMF agency.

MILES CHRISTMAS PITCH • Miles Labs. (Alka-Seltzer), Elkhart, Ind., reported to be lining up spot saturation radio schedule in about 50 markets throughout country for two weeks during holiday period, starting in mid-December. Agency: Geoffrey Wade Adv., Chicago.

CITRUS IN CANADA • Florida Citrus Commission kicks off Dec. 29 with citrus campaign using spot radio (10 announcements per week) in at least five markets in Canada. Drive to be extended through next June. Benton & Bowles, N.Y., is agency.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 28-Dec. 4 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 28	*Phil Silvers* (9 p.m.)	CBS-TV	26.3
Sat., Nov. 29	*Perry Como* (8 p.m.)	NBC-TV	28.5
Sun., Nov. 30	*Wonderful Town* (9 p.m.)	CBS-TV	31.0
Mon., Dec. 1	*Lucille Ball, Desi Arnaz* (10 p.m.)	CBS-TV	34.9
Tues., Dec. 2	*Rifleman* (9 p.m.)	ABC-TV	24.8
Wed., Dec. 3	*Wagon Train* (7:30 p.m.)	NBC-TV	27.7
Thurs., Dec. 4	*Zorro* (8 p.m.)	ABC-TV	21.1

at deadline

V. P. Johnstone, Client Revlon Part Company With DR&J Agency

"Differences of opinion" between Dowd, Redfield & Johnstone's president John C. Dowd and Executive Vice President Edmund F. Johnstone led Friday to announcement that Mr. Johnstone would resign from agency this week. At same time it was learned Revlon Inc. would leave DR&J Jan. 1, pulling out $1 million billing (spread over Sunbath, Thin-Down, Baby Silicare powder and lotion and High Gloss hair spray).

Mr. Johnstone said he had no plans other than "to stay in the agency field," and that his departure and that of Revlon were "coincidental." He expects to announce new connection "before the end of the year." Revlon would not comment on its move, but it's understood agency may wait and see where Mr. Johnstone lands before reassigning accounts; should he join agency with conflicting cosmetics accounts, chances are Revlon may split DR&J accounts among its remaining six agencies.

DR&J was founded in 1950 out of merger between Redfield & Johnstone (of which Ed Johnstone was president) and John C. Dowd Inc., Boston. Though executive vice president at DR&J, Mr. Johnstone was chief executive officer of New York operations.

FCC Appeals Multiplex Decision On Grounds Court Not Informed

Federal judges did not understand technicalities of fm multiplexing, FCC and Justice Dept. said Friday, and therefore entire U. S. Court of Appeals should rehear argument. In petition for rehearing, government said appeals court ruling Nov. 7 that Commission's 1955 multiplexing rulemaking was invalid stemmed from "misconception of the nature of the operations. . . ."

Court, by two-to-one vote, ruled that WFMF (FM) Chicago could continue simplex operation, including functional music operations [At Deadline, Nov. 10]. Majority said FCC's determination that functional music operations are not broadcasting doesn't square with Communications Act.

Petition filed Friday warned that court ruling would have serious and disruptive impact on fm broadcasting, if allowed to stand. It emphasized differences between broadcasting and functional music operation; also described technicalities of simplexing and multiplexing.

NBC-TV GETS PLUM

NBC-TV has landed prize talent plum—Sir Laurence Olivier—to exclusive one-year pact for U. S. tv appearances. First on schedule: 90-minute special featuring Sir Laurence, Judith Anderson, Hume Cronyn and Pier Angeli in W. Somerset Maugham's "The Moon and Sixpence." Time and date are to be set, with production (on videotape and color) to be handled by Talent Assoc. Ltd., direction by Robert Mulligan, script by Don Mankiewicz. Rehearsals start today (Dec. 8).

FTC Charges Construction Firm With False Media Advertising

Federal Trade Commission filed complaint Friday against Chicago stone company, charging deceptive television advertising. Charges against Coral Stone Construction Co. claimed broadcast advertising offered home remodeling jobs at low monthly prices (which were never permitted) and failed to qualify its guarantees on its stonework.

Other FTC actions: Approved consent order against General Products Corp., Los Angeles, to stop misrepresentations in its radio advertising for two drug preparations; issued order dismissing complaint against American Television Inc. and deForest-Sanabria Corp., both Chicago, on bait advertising and misrepresentations in selling tv sets on grounds both companies are bankrupt with all assets sold and charters dissolved.

McKenna, Whitney Buy Stations

Sales filed Friday:

Washington radio-tv attorney James A. McKenna bought 80% of WCMB-AM-TV Harrisburg, Pa., from Edgar T. Shepard Jr. (66⅔%) and Edgar K. Smith (13⅓%) for total $277,500—$192,000 for stock and balance for related agreements. Mr. Smith retains 20% and continues as vice president-general manager. Mr. McKenna owns 50% of KEVE Minneapolis-St. Paul. WCMB-TV (ch. 71) suspended operations in April 1957.

John Hay Whitney, financier, broadcaster (Corinthian stations), publisher and ambassador to Great Britain, joined theatrical and radio-tv producer Martin Stone in ownership of New York state daytimers WNRC-AM-FM New Rochelle and WVIP Mt. Kisco. Corporation owned 50-50 by Messrs. Whitney and Stone will own 100% of WNRC outlets, for which Mr. Stone paid $225,000 Nov. 13 in purchase from Donald and Frances Daniels. Corporation is buying 40% of WVIP from E. Martin O'Flyn for total $125,000, leaving Mr. O'Flyn with 10%. Mr. Stone, who owns other 50% of WVIP, surrenders his stock to new corporation of which he will be half owner.

PEOPLE

GORDON F. HAYES, western sales manager, CBS Radio Spot Sales, appointed vice president of CBS Radio for spot sales.

CHARLES H. COLLEDGE, vice president for facilities operations, NBC, named general manager of broadcast and tv equipment division of RCA. He will be succeeded in NBC post by **ROBERT L. STONE,** who resigned last week as general manager of WABC-TV New York (see page 105).

ROBERT J. REARDON, associate copy director, and **NELSON WINKLESS,** television film copy supervisor, appointed vice presidents of Leo Burnett Co., N .Y.

MALCOLM C. KLEIN, assistant general sales manager of KABC-TV Los Angeles since 1956, appointed vice president and general manager of WNTA-AM-FM-TV Newark, assuming general manager duties being relinquished by **GERALD O. KAYE,** who continues as president of stations.

ALAN WALLACE, vice president for radio-tv programs and 13-year veteran with Needham, Louis & Brorby, Chicago, has resigned and will announce future plans shortly.

Roberts Asks FCC to Accept Applicants for Miami Ch. 10

FCC was asked Friday to let prospective ch. 10 Miami applicants file applications and appear as intervenors in closing phases of remanded case. Petition filed by Elzey Roberts (former KXOK and KWK-AM-TV St. Louis stockholder) asked Commission to permit applications to be filed if National Airlines permit is revoked.

Mr. Roberts also asked that applicants be permitted to take part in closing phases of Miami ch. 10 rehearing as *amici curiae*. In FCC proceedings following initial decision by Judge Horace Stern (see page 56), all but one applicant may be found unqualified, Mr. Roberts said. This one, L. B. Wilson Inc., however, "in effect became a new applicant during the course of the hearing,' Mr. Roberts asserted, since principal owner, L. B. Wilson, is dead.

"In view of the above circumstances and the passage of time since the original hearing [1954] it seems evident that the public interest requires that, if the present construction permit is revoked or set aside, ch. 10 should be thrown open to new qualified applicants," Mr. Roberts said.

Earlier in week, group of Miami businessmen were reported readying application if ch. 10 grant is withdrawn.

RCA Declares 50¢ Dividend

Extra dividend of 50¢ and regular quarterly dividend of 25¢ per share on RCA common stock announced by Board Chairman David Sarnoff after board meeting Friday. Dividends payable Jan. 26 to holders of record at close of business Dec. 19. Board also voted dividend of 87½¢ per share on first preferred stock for period Jan. 1, 1959 to March 31, 1959, payable April 1 to holders of record at close March 9.



SEE YOUR
BRANHAM MAN

CBS
KTHV CH. 11
LITTLE ROCK

HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

Thank You

FOR YOUR WIRES AND CALLS . . .

WATCH FOR IMPORTANT NEWS SOON!



THE BATTLE FOR LAW AND ORDER IN "THE TOWN TOO TOUGH TO DIE"

ZIV Television

"Superior production, perceptive casting, knowledgeable direction and tight writing . . ."
—BILLBOARD

". . . has shot its way into the Nielsen bigtime . . ."
—RADIO DAILY

". . . kept me at my set right through the commercial! . . . Crisply and believably written!"
San Francisco CALL BULLETIN

". . . one of the best of the new Western crop."
—BILLBOARD

starring

Pat Conway

AS SHERIFF CLAY HOLLISTER

Richard Eastham

AS EDITOR HARRIS CLAIBOURNE



TOMBSTONE TERRITORY

- **BEAT** Dinah Shore Chevy Show. . 7 times in 8 surveys!
- **BEAT** I Love Lucy . . . . . 13 times in 13 surveys!
- **BEAT** The Californians. . . . 12 times in 13 surveys!
- **BEAT** Pat Boone. . . . . 11 times in 13 surveys!
- **BEAT** Bob Cummings. . . . . 11 times in 13 surveys!
- **BEAT** U. S. Steel Hour. . . . 11 times in 13 surveys!
- **BEAT** Person to Person . . . 10 times in 13 surveys!
- and always **BEAT** Suspicion, George Gobel, Colt .45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

Nielsen, Oct. '57 thru Apr. '58

OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

Detroit	San Diego	Baltimore
20.7	22.3	26.3
ARB, July '58	Pulse, Aug. '58	ARB, Sept. '58
Cincinnati	Lubbock	Portland, Ore.
30.5	34.0	31.0
ARB, Feb. '58	ARB, Apr. '58	ARB, June '58
Seattle-Tacoma	San Antonio	Los Angeles
37.8	27.9	25.4
ARB, Apr. '58	Pulse, Mar. '58	ARB, Mar. '58

"My Gawd, she's TALL!"



YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affilated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Practical Guide or a Tightrope?

EDITOR:

I have taken a good look at the Standby Voluntary Censorship Code [LEAD STORY, Aug. 4]. I find some items seem far more ridiculous than sublime. For instance:

We are asked not to broadcast information about actual attacks on the continental U.S. . . . in the interests of preventing panic. If I understand this, and perhaps I don't, when reduced to its ultimate absurdity, it means that we are not to breathe a word about falling bombs or flying bullets even as they fall on the station's roof . . . unless the information is made available for broadcast by appropriate authority, says the code.

"Appropriate authority" can turn out to be a shadowy, shifting element. If Colonel Jones authorizes a report and the report is broadcast and nobody bigger objects, then maybe the reasonable colonel is "appropriate authority." If somebody bigger does object, then Colonel Jones can be declassified from the category and we are left with no appropriate authority. . . .

An examination of the restrictions on weather news brings out what strikes me as most strange: "News about weather occurrences in any area must be specifically cleared through the Office of Censorship." There is something hilarious and horrible about some aspects of this code.

Jock Bliss, News Director
WLAV Grand Rapids, Mich.

The Cut That's Kind

EDITOR:

The Delaware County National Bank sponsors a five-minute newscast each afternoon on WVCH through Ecoff & James Adv. Agency, Philadelphia.

Today we received the December commercial copy, usually a full minute in length. However, it was a series of short 20-second commercials with this explanatory letter for E&J Vice President Don Battle:

"We've come to the conclusion there are just too many darned commercials on the air. And what's more, most commercials are too long. So we decided to do something about it in our Delaware County National Bank commercials. We've cut copy to the minimum to give extra time to the news—something our listeners should appreciate."

Mr. Battle and Delaware County deserve a word of congratulation. Here is a sponsor who cuts under the standards of NAB.

Robert A. Hibbert, Station Mgr.
WVCH Chester, Pa.

Let's Part Company

EDITOR:

Radio is being urged to editorialize; can't radio be a bit original and think up some other title? How many radio stations are using the sound effects of a teleprinter to introduce newscasts? Why not use music and lose the stigma of newspapers?

The three different media should go their own way without [radio-tv] leaning on their predecessor.

Chester J. Stuart, Program Director
KRMW The Dalles, Ore.

The Philadelphia Story

EDITOR:

Re the article [STATIONS, Nov. 24] which states Storer said WIBG Philadelphia is "No. 1 in the market according to rating services," please be advised that in the September-October Pulse, released approximately two weeks ago, WIBG and WCAU are tied for first place and WFIL and WPEN are tied for next place. But 7/100ths of a rating point separates all four. Trendex for the Nov. 10-14 Monday through Friday period shows WFIL's signon to signoff share to be 36.4%, 120% greater share than the second station and virtually as much audience as the next three stations combined. . . .

John D. Scheurer Jr.,
Director, Public Relations & Programming
Triangle Stations
Philadelphia

IN REVIEW

WONDERFUL TOWN

The Eileen story apparently is one for the ages, and the *Wonderful Town* musical version seems just as timeless. After years on the stage, on the screen and on long-play records, *Wonderful Town* still made a wonderful television show.

Rosalind Russell's fresh interpretation, after creating the musical Ruth role these many years ago, showed the stuff artists are made of. The tv camera provided a critical test of her performance, and displayed a sensational pair of long legs perhaps to greater advantage than the stage. Jacquelyn McKeever as a sweet-voiced Eileen and Sydney Chaplin as the *Mad Hatter* subeditor gave the star excellent support, as did all those other "interesting people on Christopher Street."

Hearing Leonard Bernstein's well-remembered score provided quite a contrast to an earlier teleview on CBS-TV the same Sunday of the New York Philharmonic conductor dressed in tails and interpreting Beethoven's Ninth Symphony for viewers. CBS-TV gave a faithful report of the Christopher Street sets and action, triumphing over the screen's dimensions to contain streetsful of Greenwich Villagers. The bits in the Village Vortex club, where the celebrants looked like nothing so much as a large party of fishing worms, were particularly funny.

The show's choreography was well adapted to television. The commercials were stand-outs, too, as small parts of a conspiracy to immobilize a nation for two hours

Production costs: Approximately $600,000.

Sponsored on CBS-TV Nov. 30, 9-11 p.m. by Westclox through BBDO, Carling Brewing through Lang, Fisher & Stashower and Procter & Gamble through Grey Adv.

Executive producer: Ralph Fields; producer: Robert Fryer; composer: Leonard Bernstein; lyrics and vignettes: Betty Com-

The letters that SPELL the difference

WGH

* RADIO ONE IN VIRGINIA'S LARGEST MARKET

** NORFOLK PORTSMOUTH NEWPORT NEWS HAMPTON REPRESENT THE NATION'S 27th BUYING MARKET

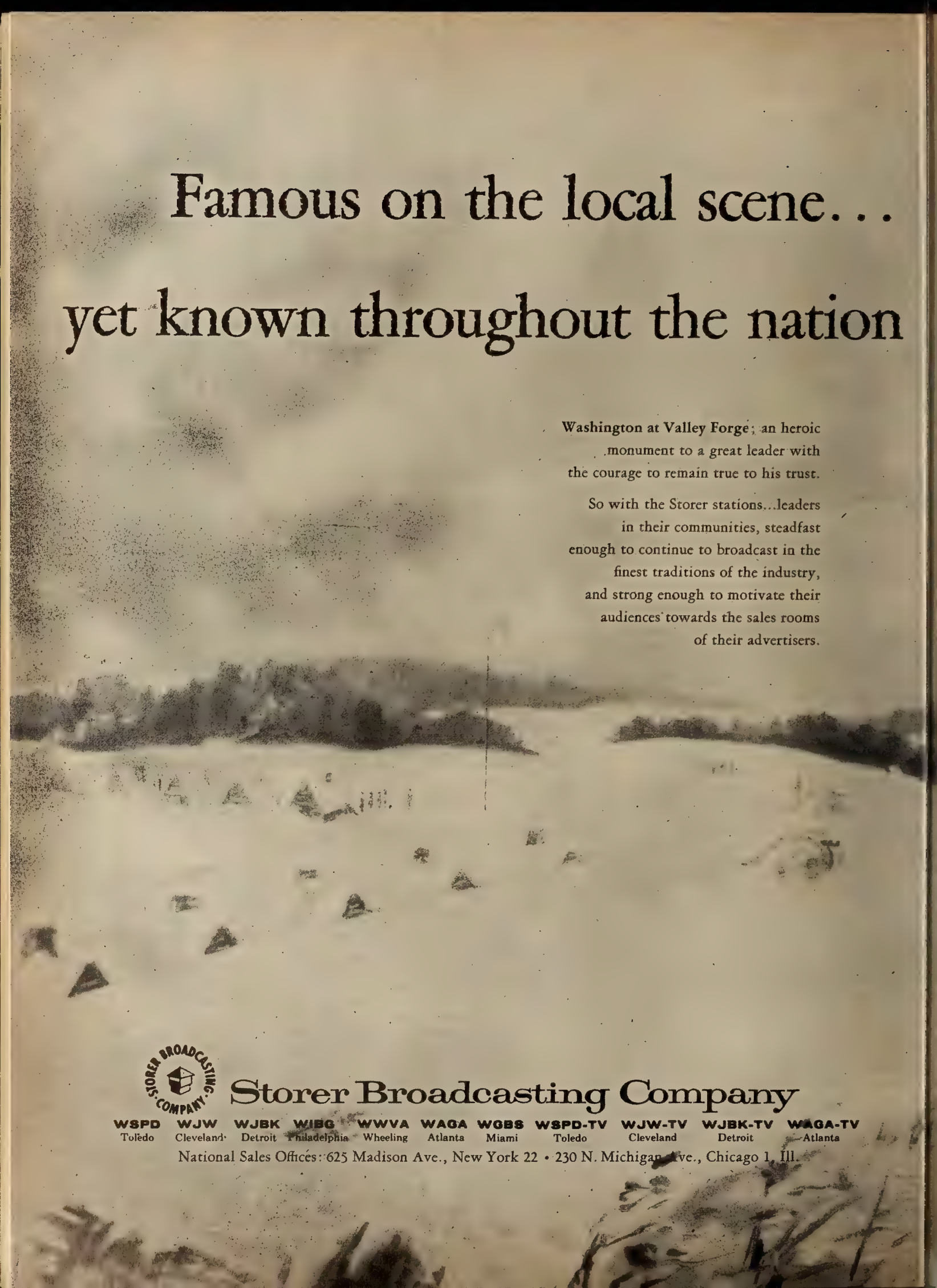
WGH RADIO
Color Channel 131

* Pulse-Trendex
** SRDS

Nationally Represented by ..... JOHN BLAIR & COMPANY

Famous on the local scene...

yet known throughout the nation



Washington at Valley Forge; an heroic monument to a great leader with the courage to remain true to his trust.

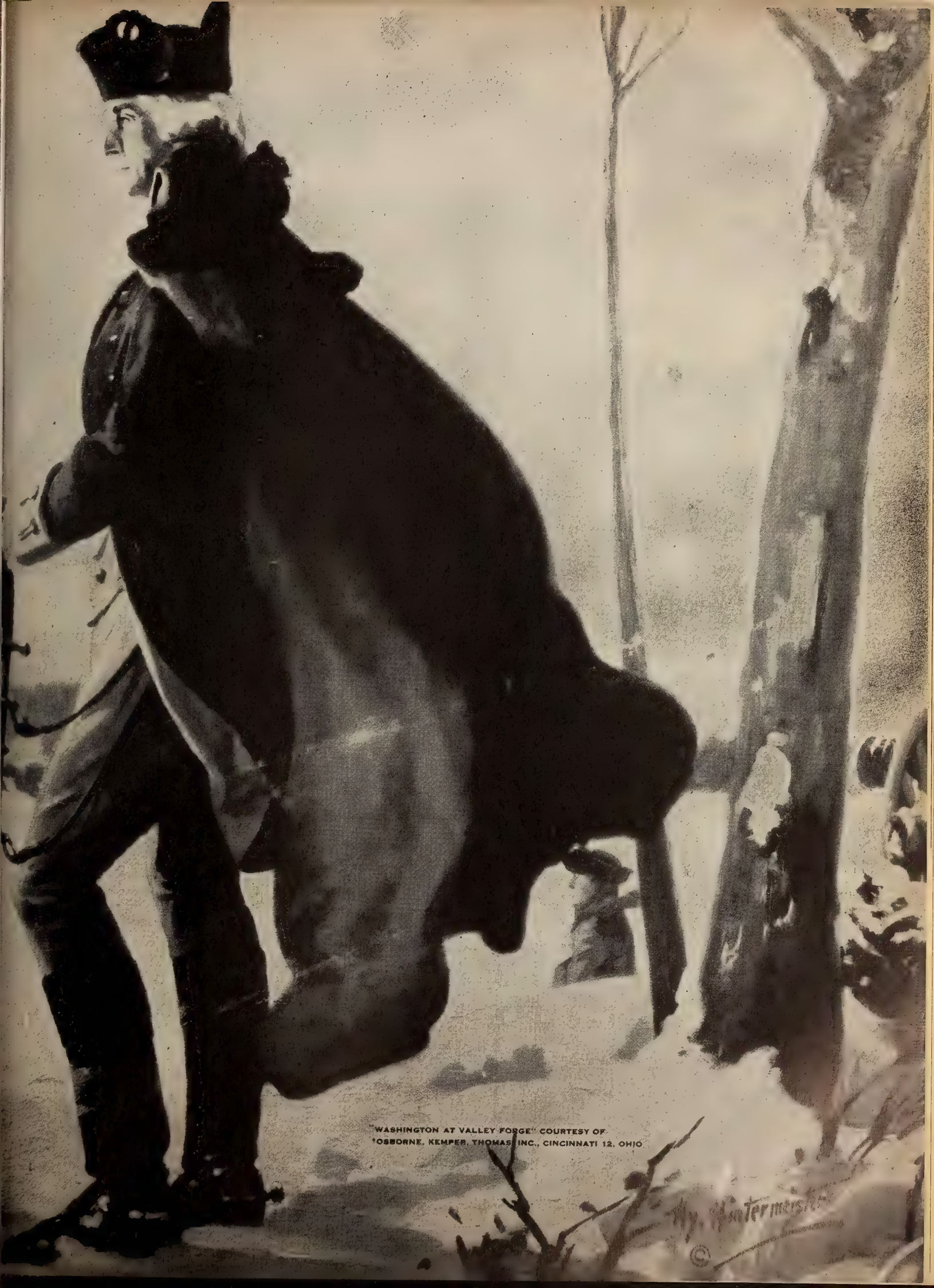
So with the Storer stations...leaders in their communities, steadfast enough to continue to broadcast in the finest traditions of the industry, and strong enough to motivate their audiences towards the sales rooms of their advertisers.

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS	WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit	Atlanta

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.



"WASHINGTON AT VALLEY FORGE" COURTESY OF
OSBORNE, KEMPER, THOMAS, INC., CINCINNATI 12, OHIO



SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

BALTIMORE

Pulse, May, 1958

SERGEANT PRESTON	31.3
Highway Patrol	19.8
Silent Service	15.3
Sea Hunt	14.8
State Trooper	12.8

CLEVELAND

Pulse, March, 1958

SERGEANT PRESTON	22.2
Sheriff of Cochise	18.2
Sea Hunt	17.9
State Trooper	17.5
Honeymooners	15.2

FLINT

ARB, Jan., 1958

SERGEANT PRESTON	29.4
Honeymooners	23.6
Whirlybirds	22.5
Sea Hunt	18.8
Highway Patrol	12.3

WINSTON-SALEM

ARB, April, 1958

SERGEANT PRESTON	27.3
Sea Hunt	22.5
Adventure Scott Island	17.3
Gray Ghost	12.4
Silent Service	4.8

NEW YORK

Arbitron, 9/25/58

SERGEANT PRESTON	16.6
State Trooper	14.5
Highway Patrol	9.6
Silent Service	6.4
Sheriff of Cochise	3.6

PROVIDENCE

Pulse, Jan., 1958

SERGEANT PRESTON	29.8
Harbor Command	27.3
Highway Patrol	25.8
Silent Service	21.8
Twenty-Six Men	19.3

SYRACUSE

ARB, Feb., 1958

SERGEANT PRESTON	36.3
Silent Service	34.9
Sea Hunt	31.7
Sheriff of Cochise	21.9
Highway Patrol	21.5

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. · N. Y. 22 · PLaza 5-2100

den and Adolph Green; director: Mel Ferber; associate producer: Stanley Flink; writers: Joseph Fields and Jerome Chrodorov, based on stories by Ruth McKenney and play, "My Sister Eileen"; set designer: Jac Venza; musical conductor: Lehman Engel.

ART CARNEY MEETS PETER AND THE WOLF

Children of 40 and grown-ups of 11 were treated to a rare combination of Russian folk-lore and American satire Sunday, Nov. 30, on ABC-TV's *Art Carney Meets Peter and the Wolf.*

Messrs. Carney and Wolf stole the show from Master Peter, who was not given the opportunity to sing such roguishly appealing songs as "Be Glad There's a Hole in Your Head" (Carney) and "All I Am I Owe to Turpitude" (Wolf). Paul Weston and Ogden Nash were the composer-adapter and lyricist of these and several other songs (based on Prokofieff themes) that all but engulfed the classic tale which was deftly if briefly enacted by the marionettes in Act II.

Puppets and people mix well when each treats the other like one of its own kind. It was difficult to determine during Sunday's special whether Carney was a particularly agile marionette or Bil and Cora Baird's puppets were slightly arthritic people. Praise should not be omitted for Andy J. Russell, whose script encompassed flesh and wood skillfully.

Such a show, with its gentle, intimate appeal and sly humor, is most effectively presented in that medium—television—where subtlety and gentleness are naturally and easily conveyed. Its success, due to intelligent gathering of outstanding talent in every department, should encourage other producers who would find that the stimulating and the imaginative are not so inaccessible as they seem to insist they are.

Production costs: Approximately $125,000.

Sponsored by Minnesota Mining & Mfg. Co. through MacManus, John & Adams Inc. on ABC-TV, Nov. 30, 5-6 p.m.

Executive producer: John B. Green; producer: Burt Shevelove; director: Dick Feldman.

TWENTIETH CENTURY

No doubt those who said tv would never tackle dope addiction will have changed their minds after seeing the two-part CBS-TV study on what makes Sammy take the needle and why he cannot stop. In this brilliant exploration of dope addiction by Al (*The Search*) Wasserman, the victim's name happened to be Fred. His plight—representative of the disease, not the patient—was summed up by New York City Commissioner of Correction Anna Kross: "The addict who leaves an institution is not in an enviable position. He is probably penniless. Most employers will not hire him, most social agencies will not handle him . . . most doctors will not treat him, his family may reject him, and most responsible people will misunderstand him, fear him and despise him."

Thus, here is the social outcast of the mid-20th Century. Whatever he may be, the program soon pointed up the myth of the "dope fiend." Interviewing actual victims of this dread habit, CBS found the addicted as wanting only escapism, sedation.

The broadcasts are significant on three counts: (1) by having tried to dispel the public misconception that the addict is a dangerous person, a criminal who should be locked up; (2) by pointing a damning finger at authorities who will compile statistics on drug addiction but who have, in the words of narrator Walter Cronkite, failed to "reveal the almost complete absence of follow-up facilities . . . tell about the pressures placed upon the addict, both from without and within" and who have so far dealt "in absolutes of success or failure, ignoring the innumerable shadings in between"; (3) by having been produced in the first place.

To be sure, "The Addicted"—like its predecessor, "Out of Darkness" (mental illness)—should be seen time and time again. It probably will.

Production costs: Approximately $100,000 for two programs.

Sponsored by Prudential Insurance Co. of America on CBS-TV, Nov. 30, Dec. 7, 6:30-7 p.m.

Producer-writer-director: Al Wasserman; production manager: Bob Rubin; photographers: Andy Laszlo, Stanley Meredith; editor: Luke Bennett.

LEONARD BERNSTEIN AND THE PHILHARMONIC

Musical surgeon Leonard Bernstein put his scalpel to work Nov. 30 on Beethoven's monumental Ninth Symphony. The results obtained were uneven.

Intellectually and musically speaking, the hour-long lecture-demonstration was on the highest plane as the maestro lectured in words of the layman, yet with his customary erudition, and demonstrated his words with musical illustrations by the New York Philharmonic-Symphony Orchestra. From the depths of despair to the heights of joy in the symphony's last movement, the music progressed under Mr. Bernstein's dramatic baton.

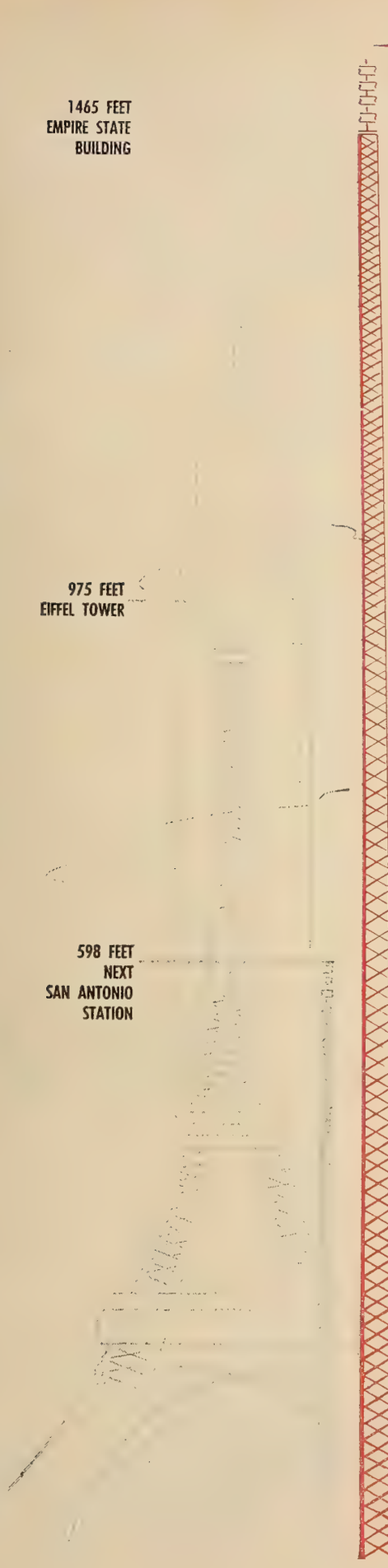
Visually speaking, the hour left much to be desired. When the cameras focused on Mr. Bernstein's showmanly conducting and his expressive face, the viewer saw a man who lives music, and realized that to him music is a living, breathing, animate object. But, when the cameras wandered to the musicians of the orchestra, the whole thing reached the depths of boredom.

Since its earliest days, this question of visual interest has been the main drawback to symphonic presentations on tv. Mr. Bernstein's efforts have come closest to solving the problem, but there is still room for improvement.

Production costs: Approximately $100,000.

Sponsored by Ford Motors for Lincoln and Continental Dealers through Kenyon & Eckhardt on CBS-TV, Nov. 30, 5-6 p.m.

Produced by Robert Saudek Assoc.; executive producer: Mr. Saudek; director: William A. Graham.



A NEW MARKET

TEXAS' TALL TOWER EMPIRE

The third tallest structure in the world has created the nation's newest television market.

All currently available set count and market statistics are obsolete. To reach thousands of new families in this oil- and agriculture-rich Southwest Empire you must buy San Antonio's two most progressive television stations — available now at no increase in rates.

TEXAS
SAN ANTONIO

TALL TOWER EMPIRE

WOAI-TV
NBC • CHANNEL 4
KENS-TV
CBS • CHANNEL 5


... There's

There's **WJXT** in Jacksonville . . . to put you in the swim of a booming business world with figures on sales reports more breathtaking than those on the beaches!

NCS #3 reveals the tremendous regional area served only by WJXT . . . 66 counties in Northeast Florida and South Georgia, well over double the 28 counties covered by the competing station. In the terms of people, the one-sided situation is dramatically summed up by the fact that you reach more homes daytime on WJXT than with the other station at night! With a near clean-sweep of the top-rated shows, WJXT holds a rating lead generally between 70% and 90%. More people . . . more sales . . . more reasons why there's so much more to . . .

more to Florida

WJXT 4
Jacksonville, Florida

An affiliate of the CBS Television Network
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Sources: latest ARB, NCS #3

Sell The ENTIRE DETROIT METROPOLITAN MARKET by including

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT

VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Ruth McCall McClung



Once upon a time a young lady named Ruth McCall grew up in a small town in Nebraska and studied to be a schoolteacher, as her mother and grandmother had been before her. But before she had a chance to enter the world of schoolrooms and textbooks she was married to Hugh McClung, scion of a pioneer newspaper family of the Pacific Northwest and the publisher of the *Merced Sun-Star,* Merced, Calif.

In 1935, publisher McClung became broadcaster McClung as well, by building KYOS Merced, and a few years later he added two more California stations, KHSL Chico and KVCV Redding. Subsequently the McClungs sold the newspaper holdings and confined their business interests to radio. They established a home in Pebble Beach, where Mrs. McClung could indulge her gardening inclinations to the fullest extent. Her husband was an ardent golfer.

After Mr. McClung's death some 10 years ago, Mrs. McClung was faced with the alternative of selling her broadcast properties and confining herself to purely social activities as her friends urged her to do, or to assume supervision of the stations. She elected the latter course and found it so much to her liking that she decided to get into television as well. On August 29, 1953, KHSL-TV went on the air as the first television station in the Sacramento Valley.

"It almost didn't get started at all," she recalls. "We started a survey to see how other tv stations in markets the size of Chico were operating, only to find that there weren't any other tv stations in markets that size. This made us hesitate, but we finally decided to go ahead anyway. We had a lot of luck, such as two years without competition and with service from all three major networks, which gave us a chance to become firmly established. Now, we can look back on five successful years of operation and, with the rapid growth of the rich Sacramento Valley, go forward into an equally productive future."

Mickey McClung, as she is known to her friends, including a large proportion of the nation's broadcasters, disclaims any real personal credit for the success of her stations. "Long ago, I worked on the newspaper handling women's news and society, but I really had little to do with the actual operation of the stations. It was largely on account of a large group of faithful and loyal employes that I kept the radio stations after Mr. McClung's death and this same force persuaded me to continue into television as well."

"Mickey's just being modest when she says she has had little or no part in her stations' success," says a business associate of long standing. "She's a real fine person and a very keen business woman and while she doesn't spend a great deal of time at the stations, she keeps close tab on what goes on from the company's San Francisco office, where her secretary, Miss Thelma Worsley, George Ross, national sales manager for the company, and the business office of the organization hold forth. She has that true executive ability of being able to pick good people and delegate authority to them and then let them run the day-to-day operations without constant questioning or interference on her part."

A slight woman whose greying hair is belied by a pair of youthfully sparkling eyes, Mrs. McClung impresses with a host of other qualities which are probably best described by the single word, "lady." She makes one feel instantly at home; her interest in even casual conversation appears to be more than merely polite; and when the talk concerns broadcasting there's no doubt as to either her interest in or her knowledge of industry affairs.

When it comes to the potentialities of television as a social force, Mrs. McClung's interest could better be described as enthusiasm, as her fellow members of the NAB Television Code Review Board can testify. "The code is terribly important," she says, "and it's up to every tv broadcaster to comply with its conditions. This means more than rejecting objectionable program material or refraining from triple-spotting. It means taking positive action to improve television."

Mrs. McClung divides her time between her Pebble Beach home and San Francisco's Clift Hotel. Aside from her station duties and her work with the Television Code Review Board, she is active in the Daughters of the American Revolution.

Neither of her two children shows any signs of following their parents into either broadcasting or publishing. Her daughter, Martha McClung Roberts, a graduate lawyer, lives in Los Angeles. Her son, Capt. Hugh McClung Jr., is intent on a military career and is currently on Okinawa on assignment with the Airborne Special Forces.



"Color Radio" sells more than bubble gum. "Pulse Audience Composition—Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarter-hour, KFWB racks up a total audience per quarter-hour of 116,220.

KFWB, because of its overwhelming total audience—NUMBER ONE IN HOOPER, NUMBER ONE IN PULSE—pulls listeners right in close . . . and delivers your clients' sales messages to more adults than any other Los Angeles station.



Don't just sit there with gum on your face.
Buy KFWB . . . first in Los Angeles
It's the thing to do!

Channel 98



my mommy listens to KFW·B

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

ROBERT M. PURCELL, president and general manager • MILTON H. KLEIN, sales manager
Represented nationally by JOHN BLAIR & CO.

GOING GREAT GUNS!

#1 syndicated



26

...THE ARIZONA RANGERS...

Going Great —in Sales

Already . . . renewals for a second great year by over 60 stations and advertisers in markets of every size and type. Advertisers like **H. P. Hood & Sons . . . Standard Oil . . . Pepsi-Cola . . . A & P,** and others.

They're buying 26 MEN with the same great star — Tris Coffin; the same featured player — Kelo Henderson; the same top production by Russell Hayden.

Going Great— and Going Fast

Smart buyers everywhere want to hang on to—or latch on to—a property like 26 MEN that's **proved** it does a top job for stations and advertisers.

Join this group of smart buyers — while good markets are still available.


western in America!
#1 syndicated show in...
MEMPHIS 25.7
ALBUQUERQUE 35.4
CHARLESTON 35.2
BIRMINGHAM 32.8
BOSTON 25.6
WASHINGTON 24.0
BURLINGTON 36.9
DAYTON 28.6
MEN
Top ratings everywhere
ERIE 31.9
PITTSBURGH 25.4
NASHVILLE 23.5
DETROIT 21.5
ROCHESTER 28.8
BUFFALO 21.1
KNOXVILLE 29.6
NEW ORLEANS 31.1
ABC FILMS, Inc.
1501 Broadway
New York 36, N. Y.
LAckawanna 4-5050
ARB • PULSE



Dary . . .
Shnary . . .

WHO CARES!

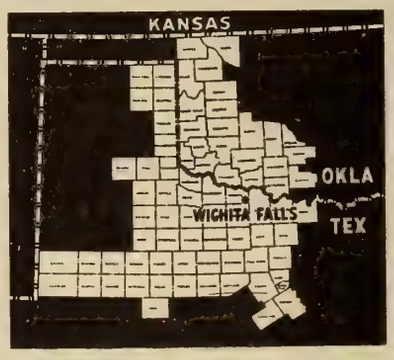
So I twist a little knob, and so I switch off the Dave Dary News. And for that I get walloped? What's so hot about Dary!

Fact is, Dave Dary's pretty hot. He's precisely what news-minded sponsors search for.

Every newscast sparkles with direct, exclusive telephone reports from the scenes of big events . . . and with the choicest from KWFT's unequalled news resources: UPI Texas Wire, AP Texas Wire, UPI Oklahoma Wire, CBS News, and over 50 correspondents.

Listeners hereabout . . . grown weary of *rip-and-read news,* and of *newsliner hysteria* . . . are outspokenly grateful for Dave Dary's fresh, magnetic news presentation.

A lovely setup for sponsor commercials.



NCS #2 COVERAGE: 77 counties; 340,080 radio homes; 108,300 weekly circulation; 72,630 daily circulation. Plus bonus coverage of KWFT's 250-mile half-millivolt radius. Your best buy in the Rich Southwest.

CALL YOUR H-R MAN!

Radio Station

BEN LUDY
Pres. and Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW at 620 Day and Night

WICHITA FALLS, TEXAS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

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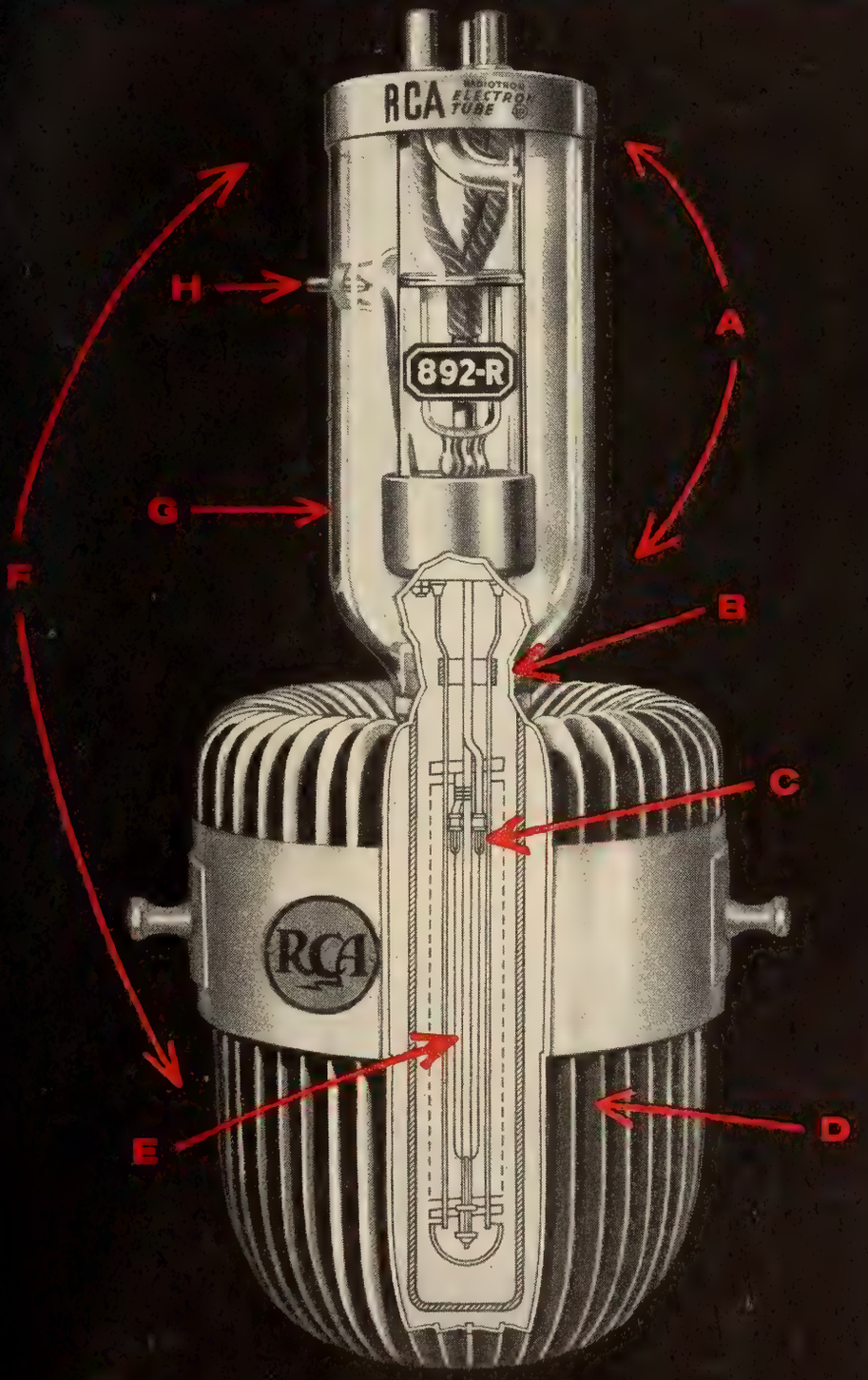
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It's the care we give the "inner tube" that adds the

extra hours





The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

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Couple Next Door



Cleveland Symphony



Second Mrs. Burton



The Romance of Helen Trent



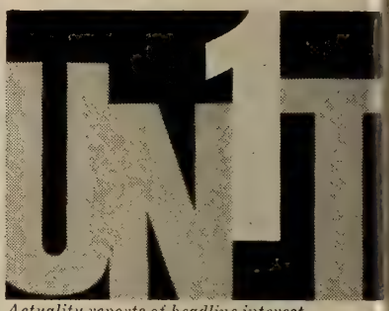
Mitch Miller Show



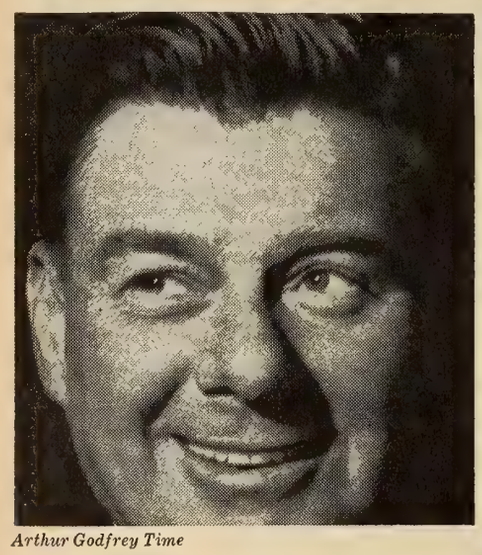
New York Philharmonic



Have Gun, Will Travel



Actuality reports of headline interest ("Who Killed Michael Farmer?","The Hidden Revolution," etc.)



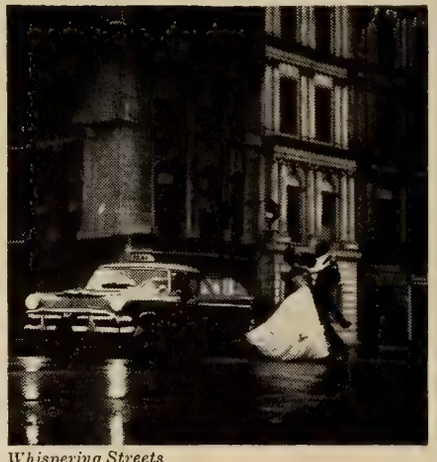
Arthur Godfrey Time



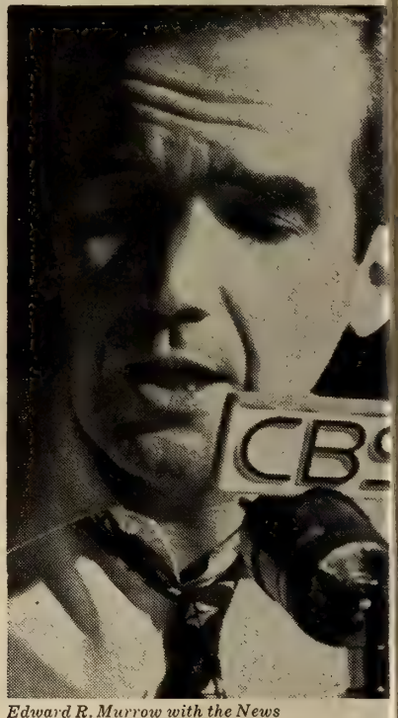
Howard K. Smith



Suspense



Whispering Streets



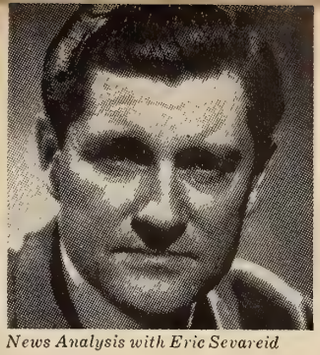
Edward R. Murrow with the News

CBS Radio Network the most popular, varied in radio to the varied and impressive

These are some of the programs which over the past 14 months have averaged 44 per cent larger commercial minute NRI audiences than the second network.



Sports Time



News Analysis with Eric Sevareid



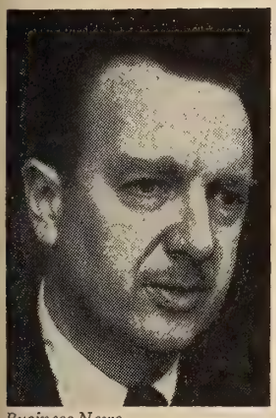
Amos 'n' Andy Music Hall



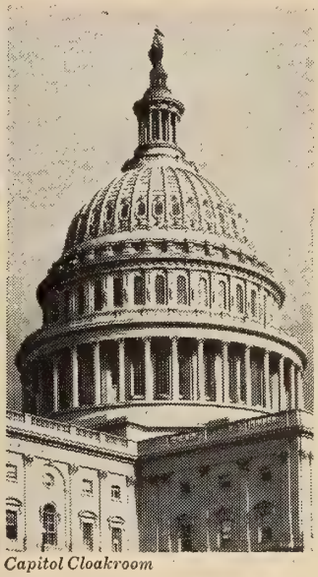
Robert Trout with the News



Face the Nation



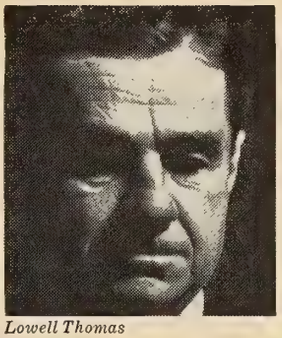
Business News



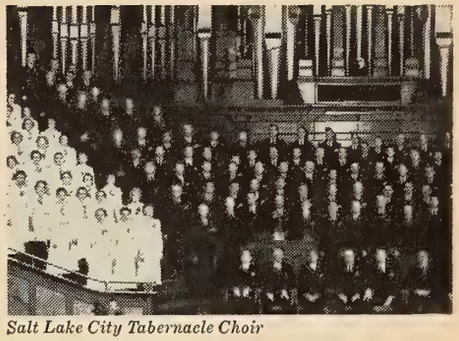
Capitol Cloakroom



Johnny Dollar



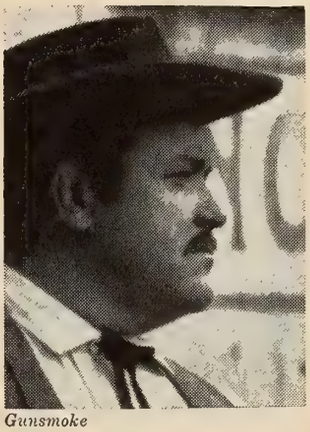
Lowell Thomas



Salt Lake City Tabernacle Choir



Metropolitan Opera



Gunsmoke



Art Linkletter's House Party

"cuts back" from and impressive schedule

most popular,

In every program category, totaling over 50 hours a week, all these and others, will continue to maintain and increase this audience advantage for advertisers.

schedule in radio!

The crepe has been hung on 21.

Now—July Television Magazine ranks

the WBTV-Charlotte Television

Market 16th in the Nation—

First in the South—with 662,074 sets!

The Charlotte-WBTV Market outranks

such major areas as Atlanta, Dallas-Fort

Worth, Baltimore, Cincinnati,

Milwaukee, and New Orleans.

WBTV-Charlotte—SWEET SIXTEEN—

is a honey of a buy.

Make a date with CBS Television Spot Sales.



WBTV

AMERICA'S 16th MARKET

SWEET SIXTEEN

CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 23 December 8, 1958

ALL-RADIO ASCAP DEALING FAILS

- **Negotiators, "hopelessly apart," give up after three meetings**
- **Federal court will probably be asked to fix new station fees**

The question of new rates for ASCAP music licenses for radio stations appeared headed for the courts last week.

Negotiations for new local music licenses were broken off Wednesday (Dec. 3) after both sides agreed they were "hopelessly apart" and that "no useful purpose would be served by further meetings," according to Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

The abrupt ending of negotiations does not mean, authorities reported, that a modern counterpart of the 1941 "Jeannie with the Light Brown Hair" era would begin when the current contracts expire Dec. 31. Observers were confident that stations and networks would not voluntarily kick ASCAP tunes off their schedules, and they pointed out that under its 1950 amended consent decree ASCAP could not withhold licenses from stations that ask for them.

In 1940 broadcasters refused to meet what they considered exorbitant demands by ASCAP, and from the time their licenses expired Dec. 31 of that year until the fall of 1941, when a new ASCAP contract was finally signed, their music was limited to public-domain numbers and such tunes as then-infant Broadcast Music Inc. was able to pull together.

Last week's break-off of local music license negotiations did not affect negotiations for network licenses, which are being conducted separately.

In the brief local license negotiations—one session Nov. 6 [PROGRAM SERVICES, Nov. 10], another last Tuesday and Wednesday—ASCAP representatives reportedly offered one-year renewals of present contracts at one point, but otherwise talked mostly about needing higher rates, according to informed sources. These sources also reported that in the case of some stations whose ASCAP agreements do not expire with the majority at the end of the year, ASCAP had offered and accepted renewals on existing terms.

First impressions after the meetings broke off were that some stations probably would sign renewals but that many would take the court route laid out in the 1950 consent decree amendment. This route requires ASCAP to grant a license to any station that applies for one, and spells out procedures for establishing the license fee:

- The station must apply in writing for a license.
- ASCAP must then notify the applicant what fee it considers reasonable.
- If ASCAP and the applicant do not agree on a fee within 60 days after the application is received, the station may then ask the court to fix a reasonable fee. The court is the U.S. District Court for the Southern District of New York.
- Either the applicant or ASCAP may apply to the court for an "interim fee" while the court is deciding what the "reasonable fee" should be.
- When a reasonable fee has been determined by the court, ASCAP must offer licenses at a comparable fee to all other applicants "similarly situated," subject to certain conditions regarding the effect on any contracts signed out of court.
- While these negotiations or proceedings are in progress, the applicant station has the right to continue to use ASCAP music.

Authorities pointed out that under this



Negotiators Without Negotiations • Here are the members of the **All-Industry Radio Music License Committee** which broke off negotiations with the American Society of Composers, Authors & Publishers last week. Asterisks indicate those who attended last week's final session. (1) Leslie H. Peard Jr., WBAL Baltimore; (2) J. Allen Jensen, KSL Salt Lake City; (3) Robert D. Enoch*, WXLW Indianapolis; (4) Sherwood J. Tarlow*, WHIL Boston; (5) Calvin J. Smith, KFAC Los Angeles; (6) William S. Morgan Jr., McLendon Stations; (7) George W. Armstrong*, Storz Broadcasting, vice chairman of the committee; (8) Robert T. Mason*, WMRN Marion, Ohio, chairman; (9) Emanuel Dannett*, general counsel of the committee; (10) Elliott M. Sanger*, WQXR New York; (11) Jack S. Younts, WEEB Southern Pines, N. C.; (12) Bert Ferguson, WDIA Memphis; (13) Herbert E. Evans*, Peoples Broadcasting; (14) William W. Golub*, Mr. Dannett's law partner; (15) Richard D. Buckley*, WNEW New York and Metropolitan Broadcasting; and (16) Herbert Krueger, WTAG Worcester, Mass. **ASCAP negotiators** last week were Paul Cunningham, president, Herman Finkelstein, counsel, Oscar Hammerstein 2nd, Jules Collins, Max Dreyfuss, George Hoffman, Richard Murray and Herman Starr.

procedure a radio station whose license expires Dec. 31 may continue to play ASCAP music after that time merely by sending written application for a license to ASCAP shortly before the Dec. 31 deadline.

It was emphasized that in order to maintain eligibility to play ASCAP music each radio station must go through this process of first asking and then either accepting ASCAP's terms or taking the issue to court. This does not mean that there would be an almost endless number of separate law suits. In practice there would be a single suit in which all appellant stations would be parties, according to legal experts.

Chairman Mason of the all-industry committee said his group, which represents about 640 stations, asked ASCAP for reduction in the commercial fee (now 2.25% of net time sales, in the case of blanket licenses); elimination of the sustaining fee (variable according to station's gross income, but said to represent about 12% of ASCAP's radio revenues), granting of a "substantial" talent deduction, and "that the industry be offered a per-program license which would enable stations to make a genuine economic choice between a blanket and a per-program license."

Mr. Mason said "ASCAP's position was that it would make no financial concession whatsoever and that if the industry desired a rate reduction it would have to receive it as a result of a fee fixed in a rate proceeding" brought under the ASCAP consent decree.

There was speculation that ASCAP, by its willingness to go to court, signified confidence that the court would set fees higher than those now in effect. But at least some legal authorities doubted that this would be possible under the consent decree. Their reasoning was that the decree requires ASCAP to offer comparable rates to all, and that its acceptance of some renewals already will thus prevent its getting higher fees. Some of these renewals, it was reported, extend to 1963. Most station licenses expire Dec. 31, however.

Resort to court action will not be precedent breaking. About five years ago, when industry and ASCAP negotiators seemed almost hopelessly snarled on tv license terms, some 80 telecasters initiated action to have the court set the fees. They dropped it, however, when ASCAP in 1954 finally accepted the industry committee's proposals.

The fact that local negotiations were broken off does not mean the broadcaster committee is out of business. As the All-Industry Music License Committee it is slated to conduct negotiations for new BMI licenses to replace those expiring next spring, and also perhaps to look into SESAC licenses. It is slated to meet again Thursday (Dec. 11) to consider further plans.

ADVERTISERS & AGENCIES

ALCOA REACTS TO TAIL-TWIST

- **Firm doubles radio-tv budget to top Reynolds broadcast money**
- **$500,000 in NBC Radio expected to prompt big local radio buys**

The "dragon" that is the Aluminum Co. of America in Reynolds Metals' allegory [ADVERTISERS & AGENCIES, Oct. 13] is lashing back. Its weapon: a doubled radio-tv budget (from $3.5 million to $7 million) with a potent network radio kicker.

Aroused by Reynolds' $6 million broadcast expenditures, Alcoa last week confirmed reports that it would add another network tv program [BUSINESS BRIEFLY, Oct. 27], also purchasing well over $500,000 of time on NBC Radio. What is more, this network radio time purchase is expected to prompt point-of-purchase spending by Alcoa customers by about 2-to-1: $2 in local radio for each corporate Alcoa dollar spent on NBC Radio.

Alcoa presently is sponsoring an alternate-week half-hour film series on NBC-TV (Screen Gems Inc.'s *Alcoa Theatre*, Mondays, 9:30-10 p.m.). Next month, ABC-TV will begin carrying a weekly Alcoa-sponsored series of filmed dramas dealing with extrasensory perception, produced by John Newland, in the Tuesday, 10:30-11 p.m. slot. This purchase alone should add about $3 million (ABC-TV costs after discounts and other arrangements) to the $3 million currently accounting for NBC-TV's *Alcoa Theatre*. With the $500,000 spent in spot radio-tv for Alcoa by Ketchum, MacLeod & Grove, this newest network purchase (by Fuller & Smith & Ross) already swells broadcast allocations to $6.5 million—over par with Reynolds.

But where Reynolds relies most heavily on a spread of daytime and nighttime tv programs, Alcoa will make the most of radio. Why?

Explains F&S&R Media Vice President Gerald T. Arthur: "Aluminum is not an impulse purchase item. To sell it properly requires time—and penetration. The philosophy at the agency [which will enter 1959 with 34% of its billings in broadcast media] is formularized: C [plus] D [equals] I—concentration plus domination means impact."

With print media costs constantly rising, the budget-conscious advertiser seeking "visual impact" might be expected to turn to tv spot. "But," he said, "after you've blanketed the top 40 markets you've reached the point of diminishing returns." Alcoa sells aluminum nationally—not just in the top 40 markets. Thus, the case for network radio.

It will use not "plain old radio" but NBC Radio's Matthew J. Culligan's "National-Local Activator Plan"—the plan to bolster network expenditures with broadcast support on the local level.



F&S&R's ARTHUR: *"sell properly . . ."*

Devised originally by Messrs. Arthur, Culligan and Arthur E. Duram, F&S&R's senior vice president of tv-radio, NBC's "Activator" plan first went to work for such F&S&R clients as Ruberoid Co. and Sterling Silversmith Guild. What it means is this: The national advertiser buys an extensive spread of time, then "talks" to his sales force via an NBC Radio-staged closed circuit huddle, persuades his people to support his effort on the grass roots plain. The national advertiser buys a five-minute participation. His local booster then supports him in one of two ways. He comes in on a cut-in basis (on cue) allowing the lineup, say, of Alcoa's 197 stations to continue the network program, or he comes in on the station break that directly follows the network program segment sponsored by Alcoa.

This enthusiastic local response would not have been felt, Mr. Arthur feels, had Alcoa not shown its willingness to go all-out on a network basis. "In fact," he says, "it's doubtful the local people would even have considered buying time had it not been for our client's initial move." To NBC Radio stations, this Alcoa buy can mean additional unexpected revenue.

During the weekends of Jan. 16-18 and Feb. 7-8, Alcoa's Boat Div. will spend roughly $150,000 to promote the use of aluminum in boats—not just boats but oars, outboard motors, the works. At 9:05-10 p.m., Jan. 16, Alcoa will sponsor a live program direct from the National Boat Show at New York's Coliseum. It will feature the Guy Lombardo orchestra, Ben Grauer and Dave Garroway. It will take NBC Radio listeners direct to the floor of the sprawling exhibition, "walk them about" the various exhibitors' booths. The following Saturday and Sunday (Jan. 17-18 Alcoa will place 26 five-minute "Coliseum Capsules" on *Monitor*. On Feb. 7-8, when the boat show moves to Chicago, so will Alcoa with 26 more

Monitor segments. While F&S&R is "not counting wholly" on this ⅔-to-1 ratio of local spending, it "hopes" that its $150,000 allocation will be supplemented by "at least" $200,000 on the point-of-purchase level—money that goes direct to NBC Radio affiliates.

During an 8-week period in March-April, Alcoa will again use NBC Radio to promote "Better Homes for a Better America." It has tentative plans to stage an hour-long "radio spectacular" to kick off the aluminum building drive (for Alcoa's home building products), backing this up with 10 five-minute segments each *Monitor* weekend for eight weeks. Total estimated cost to Alcoa: $200,000. To be spent on the p-o-p level: Undetermined.

"We're not trying to get our friends to spend money," says Jerry Arthur. "We're only trying to get them to help themselves." F&S&R says its client is "not interested only in numbers"—that is, a numerical audience. Alcoa—save for its Wear-Ever line of aluminum pots-and-pans (a former CBS Radio daytime client in 1956) and Alcoa Wrap (promoted on *Alcoa Theatre* by KM&G)—does not pitch at consumers. It has no distinct "consumer line" such as "do-it-yourself aluminum." Thus, it is of "vital importance" that Alcoa gets backed by its users—the manufacturers, the contractors, the boat-builders, etc.

Beyond the home-building promotion, Alcoa has no concrete radio program it can talk of. But it's planning to continue using NBC Radio's "national-local plan," and even is understood to have proposed to NBC's Culligan that he "tailor-remake" his network into "regional cutaways" so that Alcoa—while buying a national spread of time of the network—can promote different products in different markets.

With heavy tv saturation the first two weekday evenings, heavier radio impact during the weekends, Alcoa's "dragon" may be showing more life—and stronger advertising sinews—than its aluminum-clad opponent had counted on.

CBS Tv Spot Creates Dept. To Help Agencies With Spot

A station representative—CBS Television Spot Sales—is working directly with agencies to help them explain and evaluate existing tv spot campaigns to their clients.

Bruce Bryant, general manager of the station representation firm, said last week that via its newly-created client relations department, the spot sales company already has completed three such service projects: with Lambert & Feasley for Warner Lambert schedules on Listerine, providing comparison of media values and circulation; with MacManus, John & Adams for Pontiac and D. P. Brother & Co. for Oldsmobile.

The special department that will "sell" a "better understanding" of an advertiser's existing spot tv campaign will be directed by Lamont L. (Tommy) Thompson in New York and Sherman Adler in Chicago [STATIONS, Nov. 24].

RIGHT SPOT & TIME

NBC Radio's Matthew J. Culligan, who helped formulate Alcoa's use of "National-Local Activator Plan" (see page 32), last week found the first taker for his newest "concept"—"engineered circulation" [NETWORKS, Oct. 27]. The Mogen David Wine Corp., Chicago, which only three months ago ordered a 52-week schedule of one-minute and 30-second announcements on NBC Radio's daytime, evening and weekend programming, has been convinced that there's more to radio advertising than merely moving bottles off dealers' shelves and into the pantry. "Buying" Mr. Culligan's notion that so long as the bottle remains unopened, it's a bar to future sales, Mogen David (through Edward H. Weiss & Co., Chicago) will accelerate its announcement frequency by 25%. Mr. Culligan's plan simply is this: slot minute announcements during the times the housewife is most likely about to go shopping, follow these commercials up during the times wine drinking is most apt to take place by "reminding" the audience (by means of short 15-second spots) to drink the product. Commented an NBC spokesman last week: Mogen David's use of "engineered circulation" will place it among the top six radio network advertisers "in terms of cumulative audiences."

Ford Motor Account Shuffle: Edsel to K&E; Lincoln to FC&B

The Ford Motor Co.'s Mercury-Edsel-Lincoln Div. last week shuttled auto accounts between Foote, Cone & Belding and Kenyon & Eckhardt.

The division drove its Edsel out of FC&B and into K&E where Mercury and Lincoln have been stored. In exchange, Lincoln was taken out and deposited with FC&B. Little change in the billing structure was seen in the moves.

Television participation by the three automobiles was affected in this way: K&E gets complete say on the *Ed Sullivan Show* alternate sponsorship because with the change Edsel and Mercury now participate (formerly Lincoln was in-and-out of the Mercury alternate week sponsorship on CBS-TV). Lincoln has a tv show of its own, the Leonard Bernstein-New York Philharmonic series on CBS-TV (four one-hour shows in all are slated for this season). FC&B now will administrate this show.

Officially, the division said it was changing agencies because of Edsel's "repositioning" in the lower price field and because of the combining of Edsel franchises with Mercury dealerships in many market areas which requires integration in advertising and sales promotion. Thus the two medium-priced autos are in one agency shop, common dealerships are facilitated and the tv program sponsorship welded.

MOGUL HITS BACK AT 'FORTUNE' ITEM

- **Cites 'vicious sarcasm'**
- **Urges tv rise to challenge**

Loquacious Emil Mogul, president of an advertising agency placing approximately 70% of its billings in broadcasting (while also doing "a good deal of business" with Time Inc.) last week became the first agency executive to take a public stand on *Fortune's* controversial article, "Tv: The Light That Failed" [ADVERTISERS & AGENCIES, Nov. 24, *et. seq.*].

Substituting for Revlon Inc.'s Advertising Vice President George Abrams as speaker at the December luncheon meeting of the Assn. of Advertising Men & Women in New York last Wednesday (Dec. 3), Mr. Mogul placed *Fortune* and its staff among "the articulate coterie of professional dissenters who attack . . . and vilify our business with unbridled malevolence . . . and vicious sarcasm. . . ." But at the same time chastised the tv industry leaders for having adopted a "pollyanna, ostrich-like attitude that tends to make us appear as public apologists" and for having failed "to rise to the challenge with wholehearted vigor."

Mr. Mogul found it ironical that both *Fortune* and he had adopted "similar stands" within the past fortnight—Mr. Mogul having attacked network program quality Nov. 18 at a Radio & Television Executives Society timebuying seminar [ADVERTISERS & AGENCIES, Nov. 24]. "But that's where the coincidence ends," Mr. Mogul said. "For where my opinions on the subject of network television were tinged with hopefulness, the article in *Fortune* is unrelievedly bleak and despairing, without so much as a printer's measure of optimism for the future of the medium." He wondered why *Fortune* felt compelled to be so "unyieldingly final and cynical" in choosing its headline, asking why didn't the magazine title its piece "The Light That Can Fail" or "The Light That Is Failing"?

Concession • This is not to say, he added, that *Fortune* was entirely wrong. "Although some admen are shying away from making public pronouncements of their disappointment [in current tv fare] I cannot see what is gained by pretending a serious problem does not exist. In my judgment, the current crop of new shows is by and large, shoddy . . . and devoid of genuine meaning for the American public." But what is worse, Mr. Mogul contended, was that the industry was not owning up to its own role in perpetrating "dulling sameness" and "play-it-safe programming."

He particularly singled out Brig. Gen. David Sarnoff, RCA board chairman. Alluding to Gen. Sarnoff's now well-known rebuttal of the "plumber line" quotation Mr. Mogul said "I believe him. But whether or not he said it is not the issue at hand. It's what the general admits he did say that's germane to this entire discussion." If it is true, Mr. Mogul said, that "his network officials are responsible for what goes out over the NBC network . . . then how

can he permit all the unadulterated tripe to overrun his network." This is not to say, Mr. Mogul went on, that "everything that goes out is unadulterated tripe . . . it just seems that way."

As to *Fortune's* idea that pay tv would be the "only curative force," Mr. Mogul said, "Nuts." He did express concern, however, that pay tv may come about by default in that the broadcasters "may not be taking the unquestioned threat of pay tv seriously enough."

Suggested Mr. Mogul: "Let the change come internally . . . Let the networks clean house, eliminate some of the abuses and waste that permeates the industry. . . ."

Two Other Targets • Mr. Mogul also fired at FCC Comr. T.A.M. Craven and tv producer David Susskind. He charged Mr. Craven for having "had the effrontery" to suggest "FCC abdication of responsibility for broadcasting by turning it over to those being licensed" and Mr. Susskind for having used his New York tv program, *Open End* [ADVERTISERS & AGENCIES, Dec. 1] to display "his fundamental lack of insight to the industry that has contributed so much to his outstanding success." Mr. Susskind "allegedly moderating" [Mr. Mogul's words] a panel session on advertising, "betrayed his own snob-oriented prejudices" by charging all advertising as being based on "sex, status and togetherness." The "real trouble with those accusing advertising of talking down or of using hidden persuasion is that they would have the vast American public conform to their own tastes and distastes. Furthermore, these people simply have no conception of what is meant by the American public except that it's a handy phrase to use in an argument." As regards Comr. Craven, Mr. Mogul said he would be "the last to recommend government controls," but the so-called "Craven Plan" is "fraught with danger" to all broadcasters.

'N. Y. Herald Tribune' Editorial Applauds Tv Weekend of Nov. 29

For the *New York Herald Tribune* tv was not "the light that failed" but a torch held high on the Nov. 29 weekend. The *Tribune* thought so much of the weekend fare that it ran an editorial Dec. 2 saying tv "proved it can be a fresh and creative medium," that the medium brought itself "honor" and is setting "new standards."

The general tone was in marked contrast to *Fortune's* December issue [see above].

In two detailed paragraphs, the editorial pointed up these shows as being "in many different areas" and with "taste and artistry . . . high": CBS-TV's Sunday late afternoon Leonard Bernstein and the New York Philharmonic; CBS-TV's two-hour nighttime version Sunday of "Wonderful Town"; ABC-TV's "Peter and the Wolf" late Sunday afternoon; CBS-TV's *Small World* on Sunday evening (Truman and Attlee in trans-oceanic conversation); NBC-TV's *Kaleidoscope* (tour of Radio City Music Hall) late Sunday afternoon; CBS-TV's Saturday night *Victor Borge Show*, and that network's *Twentieth Century* Sunday evening.

GRAND MARNIER STARTS ON RADIO

- **WBAI (FM) airs 80 proof ads**
- **Objections by drys expected**

Gore Smith Greenland Inc., New York, which services Carillon Importers Ltd. (Grand Marnier liqueur), last week announced the taking of "a careful and momentous decision": placing its client in the broadcast media.

Grand Marnier may not be whiskey, but it's strong (80 proof) and expensive ($8.96 a 23-ounce bottle). In fact, it's the most potent liqueur yet promoted on the air and as such, the move by GSG may shake the prohibitionists. GSG President Chester A. Gore realizes this, as does the client, Alexander Lesnor. But both feel that the manner in which the one-minute copy is delivered and the makeup of the audience at which it's beamed "might serve as a prelude" to raising the taboo curtain on liquor advertising on the air.

Carillon begins by taking time on good music station WBAI (FM) New York. Twice weekly, it sponsors the *George Hamilton Combs Newscast* (5:45-6 p.m.) and will continue to run the show till the new year when "we may begin studying other markets."

Although the National Assn. of Alcoholic Importers (of which Carillon is a member) has not yet committed itself either way on the problem of using broadcasting to promote distilled spirits (only going so far as to caution its members that advertising ought to be done with "good judgment . . . and diligent application of the usual and conventional social restraints"), it's no secret that the NAAI usually abides with most edicts promulgated by Distilled Spirits Institute, which two weeks ago flatly reaffirmed its anti-broadcast position. It remains to be seen whether Carillon's move may prompt NAAI to issue a ukase similar to that of DSI.

The commercials are distinctly "soft-sell," but leave no doubt as to the potency of the cordial. Each commercial closes by noting the alcohol content.

Mr. Gore and his copywriters are aware that the early slotting of such a potent drink might reach the ears of those very people the temperance groups are trying to protect: youngsters. So instead of urging WBAI listeners to rush right out to buy Grand Marnier, the agency is content to leave its prospects with this thought: learn more about Grand Marnier by writing WBAI for a free recipe book. Response to date has been "most pleasing," the agency notes, and the client knows of no "kickbacks."

WATER, ON THE ROCKS

KADY St. Charles, Mo., decided to go to the bar of public opinion on whether or not the broadcasting industry should break its voluntary ban on liquor advertising [LEAD STORY, Oct. 20, *et seq.*]. In two weeks, up to Dec. 4, replies to KADY's daily requests for views were running better than seven to one for "a dry house." Of 164 replies received, 145 said "no" to liquor ads while 19 said "yes." The letters in favor of selling liquor on the air tended to be brief while the negative comments were often lengthy and salted with Biblical quotations, KADY said. Some of the anti-liquor ad remarks came from Sunday School classes. KADY intends to continue its poll.

Reach, McClinton Merges Again, Adds Humphrey, Alley & Richards

The radio-tv billing barometer is up at Reach, McClinton. The current clip: At a going rate of $7-8 million per year.

Reason for the rise is Reach, McClinton's sudden preoccupation in effecting mergers. A few weeks ago it joined hands with J. R. Pershall Co., Chicago, bringing Reach's total billing to the $20 million area. Now Reach, McClinton has merged with H. B. Humphrey, Alley & Richards, which has offices in Boston and New York. The billing floor at present is more than $25 million (rate of current estimated annual gross).

For the calendar year of 1958, Reach, McClinton's broadcast billing was at a little more than $6 million.

Under terms of the new pact being announced today (Dec. 8): HA&R's Boston office becomes Reach, McClinton & Humphrey; HA&R's New York office is absorbed by Reach, McClinton and Reach's Boston office will be absorbed by the new Massachusetts subsidiary of which Richard S. Humphrey will be president. Deane H. Uptegrove, president of the old Humphrey, Alley & Richards, becomes a Reach, McClinton senior vice president in New York.

WITH Pitches Midwest Agencies

"Different" approaches to programming, merchandising, plans, promotion, rates, audience and its station market provide the basis for a new sales presentation evolved by WITH Baltimore and described to Chicago agency buyers last week. Baltimore market changes and WITH's food merchandising plans were explained by J.C. (Jake) Embry, vice president of WITH, at a luncheon in Chicago's Drake Hotel Tuesday (Dec. 2). Mr. Embry said that in Maryland 69% of total retail sales are made within a 15-mile radius of downtown Baltimore. WITH is represented in Chicago by McGavren-Quinn (as well as in Detroit and on the West Coast).

Seven Upgraded at NL&B

Seven new officers of the copy, research and art departments have been elected officers at Needham, Louis & Brorby Inc., Chicago. Named associate copy directors were Frederick D. Sulcer, Donald J. Dickens, Edward C. McAuliffe and Ricker Van Metre Jr.; executive art directors, John W. Amon and C. Franklin Johnson, and director of creative research, Dr. Perham C. Nahl.

TvB LISTS NETWORK HIERARCHY

- **Brand crowns to Reynolds' Winston, Whitehall's Anacin**
- **Procter & Gamble maintains overall investment supremacy**

R.J. Reynolds Tobacco's Winston cigarettes was the top money brand in network tv time charges in the third quarter and Whitehall's Anacin was No. 1 brand in September.

Network advertiser spending estimates in television were released last week by the Television Bureau of Advertising based on a report by Leading National Advertisers and Broadcast Advertising Reports. Included: Network tv gross time billings for September and January-September; estimated expenditures of the top 15 network tv advertisers in September and Jan.-Sept. and of the top 25 in the third quarter, of the top 15 by brand in September and of 25 for the third quarter, and of network advertisers by product classification for September, January-September and the third quarter.

For Winston (was No. 2 in the second quarter behind Tide detergent), the tobacco company allocated more than $2.1 million gross in the third quarter. Anacin in September spent $725,909 at gross rates.

The next four brand leaders in the third quarter were Anacin, General Motors' Chevrolet car, Procter & Gamble's Tide and the Ford car. The next four brand leaders (after Anacin) in September were Winston, Chevrolet, Tide and Brown & Williamson's Viceroy cigarettes.

Of the 25 leading network tv brands in the third quarter, seven advertisers had two or more products among the brand leaders. Reynolds had three (Winston, Salem and Camel); the other six two brands each—Whitehall (Anacin and Dristan); General Motors (Chevrolet and Buick); Procter & Gamble (Tide and Cheer); Ford (Ford and Mercury); Colgate-Palmolive (Colgate dental creams and Fab), and Gillette (Gillette razors and Paper Mate pens).

Procter & Gamble was in its familiar berth of No. 1 investor in network tv for both September and the third quarter. In both periods P&G was about two times above the spending level of runnerup Colgate-Palmolive. Lever came close to C-P in the third quarter but needed over $800,000 to equal Colgate.

In the breakdown into day parts of network tv billing with comparisons made against last year: Nighttime gross time charges went up 2.4% in September and 12.2% for January-September, while daytime gross was up nearly 7% in September and 6.6% in January-September.

In product categories, foods and food

TOP 15 IN SEPTEMBER

By Company

1.	PROCTER & GAMBLE	$4,147,411
2.	COLGATE-PALMOLIVE	2,115,091
3.	LEVER BROTHERS	1,843,949
4.	AMERICAN HOME PRODUCTS	1,619,921
5.	GENERAL MOTORS	1,471,535
6.	GENERAL FOODS	1,362,137
7.	R. J. REYNOLDS	1,341,919
8.	BRISTOL-MYERS	1,208,124
9.	GILLETTE	1,055,841
10.	LIGGETT & MYERS	1,036,140
11.	KELLOGG	968,859
12.	FORD MOTOR	912,553
13.	GENERAL MILLS	904,301
14.	STERLING DRUG	867,482
15.	PHARMACEUTICALS INC.	788,702

By Brand

1.	ANACIN TABLETS	$725,909
2.	WINSTON CIGARETTES	693,701
3.	CHEVROLET PASSENGER CARS	608,916
4.	TIDE	528,092
5.	VICEROY CIGARETTES	472,938
6.	BUICK PASSENGER CARS	458,423
7.	BUFFERIN	438,674
8.	FORD PASSENGER CARS	434,433
9.	CHESTERFIELD CIGARETTES	431,210
10.	GOODYEAR TIRES—CAR	421,414
11.	KENT CIGARETTES	399,932
12.	SALEM CIGARETTES	396,759
13.	DODGE PASSENGER CARS	396,378
14.	GLEEM REG. & AEROSOL TOOTH PASTE	360,929
15.	BAYER ASPIRIN TABLETS	346,606

LNA-BAR: Gross Time Costs Only

NETWORK SPENDING *By Product Categories*

	SEPTEMBER 1958	JAN.-SEPT. 1958	THIRD QUARTER 1958
AGRICULTURE & FARMING	$ —	$ 51,347	$ —
APPAREL, FOOTWEAR & ACCESSORIES	653,954	3,787,017	1,306,383
AUTOMOTIVE, AUTO. ACCESSORIES & EQUIPMENT	3,869,961	39,681,540	9,985,250
BEER, WINE & LIQUOR	466,021	4,717,332	1,543,706
BUILDING, MATERIALS, EQUIPMENT & FIXTURES	203,345	1,588,456	622,296
CONFECTIONERY & SOFT DRINKS	538,319	6,439,981	1,863,763
CONSUMER SERVICES	138,921	2,120,904	412,743
ENTERTAINMENT & AMUSEMENT	—	249,989	10,656
FOOD & FOOD PRODUCTS	8,574,923	78,381,319	25,177,075
GASOLINE, LUBRICANTS & OTHER FUELS	237,969	1,843,908	522,524
HORTICULTURE	63,479	1,007,774	291,479
HOUSEHOLD EQUIPMENT & SUPPLIES	1,512,281	17,012,750	5,281,719
HOUSEHOLD FURNISHINGS	267,099	2,429,783	854,307
INDUSTRIAL MATERIALS	1,329,149	13,028,910	3,373,646
INSURANCE	530,653	5,196,608	1,569,434
JEWELRY, OPTICAL GOODS & CAMERAS	665,520	7,416,394	1,792,579
MEDICINES & PROPRIETARY REMEDIES	4,149,507	39,639,209	11,955,901
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	366,851	4,983,407	1,443,061
POLITICAL	2,505	84,024	17,850
PUBLISHING & MEDIA	—	827,833	—
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	1,031,907	5,740,503	2,014,995
SMOKING MATERIALS	4,933,314	43,342,205	14,201,661
SOAPS, CLEANSERS & POLISHES	4,815,188	46,020,828	13,768,542
SPORTING GOODS & TOYS	75,890	957,442	198,975
TOILETRIES & TOILET GOODS	7,279,118	73,483,826	24,306,254
TRAVEL, HOTELS & RESORTS	136,302	1,909,791	476,388
MISCELLANEOUS	608,967	6,207,513	2,087,957
Total	**$42,451,143**	**$408,150,593**	**$125,079,144**

Network Tv Gross Billings by Day Parts

	SEPTEMBER 1957	SEPTEMBER 1958	Percent Change	JANUARY-SEPTEMBER 1957	JANUARY-SEPTEMBER 1958	Percent Change
Daytime	$11,953,867	$12,773,859	+6.9	$109,939,521	$117,226,043	+ 6.6
Mon.-Fri	10,235,411	11,105,120	+8.5	94,449,125	100,410,035	+ 6.3
Sat. & Sun.	1,718,456	1,668,739	—2.9	15,490,396	16,816,008	+ 8.6
Nighttime	28,972,406	29,677,284	+2.4	259,253,278	290,924,550	+12.2
Total	**40,926,273**	**42,451,143**	**+3.7**	**369,192,799**	**408,150,593**	**+10.6**

LNA-BAR: Gross Time Costs Only

products for the first nine months passed the $78 million mark, and when combined with toiletries and toilet goods, the two categories alone in network time are responsible for roughly 35% of the total gross investment for all products.

QUARTER'S TOP 25

By Company

1.	PROCTER & GAMBLE	$12,486,914
2.	COLGATE-PALMOLIVE	6,365,339
3.	LEVER BROTHERS	5,480,278
4.	AMERICAN HOME PRODUCTS	4,603,963
5.	GENERAL FOODS	4,491,394
6.	R. J. REYNOLDS	4,364,838
7.	GILLETTE	3,812,857
8.	GENERAL MOTORS	3,808,706
9.	BRISTOL-MYERS	3,567,433
10.	FORD MOTOR	3,012,471
11.	GENERAL MILLS	2,987,000
12.	AMERICAN TOBACCO	2,541,222
13.	KELLOGG	2,540,185
14.	LIGGETT & MYERS	2,374,993
15.	STERLING DRUG	2,349,712
16.	PHARMACEUTICALS INC.	2,332,786
17.	P. LORILLARD	2,138,977
18.	CHRYSLER	1,985,622
19.	BROWN & WILLIAMSON	1,708,710
20.	STANDARD BRANDS	1,652,404
21.	REVLON	1,599,322
22.	NATIONAL DAIRY PRODUCTS	1,588,027
23.	EASTMAN KODAK	1,515,116
24.	GENERAL ELECTRIC	1,412,999
25.	QUAKER OATS	1,192,517

By Brand

1.	WINSTON CIGARETTES	$2,159,164
2.	ANACIN TABLETS	2,110,869
3.	CHEVROLET PASSENGER CARS	1,861,347
4.	TIDE	1,622,940
5.	FORD PASSENGER CARS	1,341,051
6.	VICEROY CIGARETTES	1,307,352
7.	SALEM CIGARETTES	1,307,184
8.	BUFFERIN	1,242,392
9.	DODGE PASSENGER CARS	1,193,346
10.	KENT CIGARETTES	1,169,395
11.	L&M FILTER TIPS	1,127,898
12.	COLGATE REGULAR & AEROSOL DENTAL CREAM	1,071,335
13.	FAB DETERGENT	980,848
14.	EASTMAN KODAK CAMERAS	969,319
15.	PRUDENTIAL INS. CO. OF AMER.	921,939
16.	CHEER DETERGENT	916,085
17.	BAYER ASPIRIN TABLETS	911,814
18.	CAMEL CIGARETTES	898,490
19.	MERCURY PASSENGER CARS	853,260
20.	DRISTAN TABLETS	838,728
21.	GILLETTE RAZORS/BLADES	837,093
22.	SCHLITZ BEER	832,332
23.	PALL MALL CIGARETTES	813,678
24.	BUICK PASSENGER CARS	809,497
25.	PAPER MATE PENS	805,606

LNA-BAR: Gross Time Costs Only

Creative PR Inc. Formed

An independent public relations firm, Creative PR Inc., has been announced by Anderson & Cairns Inc., New York advertising agency. The new subsidiary, in effect, incorporates the agency's public relations department which has been servicing clients for the past 15 years. Officers of the new firm are Ralph C. Tanner, president; Ashley W. Burner, vice president; Raymond Corder, secretary, and Harold Lester, treasurer. Temporary address of the new firm is 145 E. 57th St., telephone Murray Hill 8-5800.

AUTOMAKERS NEED MORE TV: TvB

Detroit executives controlling auto advertising purse-strings were urged last week to loosen them a little and allocate more for tv.

The advocate was Television Bureau of Advertising. A TvB team of officials was in Detroit Dec. 2 for an "automation" Cellomatic presentation to 135 advertiser and agency executives at the Statler Hilton Hotel. The TvB people: President Norman E. Cash, national sales vice president John Sheehan, vice president-general manager George Huntington and sales executive Guy Cunningham.

The TvB personal appearance in Detroit was another broadside fired in a continuing campaign to ram home the importance of tv in auto ad land.

Why more television, both network and spot? Mr. Cash said once the "nationwide umbrella of television is established," then it's up to the automaker to "keep the people reminded and keep selling" his car through more network, and selectivity with more spot.

"Spot television will help you bolster weaker markets, capitalize on stronger markets with continuing tv activity. Spot television gives you market sales pressure."

Points made in the TvB presentation:

• After deducting money spent for taxes and necessities, the sum of $204.6 billion remained in the pockets of Americans but only 5% of these "discretionary" dollars went for new cars.

• A reason autos are losing to this competition for the consumer's dollar: The per cent of sales invested in advertising by things directly competing with new cars. "Perhaps, then," said TvB, "the first thing to consider is more advertising."

The bureau noted that among the top 100 national advertisers, the major corporations in 1947 were putting most of their ad dollars into magazines; in the next five years, newspapers became the popular medium but by last year tv was the leading ad medium for the "third consecutive year with $1 out of every $2 spent in major media going into network and spot television."

In 1947, the presentation continued, Ford allocated more than 50% of its budget to magazines, shifted strongly to newspapers in 1952 and 1957—"This against the trend of the top 100 who in 1957 put twice the per cent of their ad money in television to that of the Ford Motor Co." General Motors had newspapers dominating as its ad vehicle through the 10 years and in 1957, GM was "sharply behind" the top 100's tv allocation. Chrysler was heavy on magazines in 1947, concentrated on newspapers in 1952 and 1957 and again were underspent in tv. All three major auto firms used the broadcast media "in a secondary manner."

The auto ad executives heard this statement: "It's obvious when we see how the major auto manufacturers spend their television dollars that they are especially underspent in spot tv."

Though the Detroit automaker may not spend as much in televsion as one would expect, the auto retailer thinks and acts differently. Auto dealers top the local list in an analysis of retailer use of tv in 11 major markets during the third quarter of this year, Mr. Cash noted. "In a single week," he said, "Car dealers bought 517 spot announcements and 111 tv programs."

Other statistics fired at the auto audience: 83% of tv stations making a special report to TvB last week stated they carried local new car dealer advertising. Activity included 500 announcements, 64% in nighttime hours and 36% in daytime periods; 148 local programs, 80% evening and 20% daytime with the types of announcements divided: Minutes and participations accounting for 46%,

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U.S. over 12 years of age during the week Nov. 14-Nov. 20. This is how they spent their time:

72.3%	(91,044,000) spent	2,017.8 million hours†	WATCHING TELEVISION
54.1%	(68,126,000) spent	987.1 million hours	LISTENING TO RADIO
82.3%	(103,637,000) spent	428.2 million hours	READING NEWSPAPERS
32.5%	(40,926,000) spent	214.9 million hours	READING MAGAZINES
23.0%	(28,951,000) spent	407.3 million hours	WATCHING MOVIES ON TV
20.8%	(26,177,000) spent	105.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U.S.

GROWTH 250% JUST SINCE 1950

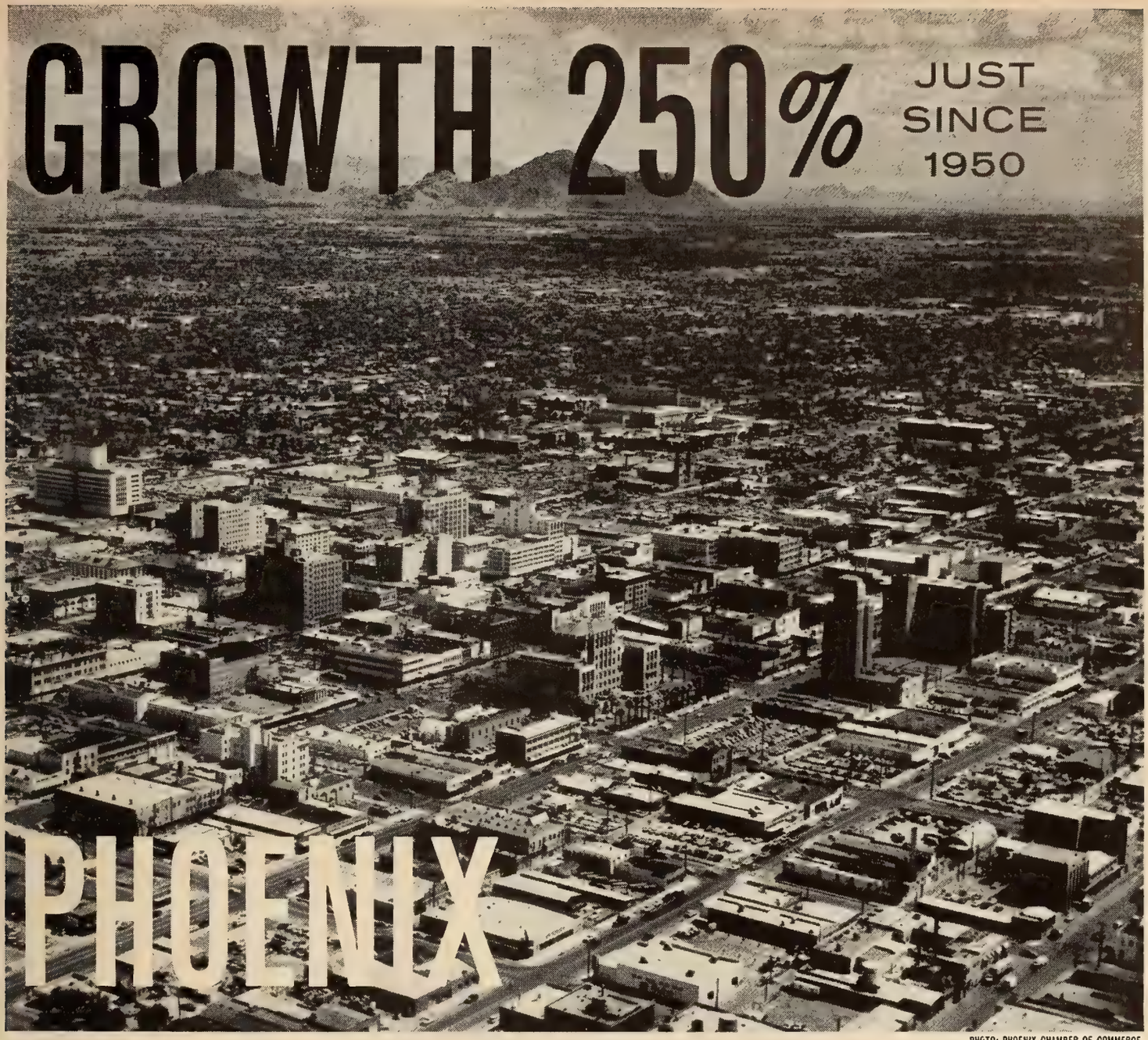


PHOTO: PHOENIX CHAMBER OF COMMERCE

where the exceptional range and power of

KTVK CHANNEL 3 ABC-TV

can best help your sales keep pace with the record-breaking growth of this key-market in the great West

Effective January 1, 1959
KTVK announces
the appointment of

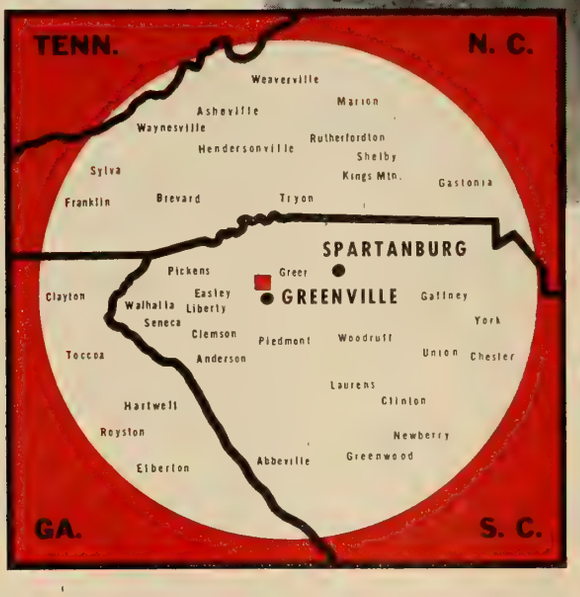
BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

THE LONE RANGER RIDES ON 7 IN THE SPARTANBURG - GREENVILLE SUPERMARKET

Soon after WSPA-TV went on the air, American Bakeries put the "Lone Ranger" on Channel 7 for Merita. Year in and Year out this oldest of western adventure programs has brought the best in television entertainment to the 323,490 television homes of the Piedmont.





The familiar 'HI-HO SILVER' rings out to the 1,788,361* people in the WSPA-TV 75-mile coverage area. . . . MORE PEOPLE within 75 mile area than. . . .

ATLANTA	BIRMINGHAM	NEW ORLEANS	HOUSTON	MIAMI
1,557,764	1,427,783	1,260,360	1,226,924	699,103

* Counted population, A. D. Ring & Assoc.

CBS TELEVISION

WSPA-TV 7

National Representatives—Geo. P. Hollingbery Co.

The only CBS VHF station
SERVING THE Spartanburg-Greenville-Anderson SUPERMARKET

20-second spots for 20% and station ID's for 34%."

The TvB market analysis, too, showed significant use of tv by car dealers selling foreign automobiles.

FIRM COVERAGE DATA DEMANDED BY MILLER

- **B&B mediaman raps stations**
- **RTES forum studies NCS use**

Hal Miller, associate media director of Benton & Bowles, applied a verbal whipping last week to those station salesmen who fail to provide agencies with firm station coverage estimates.

Crackled Mr. Miller at the Dec. 2 Timebuying & Selling Seminar held in New York by the Radio & Television Executives Society: Some station salesmen are "literally afraid to find out just how big an area you do cover . . . so you want to play it safe . . . so you come in and you play it by ear. . . ."

He suggested agencies be given coverage estimates in which the stations believe. "Tell us what you believe is right and why you believe it is right." Wanted: (1) coverage estimates "based on the best techniques" available to the stations and (2) a single estimate which is the same when presented to any of the agencies.

Mr. Miller appeared at the seminar with Robert F. Davis, director of research, CBS-TV Spot Sales, on the question of what value Nielsen Coverage Service No. 3 (tv station coverage) is to the agency and to the station.

A summary of Mr. Miller's talk: Benton & Bowles does not use a "formula" based on NCS 3 to arrive at an estimated station coverage figure. NCS 3, which shows average daily, weekly and monthly coverage of all reportable tv stations, daytime and nighttime, is but one "tool" used by the agency.

Define Coverage • To B&B's timebuyers, coverage "means an effective area in which the homes not only can view a station but who actually do view the station on some regular basis." To this, NCS 3 does contribute. The important thing in estimating coverage: understanding of what the buyer of time and the seller of time mean by coverage.

There are dangers in stations using only one "tool" in establishing station coverage. Examples: the mail map, engineering map and rating data. The mail map—"Mail write-ins do not typify the audience of stations." There can be a bias and there is often a freakishness of signal. The engineering map—it can establish coverage but only on a "theoretical, can receive" basis.

Rating data—This provides for needs of "do view" information but is not generally available on a county-by-county basis for most stations.

NCS 3 limitations: (1) sample size is small in a number of counties, (2) use of the mail ballot may subject data to some other biases and (3) respondents' answers as to the station they view regularly may be affected "subconsciously by the appeal of the programming" on that station during the survey period. Among the major values of NCS 3: allows the agency to make "relative" comparisons to obtain estimates of station coverage. Nielsen's survey "was never intended to reflect specific program or station popularity . . . you need a rating report to accomplish that . . . nor can the data tell the 'absolute' proportion of homes which claim regular station viewing."

Plus and Minus • A summary of Mr. Davis' talk: the ways that NCS 3 can be used as a "plus" in setting the station off from the competition include: (1) a continuing audience leadership in a part of a station's schedule and (2) general audience composition figures.

Chances of "injustices" via NCS 3 use by agencies: when no credit is given for counties under 50% weekly penetration, clustering of counties (some may be above 50% but together the percentage is under 50), too much literal interpretation of set count, ratings and resultant cost-per-thousand computations.

Suggestion: Why not round off rating points? By dropping decimals, very little accuracy is lost but much work is saved in processing ratings.

MILLER'S NEW TOOL

New individual tv market coverage reports which supplement the more comprehensive Nielsen Coverage Service and Nielsen Station Index were announced Tuesday (Dec. 2) by John K. Churchill, vice president of A. C. Nielsen Co., Chicago. Based on data from NCS No. 3, compiled last March, the market coverage reports are being made available for all 245 U.S. tv markets, he said. Each market report shows NCS coverage levels in the market for all reportable tv stations no matter where they are located. It also supplies total U.S. audience figures for those stations originating in the market. Coverage data is summarized by the usual NCS monthly, weekly, daily and day and night circulation groupings.

Third of Grant Staff In New York Dismissed

The New York office of Grant Adv., Chicago, was jolted last week by the dismissal of 13 staffers, including Lawrence D. Reedy, administrative vice president of the agency and Donald Slattery, an account executive.

This drastic reduction in force, amounting to almost one-third of the New York operation, followed the creation of a three-man executive committee two weeks ago to run the New York office [ADVERTISERS & AGENCIES, Dec. 1]. It was surprising that Mr. Reedy was included among the casualties because he had been named to the three-man committee.

Will C. Grant, president, and Lawrence C. McIntosh, executive vice president of the agency, were in New York on Wednesday (Dec. 3) for consultation with other agency officials. Neither could be reached for comment.

The developments in the past several weeks at Grant's New York office underscore recent account problems besetting the agency, which has had phenomenal growth over the past 10 years. Counting its substantial overseas business, Grant increased its annual billing from $37 million in 1948 to about $90 million in 1958.

The first trouble signs appeared last July when the Florists' Telegraph Delivery Assn. ended a long-time association with Grant (estimated annual billing: $4 million). The account, which was handled out of the New York office, was predominantly in television with sponsorship of CBS-TV's *Person to Person* program.

This loss was compounded in recent weeks when Grant, which handles the Dodge Div. of the Chrysler Corp., failed to obtain the New York Dodge dealers account. Wexton Adv., New York, got the estimated $1 million billing. The New York office also lost two comparatively small accounts in the past two weeks, Vanity Fair Mills, Bradley, Pa., ($200,000 billing) and *American Weekly* Magazine ($400,000 billing).

It was thought that the latest dismissals and earlier resignation of key officials could be attributed to the lack of new business to recoup the loss of FTD. In the past month, three top officials of Grant's New York office resigned. They are Paul Bradley, who was vice president and general manager of the office; Jack Bailhe, vice president in charge of operations and public relations, and Lee J. Heagerty, vice president in charge of merchandising.

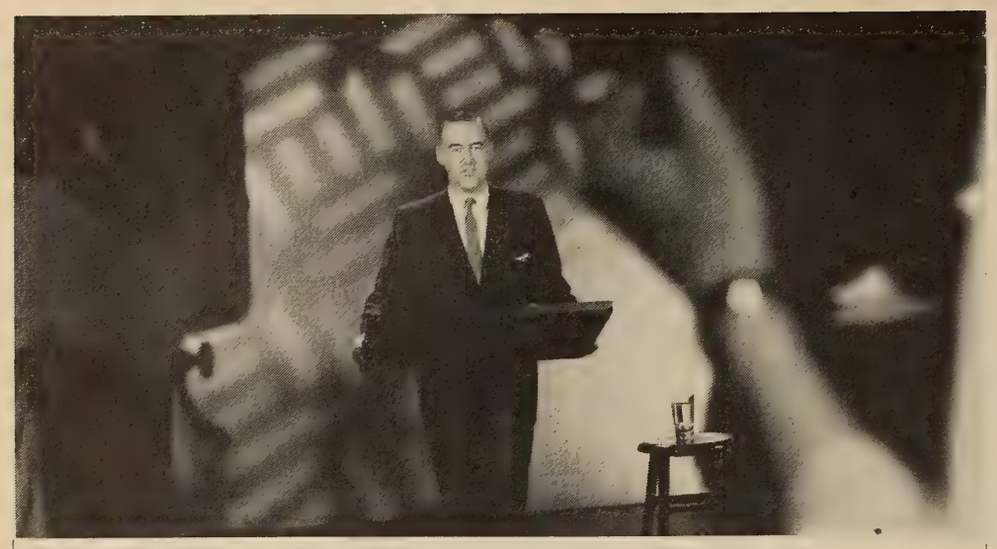
Top officials remaining at the New York office declined to comment on the latest developments or speculate on future plans. One staffer acknowledged that "practically everybody is jittery, wondering what's going to happen next."

DeMoss Leaves Post at WOW To Become Partner in Agency

Lyle DeMoss, for the past nine years assistant general manager of WOW Omaha, Neb., has joined the Allen & Reynolds agency there as a partner. Mr. DeMoss was in broadcasting for 35 years. One of his first jobs was at KFAB Lincoln, Neb., where he started as vocalist-music director in 1928. He joined WOW in 1937 as production manager. At A&R, Mr. DeMoss will direct the agency's broadcasting media work.



MR. DeMOSS



MR. BRIGGS *as he went on the air from NBC in New York.*

BRIGGS BEATS ELEMENTS WITH C-C TV

James B. Briggs, executive vice president of Erwin Wasey, Ruthrauff & Ryan, had a problem last week. True to the tv-mindedness of his agency, No. 21 in BROADCASTING's annual tabulation of top radio-tv agencies [ADVERTISERS & AGENCIES, Nov. 24], he relied on television to solve it.

Mr. Briggs was to address the Cincinnati Advertising Club last Wednesday noon (Dec. 3) on "The Care and Feeding of an Advertising Agency." He planned to fly out in his own plane, but found that Cincinnati was socked in by a snowstorm.

Others might have cancelled out, but not Mr. Briggs. He had a solution up his sleeve.

The speaker simply called in Rollo Hunter, EWR&R vice president for radio-tv and asked: why not closed-circuit tv? Why not, indeed—on three hours' notice. Mr. Hunter, in turn, called David Lown, head of NBC-TV's closed-circuit operations.

The network had its own ideas about "The Care and Feeding of Agencies." It promised to try, and in quick order lined up the cooperation of the Sheraton-Gibson Hotel in Cincinnati (which conveniently had closed-circuit facilities on the premises), the communications division of TelePrompTer Corp., WLWT (TV) Cincinnati and AT&T.

Technical note: It takes 20 minutes to check out a closed-circuit line. Having no particular test pattern to transmit during that time, Mr. Briggs enlisted model Lilian Cole, who has appeared in Fab commercials, to smile prettily for the Cincinnati admen while they waited for Mr. Briggs.

Mr. Briggs' address was delivered on schedule. Production costs: not a dime. NBC termed its donation for facilities "a public service in time of emergency."



MR. BRIGGS *as they saw him in Cincinnati.*



THE *"test pattern".*

AIM Game by Bruskin To Test Impact of Ads

A new card game will "sweep" the nation in January but it won't be for anyone's amusement. It's really a survey of advertising impact in disguise.

The play will be for John Q. Public's "consumer consciousness" and the range of his ability to remember, identify or associate advertising copy themes in radio-tv and other media as well as sales slogans, product images and trademarks. The dealer in this new advertising evaluation survey "game" is the New Brunswick, N. J., market research firm of R. H. Bruskin Assoc.

The actual playing cards will be dealt to 2,500 consumers in the U.S. in each of six games in 1959 and the deck will be adorned with an assortment of commercial themes, incomplete slogans and corporate symbols. An advertiser or agency will have to plunk $480 in to the Bruskin kitty to get into one game and test the impact of a single commercial theme or perhaps the personal-recognition quotient of its star tv salesman. Frequency discounts lower this single-play rate.

Using advertising split-runs geographically and carefully controlling copy, the Bruskin survey could be used to measure the effectiveness of radio or tv against other media.

Bruskin calls its new national service "Association-Identification-Measure" and has registered the abbreviated trademark "AIM" to give the "game" equally high impact with the consumer panel. The playing cards are backed with a colorful target design asking the player "how good is your AIM" with symbols or slogans to be identified on the reverse side of the card.

A pilot survey made in New York in August and September using over 50 different slogans gave the highest AIM rating of 77% (both male and female) to the Gillette slogan, "How are you fixed for blades." Westinghouse's "You can be sure if it's . . ." (trade name omitted on survey card) scored 71%. Others with high AIM scores included "Live modern" (L&M cigarettes), 68%; "The beer with the barrel of flavor" (Piel's), 63%, and "Nothing does it like . . ." (7-Up), 63%. An unidentified cigarette scored only 8%. It was confused with a competitor.

Bruskin has 3,000 professional interviewers throughout 125 sampling points in 41 states and the District of Columbia. They have been used regularly by Bruskin when it handles NBC's annual automotive survey, the "Colortown" operation sponsored jointly by NBC and BBDO, and other projects for such clients as J. Walter Thompson Co., Foote, Cone & Belding, Radio Advertising Bureau, CBS, ABC, Pepsi-Cola and RCA.

A&A SHORTS

Joe Gans & Co., N.Y.—advertising agency doing 100% of its billing in broadcast media —moves to new quarters at 527 Madison Ave., tel.: Murray Hill 8-6520.

Long, Skoll & Shireman, advertising cor-



To the rating machine they may be just digits. But to you they're the Kellys, the Koskis, and a thousand Smiths and Joneses. People. Customers. Day after day they come back to make KYW-TV first by far in Cleveland with a consistent 40-plus share-of-audience in this three-station market.

Time was when the station was a poor second. What's made the change? Westinghouse Broadcasting's able and aggressive management. Vigorous promotion. A rare gift for showmanship. Certainly these . . . and more. KYW-TV shares the experiences, abilities, and creative thinking of all other WBC stations. And each station can call on a WBC corporate staff of specialists in all areas of broadcasting . . . each outstandingly qualified in his field. It's a winning combination . . . the reason why *no selling campaign is complete without the WBC stations.*

KYW-TV Cleveland

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



Joan Crawford came to dinner

And the whole family had a great time. Clark Gable's due tomorrow . . . then Kirk Douglas, Bette Davis and Maureen O'Hara—all on KDKA-TV's Early Show. Morning, afternoon and night, KDKA-TV is the Pittsburgh showcase for Hollywood's great hits and personalities. Big attractions these. And big sales value too. Every KDKA-TV feature film program consistently outrates the other two stations. By far.

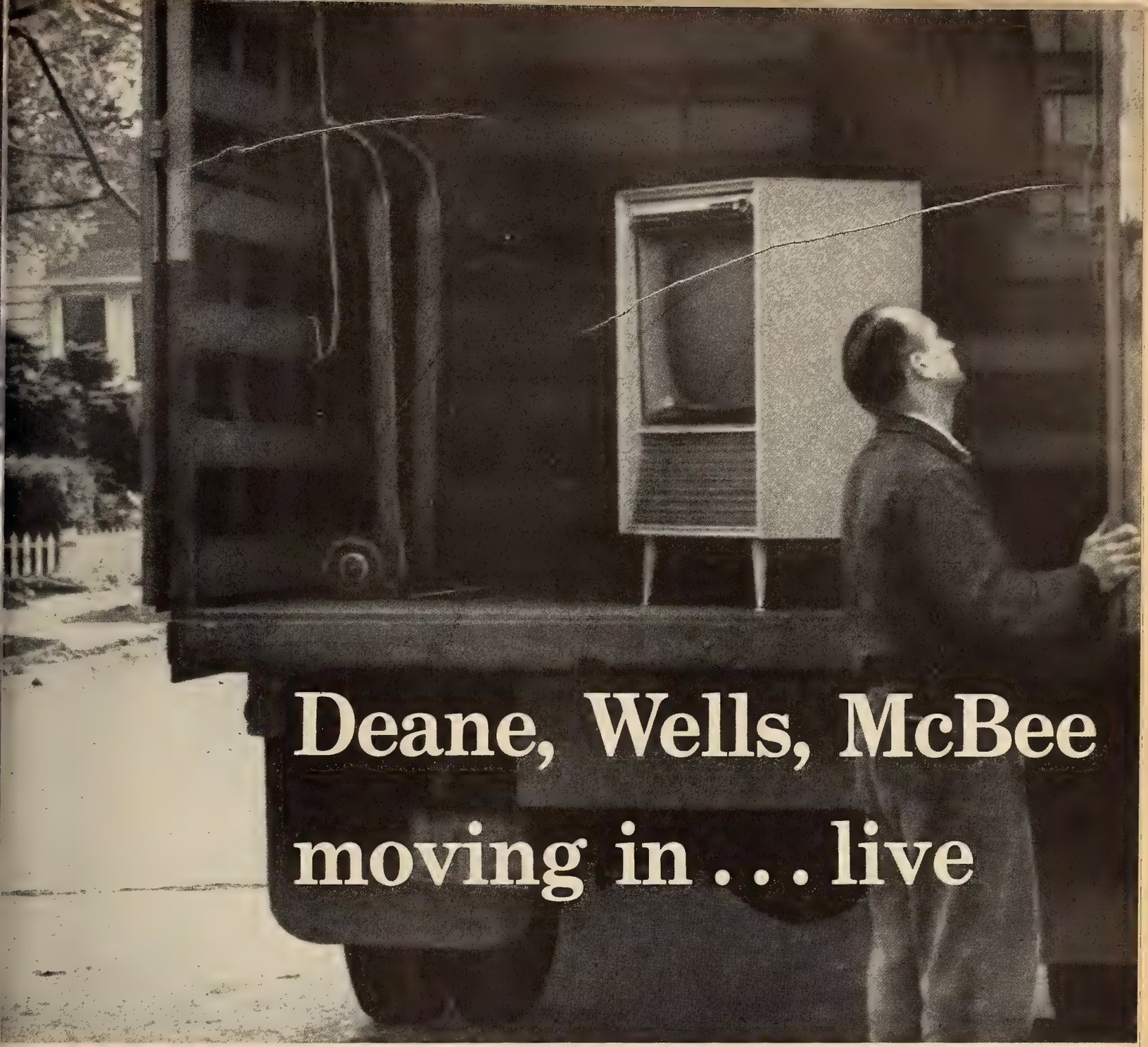
Quality programming, the showman's instinct for sure-fire box-office, an intimate knowledge of their markets . . . these are the things that continue to attract more viewers more often to each of the five Westinghouse Broadcasting television stations. This is why *no selling campaign is complete without the WBC stations.*

KDKA-TV Pittsburgh

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



Deane, Wells, McBee moving in . . . live

Another new TV family in Baltimore. In a few moments they'll be ready to tune to Channel 13 . . . to sparkling, live performers. Buddy Deane and his top-rated music and dance show. Jack Wells' colorful Morning Show. Keith McBee, "Mr. News" of Baltimore. Three very live reasons why WJZ-TV has been first in Baltimore for 10 out of the past 12 months.

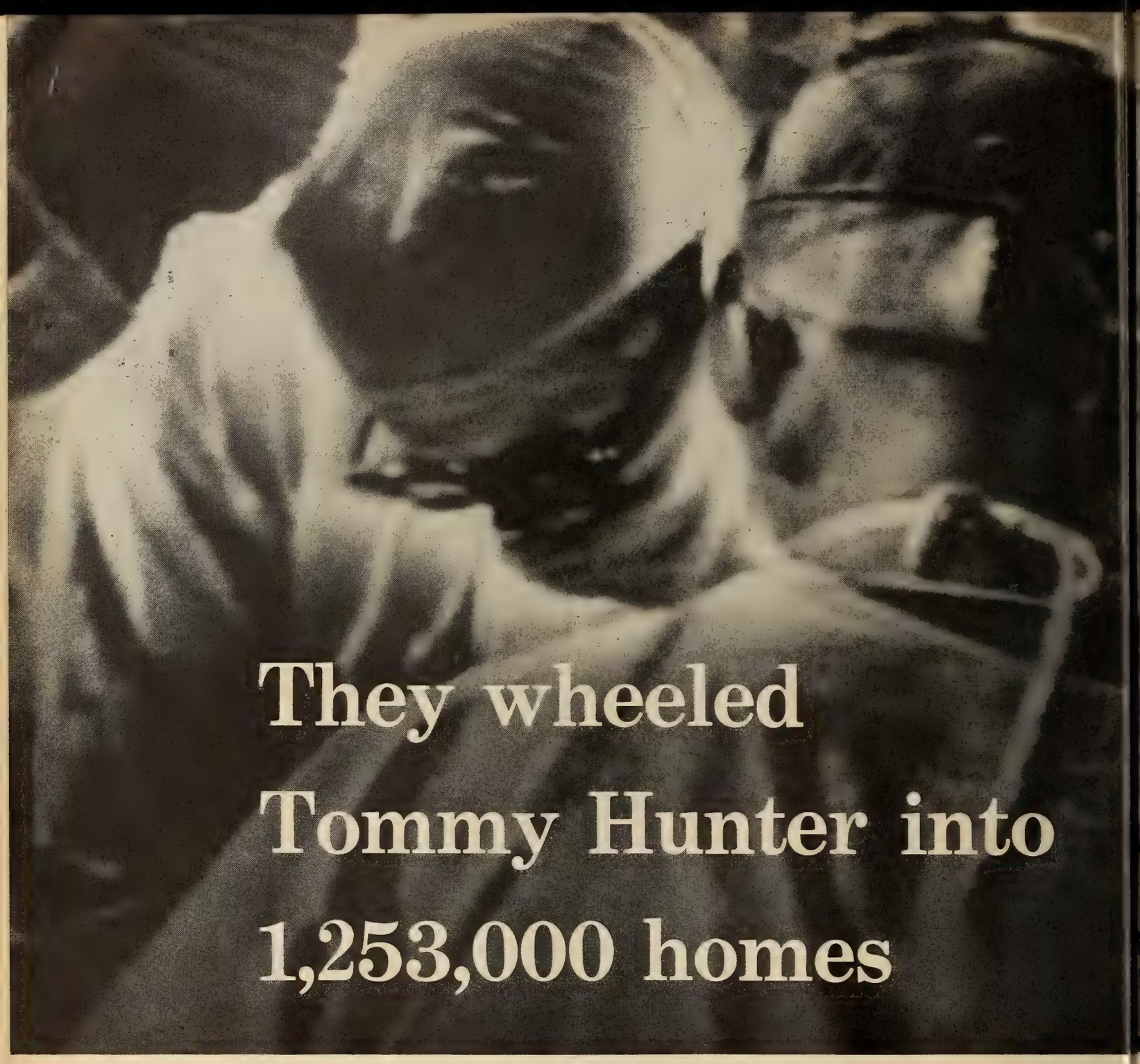
Live talent shows help rack up ratings for WJZ-TV. That's only part of the story. Like the other Westinghouse Broadcasting stations, WJZ-TV delivers a fine balance of network, film and local live programs, skillfully designed to meet the particular tastes of its community. WBC station programming has the capacity and talent to cover the entire range of local listener interest. The payoff is audience . . . the reason why *no selling campaign is complete without the WBC stations.*

WJZ-TV Baltimore

Represented by Blair—TV

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



They wheeled Tommy Hunter into 1,253,000 homes

For one hundred and five minutes, San Francisco watched spellbound. Closeups showed the surgeon's knife pierce and repair Tommy's heart. Camera 2 picked up the mechanical heart-lung as it kept Tommy alive. Afterwards, 98,000 congratulatory phone calls jammed the switchboards at KPIX. While Tommy recovered, he got over 5,000 get-well cards. Ciba Pharmaceuticals, who sponsored the telecast, reported enthusiastic reaction.

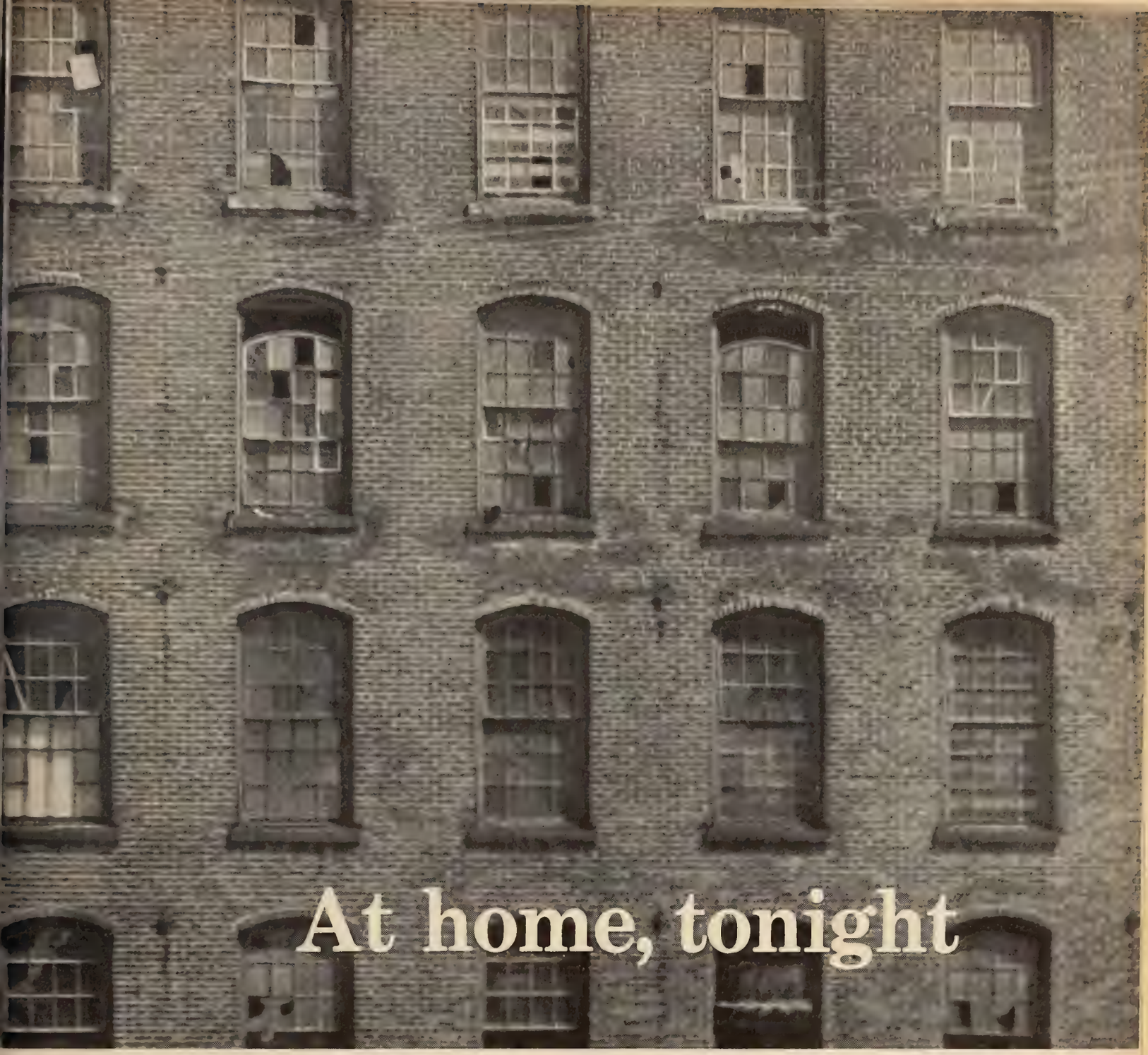
It's no accident that you get such massive response here on San Francisco's foremost station. Like all other Westinghouse Broadcasting Company stations, KPIX is convinced that the station which serves its community best, serves its advertisers best. This kind of programming gives WBC stations a very special character . . . and adds an extra force to the selling power of commercial messages. This is why *no selling campaign is complete without the WBC stations.*

KPIX San Francisco

Represented by The Katz Agency

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



This is how the building looked before the fire started. At 3:10 P.M. the first alarm sounded. That evening, while the building still smoldered, thousands and thousands of Boston homes saw the entire scene on WBZ-TV. For in the Boston area, WBZ-TV's fifty-two weekly newscasts reach 71% of all homes. Newscasts with all the color and impact that come from alert and enterprising local coverage, the best of the wire services, and direct news from Westinghouse Broadcasting's own Washington News Bureau.

Accurate, objective, authoritative, complete. That's the news story on WBZ-TV, and on every other WBC station. One segment of a consistently high quality of programming that earns WBC stations the respect and confidence of the communities they serve . . . the reason why *no selling campaign is complete without the WBC stations.*

WBZ-TV Boston

Represented by Peters, Griffin, Woodward, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

MEN + MACHINES = RESEARCH

The systems concept of problem solving, which combines the knowledge of a group of scientific specialists with the use of high-speed electronic computers, is being put to work in advertising by a new research organization PAIR Inc., (Predictive and Integrative Research), with headquarters in Beverly Hills, Calif. Formed last spring, PAIR has already completed an audience analysis for KMPC Los Angeles and now is setting up procedures for pre-testing scripts and programs for Telepix Corp.

President of PAIR is Dr. Max Sheanin, Ph.D. in psychology from U. of Southern California; board chairman is Dr. Arthur Lerner, Ph.D. in experimental psychology from USC; vice president and director of communications research is Stuart W. Hyde, radio-tv writer, consultant and coordinator; vice president and director of merchandising research is Frank J. Bates. PAIR is located at 9615 Brighton Way, Beverly Hills, Calif..

The aim of PAIR, its principals explained at a Los Angeles news conference, is to combine research offered by trained psychologists and other specialists with the use of high speed computers in revealing relationships between a multitude of factors. For KMPC, the organization collected a mass of data about radio listeners in Southern California and put it through the computers as a guide to station management in its programming. For Telepix, PAIR plans to test scripts for both information content and anticipated audience reaction, then to test audience reaction to completed rushes. PAIR is designing an electronic data-processing program to eliminate overlap between advertising media to secure the most effective allocation of advertising budgets. Another project under consideration is a pilot study of the contributions which commercial communications media are making or could make to education.

poration with offices at 2673 N. Hubbard St., Milwaukee, has announced its merger with Impact Adv. Agency. Officers are R. R. Long, president, Richard E. Shireman, executive v.p. and Merceline Skoll, secretary-treasurer and former president of Impact. Mr. Long was previously with Bert Gittins Agency, Milwaukee. Mr. Shireman was formerly sales manager of WISN-TV Milwaukee.

Advertising Unlimited, L. A., changes its name to Linder, Beringhause & Lawrence, expanding its operations from local to regional and national accounts. Seymour Beringhause, president, will supervise product development, marketing and merchandising operations. Normond Linder, v.p., will act as account supervisor and art director. Ralph Lawrence, account executive, will direct radio and tv. Address and telephone remain 1101 Crenshaw Blvd., Webster 3-9231.

Mulle, Breen & Waldie Inc., advertising, has been formed in Beverly Hills, Calif. Sherman G. Mulle, formerly v.p. and account executive of Swafford-Mulle Inc., is president. Melvin Waldie, secretary-treasurer, will act as art director. Richard Breen, previously with Lord & Thomas, N. Y., MB&W v.p., will be copy consultant. Other staff members are Jeanne McFarland, media director, and Sanford L. Kahn, radio-tv director. Address: 405 N. Camden Dr., Beverly Hills; telephone: Crestview 4-8176.

Ross/Reisman/Co., L. A., has changed agency name to Ross/Reisman/Naidich Inc. with appointment of Murray Naidich, art director, as firm partner.

Wesley Assoc., 247 Park Ave., N. Y., has moved to new offices at 630 Fifth Ave., New York 20 (Judson 2-8050). Agency's principal broadcast account is Shulton Inc.

Products Counselors Inc., advertiser-agency service organization, has been formed with offices at 145 E. 57th St., N. Y., announces president Jack Wachtel. Company will specialize in new product ideas, design and packaging, and is associated with design firm of Russel Wright. Telephone: Plaza 5-7811.

Wally Blake Advertising has opened offices in San Diego, Calif., at 2627 B St.; Telephone: Belmont 9-1051. Mr. Blake was formerly assistant manager in charge of operations of KICO Calexico, Calif., and previously with KIVA (TV) Yuma, Ariz., and KWWL-AM-TV Waterloo, Iowa.

G. M. Basford Co., New York-Cleveland, has become affiliated with Intam Ltd., London. Basford's 70 accounts—mostly industrial—total estimated $14.5 million; Intam, with 193 European clients, has pound equivalent of $40-60 million in billings. Two agencies will exchange services, with Basford expected to dip into new business arising from formation of European Common Market, scheduled to begin in 1959.

Otto N. Whittaker Jr. joins Hege, Middleton & Neal, Greensboro, N. C., as associate, changing advertising agency's name to Hege, Middleton, Neal & Whittaker Inc.

George F. Feldman and **Martin A. Ball,** partners in Feldman Adv. Agency, Evansville, Ind., announce that firm's name has been changed to Feldman-Ball Adv.

Fact Finders Assoc., New York market research firm, moves to 247 Park Ave., New York 17. Telephone: Murray Hill 7-0342.

AGENCY APPOINTMENTS

H. C. Cole Milling Co., Chester, Ill., and **Cushman Food Co.,** Aiken, S. C., both appoint Tucker Wayne & Co., Atlanta, Ga.

Swanee Paper Corp., Ransom, Pa., has appointed Cohen & Aleshire, N. Y. C & A reports it is developing "extensive" use of radio and tv among its media plans for Swanee, formerly serviced by Dowd, Redfield & Johnstone, N. Y. Meanwhile, C & A parted with West End Brewing Co., Utica, N. Y.

G. Heileman Brewing Co. (Old Style Lager), La Crosse, Wis., appoints McCann-Erickson Inc., Chicago, effective Jan. 1, 1959. Account formerly was handled by Compton Adv. Inc., Chicago.

O'Brien Corp. (paints, varnishes), South Bend, Ind., appoints Clinton E. Frank Inc., Chicago. Account formerly was serviced by Campbell-Mithun Inc.

MacManus, John & Adams International Dept., N. Y., appointed to handle international advertising of George A. Hormel & Co., Austin, Minn., Wm. Underwood Co., Watertown, Mass., Cream of Wheat Corp., Minneapolis, McIlhenny Co., Avery Island, Louisiana, Diamond Crystal Salt Co., N. Y., and Bon Ami Co., N. Y.

Delta Packing Co., N. Y. (Sugar 'n Spice brand condiments), names Ritter, Sanford, Price & Chalek, N. Y. Test campaign is being used in radio and newspapers in Pittsburgh before national expansion.

Thermo-Fax Sales, San Jose, Calif., appoints Erwin Wasey, Ruthrauff & Ryan, S. F., for local advertising and public relations for Thermo-Fax copying machines made by Minnesota Mining & Mfg.

Noxzema Chemical Co. appoints Sullivan, Stauffer, Colwell & Bayles, for its new Noxzema skin lotion.

Alva Labs (Alva-Tranquil tablets), Chicago, appoints Olian & Bonner Inc., that city, to handle advertising for its Alva-Tranquil Corp., sales subsidiary. Radio-tv will get substantial share of initial $400,000 budget for national spot campaign, plus test campaigns in certain markets.

Swissair (division of Swiss Air Transport Co. Ltd., Zurich), N. Y., drops DeGarmo Inc., N. Y., effective Jan. 31.

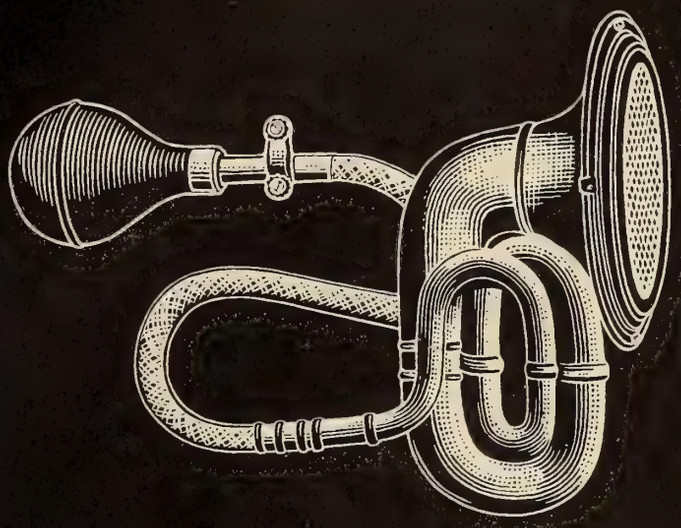
American Fluoride Corp., N. Y., for its fluorine derivative products, appoints Moss Assoc., N. Y.

Belvedere Broadcasting Corp. (WWIN Baltimore) appoints James B. Rogers Assoc. Inc., Baltimore, as its advertising agency for 1959.

Breast O'Chicken Tuna Co., San Diego, confirmed earlier report that it is dropping Guild, Bascom & Bonfigli, S. F., as agency and is moving account to Robinson, Jensen, Fenwick & Haines, L.A.

Crane Co. (heating, plumbing equipment), Chicago, expected to name Buchen Co., that city, to handle $1 million consumer advertising account again (as before 1953) in switch from Leo Burnett Co.

Morgan & Lindsey Co., Jasper, Tex., chain of 90 variety stores in four southwestern states, names Erwin Wasey, Ruthrauff & Ryan, Houston, as its agency, with media plans to include spot radio and television.



amazing! fantastic! wonderful!

new! now! now! new!

9 out of 10 call it "fabulous"!

wonderful new discovery!

the world's most wanted!

bewitching aroma!

new taste sensation!

our own exclusive ingredient!

and how's <u>your</u> message getting through?

A woman is on the receiving end of more than 200 ad messages a day. How many she remembers and is convinced by, is another matter. That's why *where* you say it is at least as important as *how* you say it.

KNX surrounds your commercials with radio programming that commands attention and inspires belief. A recent listener attitude study by Motivation Analysis, Inc. clearly proves this. What's more, KNX Radio's spacing of commercials shows our respect for listener and advertiser, both. Indeed, that's why we have so many of both. If you're a Los Angeles advertiser it will pay you to be a KNX advertiser. Our reps can give you many a reason why.

KNX CBS RADIO LOS ANGELES

Represented by CBS RADIO SPOT SALES



FILM

NTA GROSS INCOME RISES 41.2 %

Gross income of National Telefilm Assoc., New York, for the 12-month period ended July 31, 1958, increased by 41.2% over the previous year to almost $15.5 million, it was announced last week by Ely A. Landau, NTA board chairman.

Income before amortization and provision for federal income taxes totaled $9,872,033, as compared with $6,747,832 in the previous fiscal year, Mr. Landau reported. He attributed a decline in income before taxes from $2,148,031 to $1,614,048 for the fiscal year ended last July primarily to an increase of $3,658,184 in amortization charges ($4,599,801 in 1957 to $8,257,985 in 1958).

"This decline also reflects initial operating losses of the new television station in Minneapolis (WMSP-TV) and the new television and radio stations in metropolitan New York (WNTA-AM-FM-TV Newark) which were acquired during the year," Mr. Landau stated.

He added: "These losses of approximately $460,000 resulted chiefly from expenditures incurred to acquire and promote programming designed to establish these stations on a competitive basis with the leading stations in their respective markets."

After provision for federal income taxes, Mr. Landau said, NTA's net income amounted to $687,048, equal to 63 cents per share, as against net earnings of $1,094,031, or $1.07 per share, in the previous fiscal year. Mr. Landau placed current assets of the company, as of last July 31, at $36,947,894 and total current liabilities at $25,575,356, giving NTA a net working capital of $11,372,538.

New Syndication Plan Readied For 'Ding Dong School' on Film

Plans for national syndication of the *Ding Dong School* children's series to advertisers by next March—perhaps through the fast-growing Jack Wrather Organization—were revealed last week.

The newest project marks another step in the varied fortunes of the pre-school program, seen on NBC-TV in the mid-fifties and subsequently slated for the Sylvester L. (Pat) Weaver network that never materialized. More recently, WGN-TV Chicago abandoned plans to offer videotape versions of the series, which it has been carrying locally since Aug. 26, 1957, to other stations in the country.

In a joint announcement, Ward L. Quaal, vice president and general manager of WGN-AM-TV, and Dr. Frances Horwich, program's star, said that the program will be syndicated nationally via film early in 1959. In the interim, they reported, it will continue live in color on WGN-TV until a sufficient supply of filmed programs is ready for national distribution.

The series is jointly owned by Dr. Horwich and Henry G. Saperstein, her business manager and associate of The Jack Wrather Organization, who is handling production, distribution and sales details.

Mr. Saperstein, who recently acquired the *Championship Bowling* and *All Star Golf* film properties from Peter DeMet (Sid Goltz Productions) for over $3.8 million in his capacity as head of Glen Films Inc., Beverly Hills, Calif., reported he hopes to have a minimum of 78—but more probably as many as 120—DDS films for syndication by next March. It would be offered on a three-per-week basis—or on a five-per-week strip if desired—to advertisers, who would buy spot participations in the children's program series.

Wall Street Shows High Regard For Lucy in Sale of Desilu Stock

Wall Street chorused "I Love Lucy" last week to the tune of $5.25 million as the first public offering of stock in Desilu Productions sold out completely almost immediately after it went on the counter at 3:30 p.m. Wednesday. Desilu now seeks to be listed on the American Exchange.

Standing orders gobbled up all 525,000 shares offered at $10 per share with 250,000 going for the account of the company and 275,000 going in equal lots for the individual accounts of President Desi Arnaz and Vice President Lucille Ball. Company proceeds go in part toward payments to RKO Teleradio Pictures Inc. for the RKO movie lots in Hollywood and Culver City, Calif., acquired by Desilu last January.

Bache & Co., which managed the offering, "preferred" a maximum sale to each purchaser of not more than 100 shares in order to effect as wide a public distribution as possible. Stock was rationed out to Bache's 56 U.S. branches as well as national offices of 77 other underwriting companies.

Proceeds From Filmways Stock To Go Toward Expansion Program

Filmways Inc., New York, last week filed a registration with the Securities & Exchange Commission announcing plans to sell 140,000 shares of common stock (par value, 25 cents each) to the public. The public offering price, estimated at $4.75 per share for registration purposes, will be announced later.

The firm also has agreed to sell 16,000 common stock purchase warrants, at 1 cent per warrant, to its underwriter, S. D. Fuller & Co. The warrants entitle the holder to purchase one share for each warrant held at $5.25 prior to Dec. 31, 1963. Martin Ransohoff, Filmways founder and president, is selling an additional 14,000 shares owned by him.

Filmways, organized in 1952, principally is engaged in producing television commercials, but plans to produce one or more tv shows in the future. Proceeds from the stock sale, Filmways told the SEC, will be used in the following manner: outfitting and equipping of additional studio facilities, $350,000; purchase of additional video tape equipment (the company now owns one Ampex VTR), $100,000; expansion of sales and production facilities, $75,000, and $75,000 for investment in tv film series.



a ring around the family

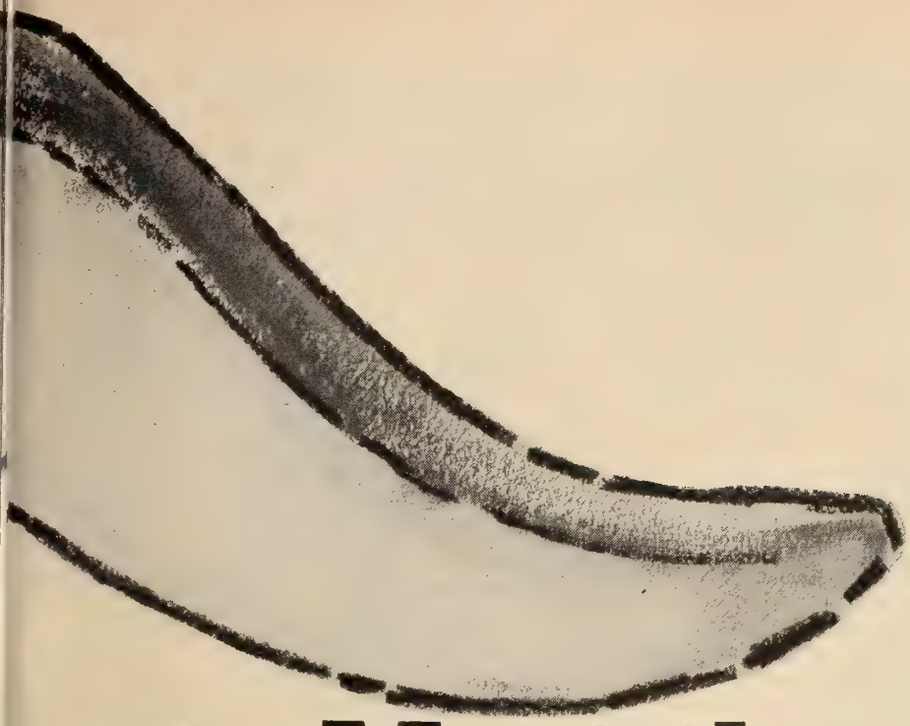
made up of all-the-family programming appeal is the way KFJZ Radio reaches the largest audience in the Fort Worth Area.

So when you want to reach and sell ALL the family, be sure you're represented inside KFJZ Radio's Ring Around the Family. It's the way to sell EVERYONE in the Fort Worth Area on Fort Worth's Number One Station.

KFJZ *Radio* FORT WORTH

Sold in combination with
Radio KLIF, Dallas. Represented by John Blair and Co.





Meet the hare-apparent

The drumbeats roll. The clarions sound. And the prophetic notes of the November Nielsen echo across the land.

Harken now to the people's will – and herald the people's champion! For the Nielsen returns make the portent clear: the television network most likely to succeed to the Number One position is youthful, winsome ABC. Its future looms regal. Its *present*, for that matter, is itself little short of majestic.

Witness: ABC is already the No. 1 network on three nights of the week — Sunday, Tuesday and Thursday!*

Witness: For nighttime programming, ABC is the only network whose *ratings* are up over last year . . . the only network whose *share of audience* is up over last year . . . the only network whose *number of homes* is up over last year.*

Witness: Of the 33 commonly competitive evening half hours, 76% of ABC's time periods are enjoying larger shares of audience. Corresponding figures for the other two networks, 42% and 45%.†

Witness: Of the 33 commonly competitive evening half hours, ABC is now No. 1 in twelve. Another network also leads in twelve — while the third network is first in only nine.†

Our competitors, we'll wager, are ready to crown us.

Source: Nielsen's 1st November Reports 1958 vs. 1957, Sunday through Saturday, 7:30 - 10:30 P.M., NYT.
*National Report, Average Audience per minute for all sponsored evening programs.
†Nielsen Multi-Network Area (24 competitive markets), Share of Audience.

ABC TELEVISION

CINE-CITY

Cooperation by New York City officials has resulted in the issuance of 513 permits for New York location filming in the first 10 months of 1958, compared with 297 permits in 1957 and 165 in 1956, according to Wallace A. Ross, public relations representative of the Film Producers Assn. of New York. Mr. Ross told a meeting of the New York chapter of the Academy of Tv Arts & Sciences on Nov. 13 that efforts by FPA and other interested groups to encourage film-producing in New York have paid dividends. He estimated that the film industry in New York is a $100 million business, covering more than 25,000 workers in the production of tv film commercials and feature, industrial, documentary, educational and other non-theatrical films.

ON CAMERA

Desilu Productions is resuming filming of *Grand Jury* at its Gower St. Studios in Hollywood. Pilot film, made some six months ago, could have been sold but Desilu refused as buyer wanted to spot it in Monday evening network time period opposite Desilu Theatre on CBS-TV. Plan now is to make four more episodes, which will be shown to network executives for possible start in January as replacement for one of end-of-the-year casualties. Mort Briskin is producer of the series co-starring Lyle Bettger and Harold J. Stone. Alvin Ganzer will direct two of four programs.

Bob Sande and Larry Green, principals in Sande & Greene Productions, Hollywood, have been assigned to write and produce *Sea Power,* new public service tv series sponsored by the U. S. Navy League. Assignment follows award of Navy Certificate of Merit for their first navy radio and tv series, *Weekend Warriors. Sea Power* series, focussed on America's naval strength in nuclear age, is scheduled to go into immediate production for tv release before year's end.

Screen Gems Inc., N. Y., reports production will begin in early 1959 on half-hour anthology series, planned and created by SG in association with Writers Guild of America. Following are first nine winning writers and teleplay titles: Barry Trivers, "The Shelter;" Joanne Court, "King George;" John Mantley, "There's Room in Heaven;" Bruce Geller, "The Duster;" Richard Hubler, "First Portrait;" Stanley Niss, "One Penny for Heaven;" Robert Presnell Jr., "The Railing;" N. B. Stone Jr., "The Courtship," and Willard Wiener, "A Suit for a Stranger." In addition to regular payment, each writer's script will be considered for grand prize of $10,000 for anthology's best play.

John Guedel Productions is planning to film three pilots of new audience participation show, *On the Go,* in next five weeks. Jack Linkletter, 21-year-old son of Art Linkletter who was master of ceremonies of *Haggis Baggis* on NBC-TV last summer, will star in new series. Irving Atkins is executive producer of *On the Go.* William Kayden will produce pilots, with Lloyd Gaines as director, John Alexander as assistant producer and Howard Blake and Jerry Gollard as writers.

Felix Jackson, producer of *The Third Man* tv series being made by NTA in conjunction with BBC, is in London, conferring with Ronald Waldman, BBC's business manager for tv programs; Vernon Burns, head of NTA's London offices, and officials of British Lion Studios, where 19 episodes of *The Third Man* will be filmed, beginning in May, 1959, after first 20 installments of series have been made in Hollywood, starting in January.

RANDOM SHOTS

Walter Harrison Smith Productions, New York producer of educational and documentary films for television, moves to 40 E. 40th St., New York 16. Telephone: Murray Hill 3-5820.

United Artists Corp., N. Y., announces regular quarterly dividend of 40 cents per common share, payable Dec. 26 to stockholders of record on Dec. 12.

Tv Spot's new Commercial Div., headed by Sam Nicholson, has moved into new quarters at 1029 N. Cole Ave., Hollywood 38.

FILM SALES

MCA's Tv Film Syndication Div. announces purchase of its library of 700 Paramount feature films by WBBM-TV Chicago, raising total markets sold to 26.

Ziv Television Programs, N. Y., reports that *Bold Venture* sea-action series has been sold in more than 90 markets first month of selling, with latest sales including multi-market purchase by Armour & Co., Chicago, through N. W. Ayer & Son, Chicago, in seven major cities throughout country.

FILM DISTRIBUTION

Flamingo Telefilm Sales, N. Y., has announced it has acquired distribution rights to *The Big Story* film series starring Burgess Meredith. According to Herman Rush, Flamingo president, company plans to produce several new television series in association with Pyramid Productions, N.Y.

Banner Films Inc., New York, has signed agreement with International Film Distributors, N. Y., under which IFD will distribute 35 feature films in *Banner Package* and 78 half-hour episodes of *Night Court* series, throughout world, except U. S. and Canada. Banner Films will continue to handle product in those two countries.

Guild Films Co., N. Y., announces it will syndicate videotape recordings of Atlantic Athletic Corp.'s Boston wrestling bouts, currently seen on WBZ-TV Boston. Billed as *Big Time Wrestling,* VTR series already has been sold to six eastern tv stations.

KLM Royal Dutch Airlines' 16mm color documentary "Caribbean Carousel," is being offered free to tv stations and film distributors. Film, which was awarded prizes at second international film festival, Italy, and Vancouver (B. C.) film festival, runs 27 minutes and may be borrowed from KLM through its distributors, Tribune Films, 141 E. 44th St., N. Y.

George Bagnall & Assoc., Beverly Hills, Calif., announces completion of distribution deal for first adventure of new tv comic strip program called, *Clutch Cargo,* produced by Cambria Studios.

United States Army Pictorial Center, Long Island City, N. Y., announces availability of "The MacArthur Story," latest in its tv series, *The Big Picture.* Series is based upon action film taken in combat, in overseas areas and in training camps. Started in 1951, *The Big Picture* has produced more than 250 episodes for 331 tv outlets regularly programming series.

Christian Television Mission of Joplin, Mo., has completed 13 half-hour tv programs and is offering them free to tv stations. Series, *Homestead, USA,* includes hymns, brief talks or Bible readings by professional artists. Series made by Wide World Pictures at Universal-International Studios, under production aegis of Dick Ross. KGO-TV San Francisco and WBKB (TV) Chicago are among stations which have already arranged to broadcast *Homestead, USA.* series.



THANK YOU, TIME BUYERS!

WJAR-TV *is cock-of-the-walk in* PROVIDENCE!



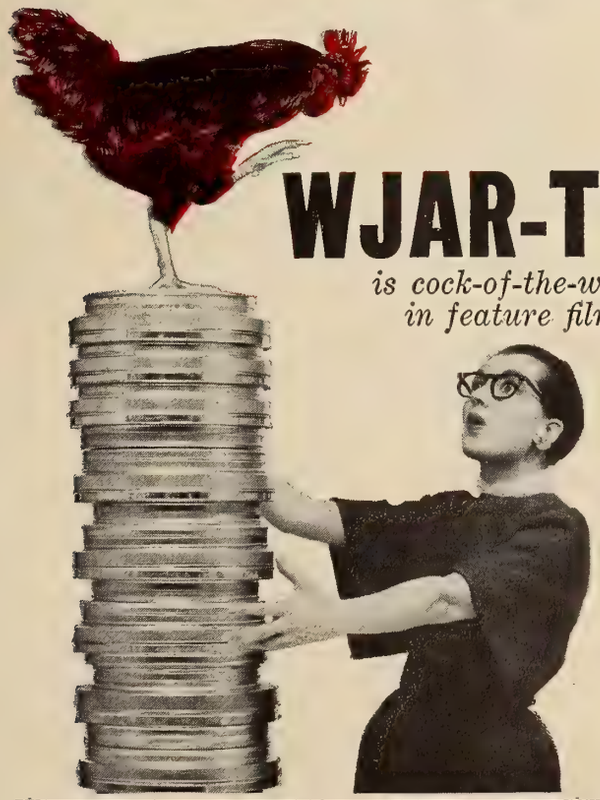
WJAR-TV

is cock-of-the-walk in station coverage!



WJAR-TV

is cock-of-the-walk in news coverage!



WJAR-TV

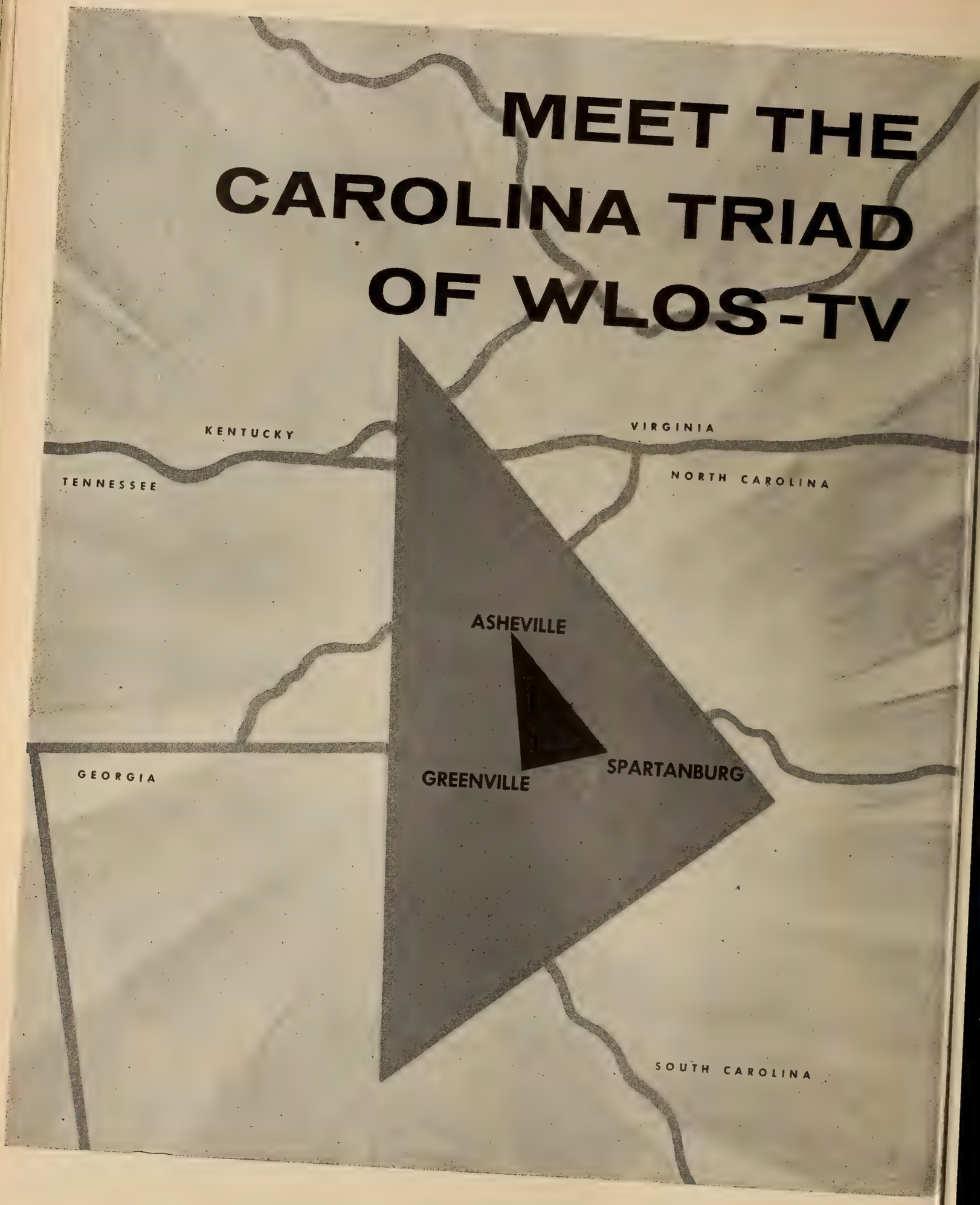
is cock-of-the-walk in feature films!



WJAR-TV

is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC • ABC • REPRESENTED BY EDWARD PETRY & CO., INC.


MEET THE
CAROLINA TRIAD
OF WLOS-TV
KENTUCKY
VIRGINIA
TENNESSEE
NORTH CAROLINA
ASHEVILLE
GEORGIA
GREENVILLE
SPARTANBURG
SOUTH CAROLINA

. . . mammoth market in the rich southeast stretching across 62 counties in six states!

With retail sales of $1,848,670,000,* the Carolina Triad is a "must buy" for any top TV schedule!

PRIMARY ABC—**The new WLOS-TV delivers the only unduplicated VHF network service to the entire Carolina Triad! Only WLOS-TV can deliver you complete coverage of this rich triad — 425,360 TV homes in 62 counties of six states!** †



6,089 feet above sea level atop Mt. Pisgah

MEET IT — SELL IT — PROFIT FROM IT — WITH WLOS-TV

towering new force in Southeastern TV

* *Survey of Buying Power Sales Management — May, 1958*
† *#NCS #3 — All TV Homes*

WLOS-TV

Unduplicated ABC in

ASHEVILLE • GREENVILLE SPARTANBURG

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

STERN TO TACKLE BOSTON CH. 5; ASKS MIAMI CH. 10 REVOCATION

- **Florida proposal, however, doesn't seek any disqualifications**
- **Possible ex parte influences also to keynote Boston rehearing**

Judge Horace Stern cleaned up one rehearing on improper off-the-record contacts with FCC commissioners last week and was immediately designated to hear another.

The retired chief justice of the Pennsylvania Supreme Court handed down his initial decision in the Miami ch. 10 case on Monday. On Thursday the Commission assigned him to hear the Boston ch. 5 case.

Both cases involve charges of *ex parte* discussions with FCC commissioners by parties to the tv hearings.

In the Miami ch. 10 case, Judge Stern found that former FCC Comr. Richard A. Mack should have disqualified himself, and therefore recommended that the FCC revoke the grant to National Airlines. He found that both National Airlines and WKAT Inc. (A. Frank Katzentine) had engaged in behind-the-scenes conversations with Mr. Mack, but he did not recommend that they be disqualified. He also found that North Dade Video Inc., a third applicant in the original Miami ch. 10 hearing, was not guilty of *ex parte* contacts, although he termed "imprudent" the action of North Dade special counsel Robert F. Jones in submitting a document favoring his client to Comr. T.A.M. Craven.

The parties in the Miami case have 30 days to file exceptions to Judge Stern's initial decision. Thereafter, oral argument will presumably be requested and held before the FCC, and a final decision on the wire-pulling issues will be forthcoming from the Commission. This will have to be submitted to the U.S. Court of Appeals, since that court still has jurisdiction in the case.

Four-Way Hearing Likely • If the FCC commissioners go along with Judge Stern, and the court approves, a further hearing among all four applicants is believed certain. L.B. Wilson Inc. (WCKY Cincinnati) is the fourth applicant. There was no finding of taint against L.B. Wilson by Judge Stern.

Judge Stern's recommendation that none of the applicants be completely disqualified caused comment. Both the Justice Dept., which participated as amicus curiae, and the FCC's special staff recommended that both WKAT and National Airlines be disqualified. The FCC staff also recommended that North Dade be disqualified.

Actually Judge Stern recommended that the activities of both WKAT and National Airlines be considered adversely in considering their character qualifications.

There was still some talk that the Commission might, when it reopens the case after its final decision is promulgated, consider opening Miami ch. 10 to new applicants. Last Thursday, it was reported that a Miami group headed by Charles H. Crandon, former County commissioner, planned to apply if the ch. 10 grant is withdrawn from National Airlines. The group has agreed to put up $1 million, it was said.

The Boston ch. 5 case was remanded to the FCC for investigation of off-the-record contacts by the appeals court last July [GOVERNMENT, Aug. 4]. During hearings before the House Legislative Oversight Committee, it was testified that some of the parties had approached both former Comr. Mack and former FCC Chairman George C. McConnaughey. The court, however, specifically upheld the FCC's decision in granting the Boston ch. 5 to WHDH Inc. (*Boston Herald-Traveler*).

In its notice last week the Commission ordered the rehearing to determine (1) whether any commissioner should have disqualified himself, (2) whether any person or persons influenced or attempted to influence any member of the Commission outside regular judicial processes, (3) whether any party knew of such misconduct, (4) whether the grant was void originally, or, if not, whether it is voidable by reason of the disqualification of a commissioner, and (5) whether the conduct of any party if not an absolute disqualification reflects adversely on its character.

Participants Notified • In line with the court's order, the Commission notified the Dept. of Justice and listed the parties who would participate as WHDH Inc., Greater Boston Television Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. Inc.

Comr. Craven took no part in the deliberations of the Commission leading to the issuance of this order. He had abstained in the original 1957 vote when the grant was made to WHDH by four to two. Favoring WHDH were Messrs. McConnaughey, Mack, John C. Doerfer and Robert E. Lee. Comrs. Rosel H. Hyde and Robert T. Bartley dissented. A hearing examiner had recommended that ch. 5 be awarded to Greater Boston Television Corp.

The Commission asked the parties to file intention to participate by Dec. 15. It also said it would entertain motions to hold the hearings outside of Washington.

Judge Stern's decision was simple—almost to the extreme.

He found that Comr. Mack should have disqualified himself, and therefore that the February 1957 final decision in favor of National Airlines was void.

He also determined that although WKAT and National Airlines were guilty of the impropriety of attempting to influence Comr. Mack outside the record, this was not an absolute disqualification (which would have meant dismissing their application), but only a relative disqualification which the Commission must take into account in any further proceedings.

Judge Stern also found North Dade Video Inc. not guilty of any impropriety in hiring former FCC Comr. (and former Congressman) Robert F. Jones, but did find "imprudent" Mr. Jones' action in sending Comr. T.A.M. Craven a copy of a document favoring North Dade.

L.B. Wilson Inc., the fourth applicant, came out with clean hands; Judge Stern found no improprieties in its activities.

The key finding by Judge Stern was contained in his second conclusion: That Comr. Mack not having disqualified himself, the award of ch. 10 to Public Service Television Inc. was voidable and should be revoked and set aside "because the applicant did not have a hearing before an impartial tribunal. . . ."

Judge Stern's failure to disqualify the applicants was in direct opposition to the recommendations of the Dept. of Justice and the FCC's general counsel staff.

Both had asked the special hearing examiner to revoke not only the grant to National Airlines, but also to disqualify

STERN DECISION QUALIFIED

Judge Stern on accepting gifts and favors:

"It may not be amiss to interpolate that all this does not mean, of course, that any and every gift to a person in public office is necessarily to be condemned as unethical and improper. It naturally depends on all the attending circumstances, such as the degree of friendship; family or other relationship between the parties; the magnitude of the gift; the likelihood or reasonable possibility of the donor seeking, or at least welcoming, official favors in return; the donee being in an office where he would be able to grant such favors. . . ."

Judge Stern on the question of absolute disqualification:

"It would seem clear, therefore, that, since the 'public interest, convenience, and necessity' is, by statute and decision, the proper and indeed the supreme determinant in such cases, there is not any edict or rule of law prescribing an absolute, automatic disqualification, in all future proceedings in the case, of applicants guilty of any wrongdoing. It might be possible, for example, to find in a case that an applicant guilty of misconduct—after full consideration by the Commission of all relevant factors, financial, technical, experience, planning and the numerous other requisite qualifications that enter into the question *but including also consideration of the misconduct itself as adversely reflecting upon the character of the applicant and as hereinafter discussed*—would nevertheless be the party that would furnish the best television service in all its important purposes of education and information, to the people of the community in which the station was to operate, and thereby best serve the 'public interest, convenience and necessity.'. . ."

WKAT and Public Service. The Commission staff had also asked for the disqualification of North Dade Video Inc.

The Dept. of Justice had asked for a clear-cut ruling that any *ex parte* contact with a commissioner be automatically disqualifying both for the Commissioner and the applicant.

Judge Stern did not make any finding on the vote of former Chairman George C. McConnaughey. There had been testimony that Mr. McConnaughey had been approached behind the scenes to vote for one of the applicants.

Clean Bill • In his 21-page decision Judge Stern emphasized that none of the present FCC is involved in the charges. He also termed "particularly reprehensible" the fact that secret approaches were made to Comr. Mack during the "critical period," beginning from the time the examiner's initial decision was issued, March 1955, until the final Commission decision was issued, Feb. 7, 1957.

Commissioners, in the exercise of their judicial duties—as distinguished from "merely administrative" duties—are "to all intents and purposes quasi-judges, and accordingly should be bound by the same legal, ethical and professional rules as those by which judges are governed," Judge Stern remarked. This means, he emphasized, no behind-the-scenes contacts and no gifts.

Bolstering this attitude, Judge Stern quoted canons of the American Bar Assn.; Sir Edward Coke, Lord Chief Justice of England in the 17th Century; the Bible (Deuteronomy, 16:19); the Roman philosophers Seneca and Martial, and the Hebrew philosopher Saadi.

Discussing the activities of emissaries of WKAT, Judge Stern said:

"All of those thus named—persons to whom Mack was obligated by reason of friendship or political support or both—actually sought his vote for WKAT however vigorously both he and they denied that they asked him for it in so many words. One would have to be quite naive to accept as a fact that they urged him only to decide the case on the merits—a request that would properly have merited resentment as implying a lack of confidence in his judicial integrity. Mack certainly knew what was being asked of him."

The activities of Thurman A. Whiteside, Comr. Mack's benefactor and friend, was "with the knowledge and sanction of Anderson, Scott and Baker," Judge Stern ruled, "a sanction which, if not expressed in conventional terms or embodied in a formal agreement of employment, was certainly implied and so understood by Whiteside." Messrs. Robert H. Anderson and Paul R. Scott, members of Miami law firm representing National Airlines, and George T. Baker, president of National Airlines, had maintained that they tried to hire Mr. Whiteside, but that he refused. Thus, they claimed, Mr. Whiteside's involvement with Mr. Mack was on his own.

Imprudence • In referring to Mr. Jones on Capitol Hill Judge Stern said there was nothing wrong in the attempt to prohibit the grant to National Airlines through legislation of a general public policy. But Judge Stern found that Mr. Jones acted imprudently although "not ill-intentioned," in sending to Comr. Craven the document he had prepared in favor of North Dade.

Mr. Jones had been hired by some North Dade stockholders unbeknownst to its regular counsel, to interest Congress in legislating against an airline owning a tv station.

The award of a tv channel is not a "prize" to one or another of rival applicants, Judge Stern stated, for his or its own sake. "[It is for the purpose] of serving the transcendent interest of the public by obtaining the one best qualified to satisfy the needs and promote the welfare of the community in which the station is to operate," the judge said.

FTC HOMEWORK: MORE WATCHDOGS OVER RADIO-TV

Broadcasters are going to hear a lot more about and from Charles Amos Sweeney, the new chief of the Federal Trade Commission's radio-tv advertising unit.

The ebullient Ohioan last week was appointed to head the FTC's broadcasting monitoring office. He succeeds the unit's first chief, Harold Scott, who was reassigned to the FTC's Small Business division.

Actually Mr. Sweeney has been acting chief of the radio-tv unit since September.

The first evidence of the dynamism of the new radio-tv chief was contained in the same announcement that reported his appointment: A stepped up drive against questionable advertising on the air, using the more than 350 professional staff members of the FTC. These are being asked to feed Mr. Sweeney and his staff (of four) tips on possible violations as they listen and view radio and tv in their own homes or elsewhere.

The radio-tv monitoring group was activated in 1956, following an outcry against "deceptive" advertising on the air. This came most heavily from members of Congress. Earlier this year the unit installed broadcast receiving equipment and recording apparatus to help it in its function of screening the commercial content of broadcasting [GOVERNMENT, April 14].

Mr. Sweeney thinks the broadcast industry and the FTC can work closer together than ever before. This is predicated on the FTC's issuance during the last few months of advertising guides on a variety of subjects (tires, pricing, cigarettes).

"With these guides broadcasters can do a much better job of policing copy," Mr. Sweeney observed the other day in an interview with BROADCASTING. "I'm sure radio and tv broadcasters want to help keep the good name of advertising clean, and these guides are established for that very purpose."



NEW RADIO-TV CHIEF: *FTC has a Sweeney to tell it to.*

What gives Mr. Sweeney his enthusiastic belief he will have aid in his new job is the reaction of industry leaders to the FTC's latest guide—on pricing.

Early in November, Harold E. Fellows, NAB president, wrote to John W. Gwynne, FTC chairman, saying:

"I am sure that the Commission can count on the full support of the broadactsing industry in its effort to encourage advertisers to comply voluntarily with the law on price advertising. Radio and television members of this Association are deeply concerned with integrity in advertising." Mr. Fellows referred to the fact that the NAB's radio and tv codes already treat the problem.

The pricing guide also received support from the American Newspaper Publishers Assn., the Advertising Federation of America, and other groups.

The announcement of Mr. Sweeney's appointment also contained notice that the more than 350 FTC professional employes (in Washington and in its field offices—located in New York, Chicago, Cleveland, Atlanta, Kansas City, New Orleans, San Francisco, Seattle) would be expected to furnish the Commission with information about questionable advertising discovered during the course of their personal viewing at home or elsewhere.

This is predicated on the assumption that FTC staffers are always on duty—"like a policeman," an FTC spokesman explained.

FTC staffers had been used for this purpose before, but it was assigned work. According to last week's interpretation, this



Streaking into first run syndication with jet-like force, CBS Films' breathtakingly dramatic visual history of the air age...

AIR POWER

documents for the first time the wonder and the excitement of man's conquest of the sky... in the most startling aerial photography ever seen on home screens. Shown on the CBS Television Network...

AIR POWER

achieved a direct hit for The Prudential Insurance Company of America, with an audience share of 38.4, averaging first in its time period throughout the season. Two years in the making, epic in scope...

AIR POWER

is produced by famed CBS News, with an original musical score by the Pulitzer Prize-winning composer Norman Dello Joio and narration by Walter Cronkite. For 26 fast-moving half-hours, contact...

CBS FILMS

"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.


FORCE
AIR FORCE

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00

EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

will be, henceforth, part of their daily work.

Before the establishment of the radio-tv unit, FTC guardians screened commercials through continuity scripts. The FTC requests non-affiliated, independent radio and tv stations to furnish commercial scripts four times a year; networks furnish this information each month. The radio-tv unit also scrutinizes newspaper and magazine ads.

With the establishment of the radio-tv "listening-watching post," the FTC found it could not only read the copy, but could catch the voice inflections and the nuances implied through gestures and mannerisms through on-the-air checks. This is done by requesting from Washington stations film clips of commercials which have come under scrutiny. If the Washington stations do not have this, FTC requests the clip from other stations elsewhere in the country.

The greying but athletically trim Mr. Sweeney was born in Michigan in 1908, but was raised in Toledo, Ohio. He came to Washington in 1930, working as a clerk in the FBI and studying law at night. He received an LL.B. in 1935 from George Washington U., and an M.P.L. and LL.M from National U., in 1939. He joined the FTC in May 1935. From 1938 to 1950 he was with the Bureau of Stipulations. Beginning in 1950 he was assistant chief of the Bureau of Investigation, and in 1954 he was made a project attorney specializing in food and drug cases.

Mr. Sweeney served in the Coast Guard during World War II, returning to civilian life as a commander. Most of his Coast Guard service was in the Pacific. He is president of the Coast Guard Chapter, Reserve Officers Assn. He is married to the former Elizabeth Klar of Indiana, has two daughters and four grandchildren. The Sweeneys live in Arlington, Va.

WJMR-TV Asks to Use Ch. 13 At Close of Ch. 12 Experiment

WJMR-TV New Orleans, ch. 20 outlet which has been ordered to cease its experimental operation on ch. 12 by next Jan. 1, asked the FCC last week for special temporary authorization to operate on ch. 13 until the contest for that frequency in Biloxi, Miss., is resolved.

The FCC canceled WJMR-TV's experimental operation on ch. 12, on which it duplicates the programs of its assigned ch. 20 [GOVERNMENT, Nov. 3], after an FCC hearing required by an appeals court mandate [GOVERNMENT, May 26]. The court had heeded a claim by WJTV (TV) Jackson, Miss. (ch. 12), that WJMR-TV was not proposing a bona fide experiment.

The Commission's award of ch. 13 in Biloxi (less than 100 miles from New Orleans) to Radio Associates Inc. was remanded by an appeals court for partial rehearing [GOVERNMENT, Sept. 22]. WJMR-TV said last week that it appears a substantial period will elapse before the FCC decides if Radio Associates or competing WLOX Biloxi gets ch. 13 and added that if the New Orleans station is not allowed to operate on ch. 13 the "highly significant experimental aspect of the station's operation will be lost or interrupted indefinitely.

This ad ran as a full page in The Jacksonville Journal and The Florida Times-Union on November 2

THANK YOU JACKSONVILLE!



In one short month you've put

WMBR FIRST

in radio audience!

according to studies made by the Market Research Dept. of the Western Union Telegraph Co. in September and October, 1958

Here's why we're 23% ahead* of our nearest competitor!

★ WMBR has Florida's most complete radio news bureau ... geared to bring you all the local news *when it happens* plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.

★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at midday and on weekends.

★ WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.

★ WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from $50 to $1000 from "WMBR Dollars"!

★ WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!

★ WMBR brings you the best in radio entertainment ... all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Here are the voices of WMBR

as shown above, left to right

DON SMITH
WMBR News Director

LARRY PATRICK
WMBR News Editor

ARTHUR GODFREY
Mon. thru Fri. 10 to 11 AM

TOM LOGUE
WMBR Editorial Research Director

ROBERT Q. LEWIS
Mon. thru Fri. 8 to 8:30 PM

CHARLES SCHON
WMBR Newscaster

DOUG EDWARDS
Mon. thru Fri. 7:35 PM

DICK STRATTON
WMBR Sports Director

PAUL MILLS
WMBR Newscaster

LOWELL THOMAS
Mon. thru Fri. 6:45 to 7 PM

JIMMIE HARPER
Mon. thru Sat. 6 to 10 AM

EDWARD R. MURROW
Mon. thru Fri. 7:45 to 8 PM

JACK MOCK
Mon. thru Fri. 11:05 to 12 Noon

TOMMY HARPER
Mon. thru Fri. 3:30 to 6 PM

ROBERT TROUT
Sundays 10 AM, 12 Noon, 5 PM

RICK HOLLISTER
Mon. thru Sat. 8:35 to 10:45 PM

Starting January 1

WMBR radio will be represented nationally by JOHN BLAIR & COMPANY



KSO Audience and Billing Figures are easy on the eye.



Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.



Tote up the whole day!
Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as $.73 per Mmmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO
or contact **H-R** *REPS*

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

Ready War News Pool Asked by Bartholomew

Creation by the armed services, broadcasters and the press of a reserve corps of war correspondents ready to go into action at the outbreak of any future major war was proposed last week by Frank H. Bartholomew, president of United Press International.

Mr. Bartholomew, who had just returned from visits of several days each with the Strategic Air Command and aboard an aircraft carrier at sea, made his suggestion in off-the-cuff remarks during an address to the annual conference of Navy public information offices in Washington last Monday (Dec. 1).

Correspondents in such a pool would be kept abreast by the armed services on new developments in rapidly-changing weapons of war and fighting techniques. The correspondents, in turn, would keep the services informed on the requirements of the various media for quick and effective coverage of warfare.

Mr. Bartholomew said he feels newsmen would be completely unprepared if the U.S. suddenly found itself in a conflict. He thought public information officers of the armed services must meet the demands of all news media—radio-tv, wire news services, newspapers, magazines and newsreel—for speed and accuracy; that news media must be able to depend on the accuracy of news announcements from the beginning and in follow-ups. The military must also meet the demands of news media for speed since this is an essential requirement of their production or transmission function, he said.

He said such a corps of war correspondents—fully accredited by the military and the various news media—should be subject to voluntary policing to weed out noneligible or fringe reporters not directly or seriously concerned with reporting the events involved. He suggested a system of courses or study sessions to instruct correspondents on new methods and machines, adding that, in return, correspondents with previous war experience could teach the military much about how to deal with news media.

Mr. Bartholomew also said the armed services must end the practice of withholding "bad news," which should be released as quickly as possible and the file thus closed on it sooner. He also urged the Navy public information officers to cut down on the flood of prepared news "handouts" and to get their commanding officers to hold more news conferences.

FCC Wants Uhf Curbs Kept

The FCC has proposed to continue until Dec. 31, 1960, the present restrictions on radiation from uhf television receivers to 1,000 uv/m at 100 ft. More stringent limitations, 500 uv/m at 100 ft., were due to go into effect Dec. 31 this year, but a one-year extension was requested by Electronic Industries Assn. FCC asked for comments on this proposed rule-making by Dec. 11. It also cautioned that radiation from vhf receivers continues to be 500 uv/m at 100 ft.

NINE'S A CROWD

When conflicting applications are filed with the FCC a hearing is held. When nine conflicting applications are filed a big hearing is held. The Commission has announced such a hearing on various am requests in California. The applicants and their applications:

Gralla and Gralla, Tujunga, for a new outlet on 840 kc, 250 w, day; KIEV Glendale, which wants a power boost from 250 w to 10 kw, remaining on 870 kc, day; South Coast Broadcasting Co., Laguna Beach, for a new station on 890 kc, 1 kw, day; Southland Communications Co., Anaheim, for 900 kc with 250 w, directional antenna, day; J.J. Flanigan, Fontana, for 830 kc, 1 kw, day; Gordon A. Rogers, Colton, for 860 kc, 5 kw, directional antenna, day; San Luis Rey Broadcasting Co., Newport Beach, for 820 kc, 500 w, directional antenna, day; Upland Broadcasting Co., Upland, for 900 kc, 250 w, directional antenna, day, and Robert Burdette & Assoc., West Covina, for 900 kc, 500 w, directional antenna, day.

Set Stereophonic Standards, Philco Corp. Asks Commission

Philco Corp last week asked the FCC to begin rulemaking aimed at adopting stereophonic transmission standards for "compatible" am broadcasting. The set-making firm offered for adoption its own proposed standard, together with a description of modulator systems is has used in lab tests with regular (monophonic) am sets, stereo am sets and a miniature stereo transmitter.

Philco, which owns no broadcast stations, said its system is now ready for field testing and that it will cooperate with any am broadcast station or the FCC engineering staff to that end. Philco said it also will be glad to cooperate with the proposed National Stereo Radio Committee, (see page 74).

The Philadelphia firm asked the FCC to indicate specific technical data it would require for consideration of the Philco petition for a field test and whether stations need additional licenses to carry out such a test.

Philco said stereo receivers are relatively simple to construct to produce "full subjective stereophonic effects," while they retain the advantage of dual speaker presentment of monophonic broadcasts. During stereo broadcasts, present monophonic receivers would perform without noticeable difference as to sensitivity, distortion, signal-to-noise ratio and fidelity, and would not lose "any of the information present in either track of the stereo signal," Philco added.

The FCC has received no proposals for rulemaking on stereophonic am broadcast standards. Harkins Radio Inc. last April asked for rulemaking to set up standards for fm multiplexing to achieve stereo broadcasts [GOVERNMENT, April 28]. Stereo broadcasting on fm is covered in the FCC's inquiry into the possibility of additional uses of fm multiplexing [AT DEADLINE, July 7].

CBS Foundation Inc.
News and Public Affairs
Fellowships for 1959-1960

CBS Foundation Inc. has established at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows will have all University expenses paid and in addition will receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1959-1960.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The third series of fellowships, for the academic year 1959-1960, will start in September 1959.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be received not later than February 2, 1959. The Selecting Committee will announce its selections about March 16, 1959.

Requirements for Applicants

1. Qualification in one of the following categories:
   - A. News and public affairs staff employes of (1) CBS News, (2) the seven CBS-owned radio stations, (3) the six CBS-owned television stations, (4) the 206 U. S. stations affiliated with CBS Radio, but not owned by it, and (5) the 200 U. S. stations affiliated with the CBS Television Network, but not owned by it.
   - B. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.
   - C. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee *(for 1959-1960)*

On Behalf of the Public:

LEWIS W. DOUGLAS, *former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; former Principal, McGill University; Chairman of the Board, Mutual Life Insurance Company of New York.*

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.*

BYRON PRICE, *former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JOHN A. KROUT, *Vice President.*

DR. LAWTON P. G. PECKHAM, *Dean of Graduate Faculties.*

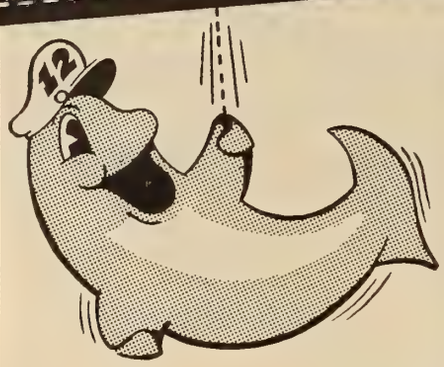
On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President of CBS, Inc. and General Manager of CBS News, and a member of the Board of CBS Foundation Inc.*

EDWARD R. MURROW, *News and Public Affairs broadcaster.*

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.

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FORD GIVES ABC'S OF ALLOCATION

FCC Comr. Frederick W. Ford gave Houston radio-tv executives a sophisticated analysis of tv allocations last week.

In a 14-page resume of potential tv allocation moves, Mr. Ford spelled out six alternatives—but emphasized that he had no recommendations to make.



COMR. FORD

The speech was scheduled to be delivered to the Houston Radio-Tv Executives Assn. Friday night.

Mr. Ford set out four standards for tv allocations:

• Allocation should be in a continuous band, or as nearly continuous as possible.

• Ratio of the highest channel to the lowest should be as low as possible. A 3 to 1 ratio would be desirable. The lower the ratio the lower the cost and complexity of tv receiver design.

• Frequencies should exhibit as nearly the same propagation characteristics as possible.

• Total number of channels should be adequate to provide a nationwide competitive tv service.

Among the alternatives, Mr. Ford seemed to be most sympathetic to a tv allocation which would run from 174 mc to 474 mc. This would start at what is now ch. 7 and run continuously for 300 mc, allowing for 50 channels. This is 25 channels more than the same plan recommended by Comr. T.A.M. Craven last spring [LEAD STORY, June 2].

The area above what is now the top of ch. 13 (216 mc) is mostly assigned to government service. It also contains aeronautical navigation aids, amateur bands, meteorological aids and even a small broadcast remote pickup band.

Mr. Ford warned, however, that until government officials agreed that this area of the radio spectrum was not required for national defense, there was no use speculating as to its possible use. He also stressed that any conversion would have to be over a transition period long enough to permit amortization of existing equipment as well as the establishment of government services in new spectrum space.

In 1956 the then Office of Defense Mobilization told the FCC that these government frequencies, as well as others in the vhf band, could not be released because of "national security requirements and the needs of air navigation and air communications . . ." This was the result of a special interdepartmental study [AT DEADLINE, April 16, 1956].

What Mr. Ford likes about the 174-474 mc band is that it is "feasible." It would have less impact on other uses of radio, he said. The plan also would provide an "adequate number of channels for a nationwide, competitive tv service," he added.

Deintermixture, Mr. Ford said, has not had the result that was anticipated. Furthermore, Mr. Ford added, deintermixture "would leave us with two different tv services . . ." with the choice of which system in a community determined more by geography than by normal standards of public interest.

In discussing other possible moves, Mr. Ford listed such obstacles as expense to both the public and the broadcasters as well as to users of other services now occupying the potential spectrum areas; requirement to secure international agreements to make the changes, and complexities of receiver design where the bands are not contiguous.

The plan suggested by Comr. Craven recommended, on a long-range basis, the establishment of a continuous tv band running from 174 mc to 324 mc. This would permit the allocation of 25 tv channels.

At the present time the Commission has staff studies underway on various tv allocations plans. By the end of this year, but more likely early in 1959, the results of the Television Allocations Study Organization should be available. TASO was set up two years ago to research propagation and other characteristics of the vhf and uhf tv bands for submission to the FCC.

WMBV-TV Says Changes Asked Are Matter of 'Life and Death'

WMBV-TV Marinette, Wis., last week asked the FCC to expedite consideration of and decision in the station's application for site relocation and increased antenna height and transmitter power because "life and death" of the station "is at stake." The WMBV-TV application was set for hearing after objections to the changes by WFRV-TV Green Bay. The record was closed by the examiner Nov. 20 after a 2½-day hearing.

At the same time last week, WMBV-TV protested and asked reconsideration of the Commission's renewal of WFRV-TV's license on Nov. 25. WMBV-TV charged WFRV-TV submitted incorrect material in the hearing on the WMBV-TV change, abused administrative processes and interfered with contractual relations between WMBV-TV and NBC-TV, with the result that the Green Bay station wooed away the Marinette outlet's affiliated network.

WMBV-TV said its proposed increased coverage was indispensable to retaining its network affiliation and that WFRV-TV's prime aim in the hearing was to cause NBC-TV's disaffiliation with the Marinette station. WMBV-TV said NBC-TV notified it on Nov. 25 that it would switch affiliation to WFRV-TV next June 1.

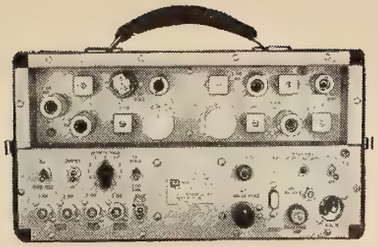
The Marinette outlet said it has lost over $175,000 already; that two-thirds of its revenues can be expected to start "drying up" when it loses NBC-TV affiliation, and that the station will have to severely curtail or cease its operations.





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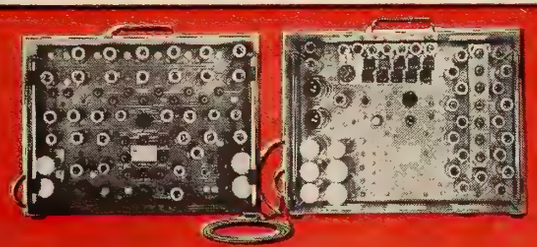
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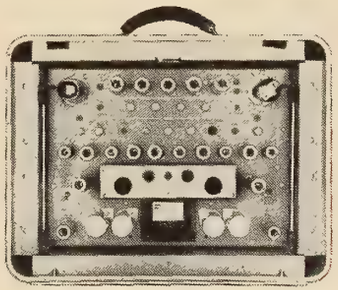
ALL UNITS AVAILABLE IN CARRYING CASE OR 12¼" STANDARD RACK MOUNTING



1005-A VIDEO TRANSMISSION TEST SET

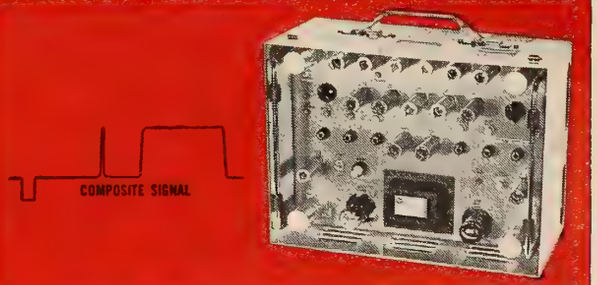
1005-A1 — Produces composite television waveforms suitable for measuring amplitude vs. frequency; differential gain vs. amplitude; dynamic linearity; differential phase vs. amplitude; high frequency transient response; low frequency transient response; low frequency phase or streaking, smears, mismatches; and other video characteristics

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FCC Defends Microwave Stand Before U.S. Court of Appeals

The FCC defended its policy of withholding action on grants of microwave relay facilities for community antenna systems in argument last week (Dec. 1) before the U.S. Court of Appeals for the District of Columbia, saying the Commission shouldn't be forced to decide "in 15 or 20" individual cases what is encompassed in its current study of secondary types of television announced last May 22 [GOVERNMENT, May 26].

Counsel explained the Commission position in answer to appeals to the court by six common carriers whose applications for microwave facilities to feed CATV systems have been held up pending the FCC study [GOVERNMENT, Oct. 27, 20]. The common carriers said the FCC has no right to freeze the applications and should either grant them or designate them for hearing. They charged that the Commission did not start its inquiry proceeding until forced to do so by indications the Senate Commerce Committee might start one of its own.

The argument was held before Judges E. Barrett Prettyman, presiding, and David L. Brazelon and George T. Washington.

FCC explained its May 22 notice of inquiry "looks toward" rulemaking. The study covers among other things the impact of CATV, tv boosters, repeaters and satellites on regular tv broadcast stations.

Intervenors supporting the FCC position included KLIX-TV Twin Falls, Idaho; KLTV (TV) Tyler, Tex.; WCTV (TV) Thomasville, Ga.; KGNS-TV Laredo, Tex., and KWRB-TV Riverton, Wyo.

Asking the court to require the FCC to grant the microwave applications or set them for hearing were Mesa Microwave Inc., which seeks links to serve CATV systems in Laredo, Tallahassee, Fla., and Fort Myers-Naples, Fla.; Carter Mountain Transmission Corp., Cody, Wyo.; East Texas Transmission Co., Tyler, Tex.; Idaho Microwave Inc., Twin Falls, Idaho; New York Penn Microwave Corp., Corning, N.Y., and Valley Microwave Inc., Florence, Ala.

WCHU (TV), WTVP (TV) Intervene In Terre Haute Ch. 10 Hearing

Two uhf stations which are fearful of more vhf competition were allowed to intervene in the ch. 10 case at Terre Haute, Ind., by Chief Hearing Examiner James D. Cunningham last week. The two are WCHU (TV) Champaign-Urbana (ch. 33) and WTVP (TV) Decatur (ch. 17), both in nearby Illinois.

In the case, WTHI-TV Terre Haute occupies ch. 10, but has applied for ch. 2 there, in competition with Illiana Telecasting Corp. Livesay Broadcasting Co., meanwhile, has applied for WTHI-TV's ch. 10 and the FCC has ordered that WTHI-TV submit its ch. 10 license for renewal in consolidation with the Livesay application [GOVERNMENT, Sept. 22].

FCC Denies WMBO-AM-FM Plea In Consolidated Hearing Order

The FCC last week denied a petition filed by WMBO-AM-FM Auburn, N.Y. [GOVERNMENT, Aug. 18], asking reconsideration of Commission action ordering the am-fm operation to submit its license for renewal. The FCC has ordered a consolidated proceeding which includes hearing on the May 22 grant of a new am station in Auburn to Herbert P. Michels.

WMBO-AM-FM had asked the FCC to reconsider the new am grant on grounds that the Auburn area could not support two stations economically. The FCC on July 30 [GOVERNMENT, Aug. 4] ordered a hearing of the new grant (WAUB), but in the same action ordered existing WMBO-AM-FM to submit its licenses for renewal in the same proceeding.

The FCC's 4-3 split decision on July 30 cited the controversial "Carroll case" in which the U.S. Court of Appeals for the District of Columbia found that the public interest must be weighed in cases involving economic injury to a broadcast station [LEAD STORY, July 14]. Thus, reasoned the Commission majority, the FCC should determine, in view of the economic injury question, whether existing WMBO-AM-FM or the new WAUB is better qualified to serve the public interest if the Commission finds that both are not likely to survive in Auburn.

In the July 30 decision, Comrs. Rosel H. Hyde, Robert E. Lee and John S. Cross dissented, because, it was understood, they felt that forcing WMBO-AM-FM into a comparative hearing with the proposed WAUB constituted uncalled-for harassment of an existing licensee.

Holding to this viewpoint in last week's decision were Comrs. Hyde and Cross. Comr. Lee was absent.

The FCC's action of July 30 was looked upon at the time as an implicit warning to existing stations to take care how they use the economic injury "weapon," lest they find their own licenses called up for renewal. The FCC has notified the solicitor general that it intends to appeal the Carroll case to the U.S. Supreme Court.

The licenses for WMBO-AM-FM normally would expire June 1, 1960.

Access Champion Loses Election

Virtually lost from sight in the Democrats' Nov. 4 national election sweep was the fate of Judge Saul I. Rabb, staunch Republican opponent of Canon 35 restrictions on radio-tv courtroom coverage. He was to have heard the Forrest Teel murder trial in Indianapolis, promising free broadcast access [STATIONS, Oct. 27], but lost in re-election bid for judgeship of Marion Criminal Court Div. 2 in Indiana Democrat blitz to Thomas J. Faulconer Jr. WIBC reported last week, after an exclusive interview, that Judge Faulconer also favors unlimited radio-tv-photographic coverage "within bounds of propriety." He noted thousands of people would be denied access to a public trial because of employment and small courtroom facilities.

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11th HOUR APPEAL BY NETWORKS ON '60 CONVENTION SITE MAY WORK

- **Mickelson persuades Democrats to postpone site choice**
- **Networks given good chance to get cooperation by GOP**

They said it couldn't be done.

But Thursday and Friday (Dec. 4-5) of last week, the radio-tv networks were successful in engineering a meeting-of-the-minds between the Democratic and Republican Parties. Goal: A common convention site for the politicos' 1960 summer nominating sessions.



MR. MICKELSON

Speaking for all networks—and with the hectic and costly 1956 Chicago-to-San Francisco network airlift in mind—Sig Mickelson, vice president in charge of CBS News, persuaded the Democrats to postpone a scheduled Saturday selection of a 1960 convention site and appoint a committee to meet with the GOP and news media. Mr. Mickelson made the surprise request at the close of an appearance to outline radio-tv's convention facility and space requirements before the Democratic Site Committee, meeting in Washington.

Immediately after the broadcasting request, the Democratic committee went into executive session. Later that same evening, National Chairman Paul Butler informed Mr. Mickelson the site committee had agreed to postpone making a recommendation to the National Committee "for a few days" and would appoint a special committee to meet with the Republicans on a possible joint site.

After appearing before the Democrats, Mr. Mickelson made the same request, via telephone, of Meade Alcorn, Republican national chairman. The GOP head, early Friday morning, agreed to the meeting with the Democrats and the networks and announced a Republican committee for this express purpose would be appointed.

Mr. Mickelson said the meeting will be held in Washington Tuesday afternoon, with the exact time and place to be announced later. Mr. Mickelson again will take the forefront on behalf of radio-tv at the Tuesday session, but other network executives and representatives of print media will be invited to participate. Print, like the networks, favored a common convention city in brief appearances before the Democrats Thursday.

The 1956 Democratic convention closed in Chicago at 11 p.m., Friday, Aug. 17, while the Republicans opened in San Francisco, an airline distance of 1,800 miles, the following Monday. The mass airlift of equipment and personnel cost CBS alone "a quarter of a million dollars," Mr. Mickelson told the eight-member Democratic Site Committee. Figures of NBC and ABC were comparable, he said. As head of CBS News, Mr. Mickelson had overall supervision in arranging that network's coverage of the 1956 conventions.

"I would hope that something could be done" in arranging a common site, the CBS vice president stated, telling the committee members the networks would take the initiative in arranging and promoting a Democratic-GOP meeting.

Prior to Mr. Mickelson's request for a Democratic committee to meet with the Republicans, Mr. Butler told the news media representatives of unsuccessful efforts to meet with the GOP to discuss a common convention site. "We have made all reasonable efforts to negotiate . . ." a meeting, he said.

Seven cities are bidding for the 1960 conventions and all made presentations to the Democrats last week in Washington Sheraton Park Hotel. San Francisco and Los Angeles made Thursday pitches, while New York, Chicago, Atlantic City, Philadelphia and Miami Beach appeared Friday.

Mr. Mickelson pointed up the increased video coverage that would be available for the 1960 conventions—raising more than mild interest from the tv-conscious politicos. There will be 463 interconnected cities (63 more than in 1956) and an additional 9.8 million tv homes in 1960, he said.

As for individual cities under consideration, the radio-tv spokesman stressed the networks would prefer a city in which they already have regular originations—New York, Chicago and Los Angeles meet this requirement. "If you get out of these network cities, our costs go up and our efficiency diminishes," he said.

San Francisco would present a "slight problem" with the availability of telephone lines, while Philadelphia would present a union problem because of the lack of first class hotel facilities, Mr. Mickelson stated. He pointed out Miami Beach and Atlantic City, if chosen as convention sites, would present "tremendous problems" because neither city has regularly maintained outgoing coaxial cables. Atlantic City does not even have a local tv station, he said.

"Miami [as a possible site] really scares us to death . . ." and would require "terribly difficult, costly installations," Mr. Mickelson said, completely ruling out that city for networks purposes. He had this to say about Chicago and New York, respectively: "The Hilton Hotel is almost perfect for our purposes. . . . That's a side-bit of information." "New York we would like very much to stay in because it would cut down our costs."

Mr. Mickelson stressed the role videotape is expected to play in coverage of the 1960 conventions. He said the networks hoped to put portions of the conventions on tape for later telecast. He recommended, as did the other news media spokesmen, that the conventions be held one week apart so that advance news from the second convention will not be overshadowed by floor proceedings of the first.

Radio-tv will require a minimum of 50,000 sq. ft. of floor space in the convention auditorium. This space is "absolutely essential," Mr. Mickelson said, and must be in one, contiguous area. Another requirement that "simply cannot be reduced," he stressed, is 8,030 sq. ft. for each tv network.

On hotel space, Mr. Mickelson said CBS had 325 working personnel at the 1956 Democratic convention in Chicago and required 220 hotel rooms. The requirements of ABC and NBC are identical, he said. Access will be required to the hotel space two weeks prior to the convention, Mr. Mickelson said, while the convention hall radio-tv working area will be needed six weeks in advance. This is necessary because of special equipment which must be constructed and/or installed.

The politicians were highly interested in their 1956 ratings and queried Mr. Mickelson on this point and a chart which showed daily ratings of the Chicago convention. Mr. Butler noted the size of the tv audience was a prime consideration in slotting 1956 nominee. Adlai Stevenson's acceptance speech for the close of the convention. One committee member asked if location of the convention in certain time zones would increase the tv audience.

Joseph McCaffrey, speaking for the Congressional Radio-Tv Galleries, said that 1,100 independent and 1,200 network personnel were accredited for the 1956 convention. He also made a strong recommendation for the selection of one city for both 1960 nominating sessions. John Secondari, ABC, and George McElrath, NBC, were present during the media presentations.

J. Leonard Reinsch, executive director of the James Cox stations and Democratic radio-tv consultant, and Mr. Butler sat with the site committee. Its members include William S. Potter, Wilmington, Del.; Mrs. T. K. Kendrick, Columbus, Ga.; Camille F. Gravel Jr., Alexandria, La.; Mrs. Jean Hunter, Elko, Nev.; C. Girard Davidson, Portland, Ore.; C. L. Chase, Watertown, S. D.; Mrs. Beatrice P. Schurman, Newport, Vt., and Mrs. Nunley Snedegar, Elkins, W. Va.

The site committee originally was scheduled to submit its report to the Democratic National Committee last Saturday morning. However, with the acceptance of Mr. Mickelson's proposal on behalf of broadcasting, no site will be selected Saturday. A spokesman said the 1960 Democratic convention city probably will be picked by mail ballot soon after the proposed meeting with the Republicans.

'Dr. I. Q.' Slotted on ABC-TV

Another radio perennial is about to make its tv entrance. Starting on ABC-TV Dec. 15: *Dr. I.Q.*, which moves into Monday, 9:30-10 p.m. slot after having "tested" as an across-the-board daytime strip on KABC-TV Los Angeles. The show, which coined "I have a lady in the balcony, Doctor" phrase, ran for 20 years on radio.

WMBD



FIRST
with
HI-FI
RADIO

All day—everyday WMBD Radio broadcasts over a new 5000 watt HI-FIDELITY radio transmitter, making WMBD RADIO, "THE BEST SOUND IN TOWN". A powerful, distortion free signal for more than half million people in the 16 county Peoria trading area.

FIRST
IN MEASURED
QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

EXCLUSIVE
NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

KAROL: CBS TO SET RADIO STYLE

Some of the background behind the development of CBS Radio's new Program Consolidation Plan was revealed last week by network sales vice president John Karol, who predicted that in time all radio networks will have to copy it in some way.

In a speech prepared for delivery Friday (Dec. 5) to the Advertising Club of Louisville and Louisville Better Business Bureau, Mr. Karol said that under the plan advertisers can be confident for the first time in years, that their messages are "truly national, because they are being carried throughout the entire station lineup and on a fixed schedule."

His talks came as unconfirmed reports circulated that up to 100 CBS Radio employes may have to be let out of their jobs as a result of PCP, which becomes effective Jan. 5, and increased speculation as to which specific programs will be dropped and which retained, aside from those originally designated [LEAD STORY, Nov. 3].

Regarding job security, employes have been assured that management's objective is to absorb into other departments of the company those "competent" ones whose jobs will be eliminated, and that "by timing, by coordination and by cooperation throughout CBS, it is planned to keep severances at a minimum"—even to the point of postponing, where practicable, the revamping of departments until transferable employes have been relocated. Officials also have indicated that in the long run the CBS Radio Div. may have more employes than now, owing to o&o stations' needs for personnel for additional local programming. [CLOSED CIRCUIT, Nov. 24].

Mr. Karol told his Louisville audience that PCP was his network's answer to the key question in broadcasting's unrest: "How do you put the relationship between a network and its affiliates on the kind of solid, confidence-inspiring basis that insures maximum values to users of local and network radio?" He acknowledged that there hasn't been enough advertising money in radio, "as it is currently operated," to keep networks and stations financially stable, and said the plan's "basic achievement" was "to build solid, mood-sequencing program schedules to attract and hold larger audiences."

Three Guarantees • Basically, he explained, PCP (1) assures stations and listeners "that the major public affairs and special feature programming that only a network can supply will be maintained"; (2) establishes a daily schedule of five-minute newscasts on the hour, plus other news broadcasts, which are available for sale by the stations; (3) "selects the most appealing programs and personalities" from the current schedule and consolidates them into specific periods reserved for sale by the network.

These specific periods are two hours in the morning and two in the afternoon plus 75 minutes at night, Monday through Friday, and two hours in late afternoon and early evening on Sunday. Program sales outside of network time, such as Metropolitan Opera broadcasts on Saturdays, will be accepted subject to station clearance.

Mr. Karol said CBS Radio "logically led the way" in introducing this new concept because it "today is the only one with programs strong enough to warrant their use as foundation-stones in a new network radio structure. Because of our confidence in the future of network radio, we have consistently maintained program quality. In effect, we alone have continued treating our programs as products in a branded line representing an established label that we are obligated to protect."

He said PCP would permit "much more experimentation and program development," and continued:

"We think, moreover, that all radio networks are going to have to do something of this sort. For in the present condition of economic chaos in the industry, of helter-skelter programming, switching back and forth from network to local, of major clearance difficulties and unreasonable delays by local stations in putting network programs on their air—such a plan represents the surest road to the building of more confidence in network radio.

"It is our earnest belief that [PCP] represents the start of a happier day for the network, the affiliates, the advertisers and the public. We believe it shows the way to the entire medium."

NBC Stands Pat • Despite his prediction that others must eventually follow suit, the other national networks have given no indication that they plan to do so. NBC specifically has said it intends to continue "present methods of operation" [AT DEADLINE, Nov. 10].

Mr. Karol struck out at the "tonnage" concept of advertising. He called it "offensive . . . to anyone who believes in quality," and added: "A ton of baloney can be purchased very much more cheaply than a ton of sirloin steak. There are very few things, really, in which people can buy tonnage alone. CBS Radio believes that this very limited number should not include radio programming."

The network sales chief emphasized that PCP "was not network inspired" but "evolved from a proposal by representatives of our affiliates who wanted to continue as affiliates of the network. It was worked out jointly by them and overwhelmingly approved by the affiliates at their recent convention in New York."

Among existing programs which Mr. Karol said would be retained were: New York Philharmonic, world music festivals, *Face the Nation*, and Salt Lake Tabernacle Choir; at least four other public affairs programs including *Church of the Air, Capitol Cloakroom* and *Invitation to Learning;* newsworthy special events as they occur; *World News Roundup* and *World Tonight;* Arthur Godfrey, Art Linkletter, Lowell Thomas and Edward R. Murrow; seven daytime serials; *Amos 'n' Andy Music Hall, Johnny Dollar, Suspense, Gunsmoke, Sez Who?* and *Mitch Miller Variety Show*. In a switch on usual practice, he said, a tv show—*Have Gun, Will Travel*—will be adapted for in-

Anything you can do on tape you can do better on the new Presto 800



SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

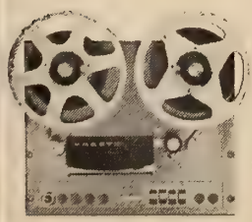
For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
Cable: Simontrice.

PRESTO

TURNTABLES • TAPE RECORDERS • DISC RECORDERS • DISCS • STYLI



800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.



800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

sertion in the Sunday night adventure-mystery block.

Although not designated by Mr. Karol, other programs unofficially reported last week to be at least tentatively scheduled for retention included *Couple Next Door, Second Mrs. Burton* and *Romance of Helen Trent,* all daytime serials; Cleveland Symphony, *Whispering Streets, Sportstime, Business News,* and Eric Sevareid and Robert Trout newscasts.

Subject to change, the following were said, also unofficially, to be tentatively slated to be dropped by the network: *Nora Drake, Our Gal Sunday* and *Backstage Wife,* daytime serials; *FBI in Peace and War, Indictment, Galen Drake Show,* Peter Lind Hayes and Mary Healy (moving to ABC Radio), *Frontier Gentleman, City Hospital* and *Jazz Is My Beat.*

WWBW From ABC to Mutual

WBBW Youngstown, Ohio, will become a Mutual affiliate effective Jan. 2, 1959, it has been reported. The station currently is on ABC Radio. It's headed by John Cherpack and operates on 1240 kc with 250 w.

WEW Affiliates With Mutual

WEW St. Louis, owned and operated by the Barrington Co., joins Mutual Broadcasting System as an affiliate on Dec. 15, the network has announced. An independent station since it went on the air in 1921, WEW operates on 770 kc with 1 kw.

ABC Western Division To Be Headed by Riddell

James G. Riddell, executive vice president of ABC, will become chief executive officer in charge of the ABC Western Div. in February, Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, announced last week.

Mr. Riddell, who moved to New York and into the ABC executive vice presidency last July 1 after many years of successful operation of ABC-owned WXYZ-AM-TV Detroit, will continue as a member of the AB-PT board and a vice president of the ABC division.



MR. RIDDELL

Earl Hudson, in charge of the ABC Western Div. since ABC merged with United Paramount Theatres and became American Broadcasting-Paramount Theatres in 1953, will continue under a new five-year contract, working with Mr. Riddell in an advisory capacity and also handling special projects, Mr. Goldenson said. Mr. Hudson will continue as an ABC vice president and also as AB-PT's representative on the board of Disneyland Inc.

When the new lineup becomes effective Mr. Riddell will move to Western Div. headquarters in Hollywood. Authorities said no successor as executive vice president was contemplated.

Mr. Riddell had been associated with WXYZ (and subsequently WXYZ-TV) for about 27 years before he transferred, somewhat reluctantly, to the New York post. He started with the Detroit station in 1931 and rose through various departments to become general manager in 1946, when ABC bought it. He was named president-general manager of WXYZ Inc. in 1950 and elected to the AB-PT board last March.

WFRV-TV to Switch to NBC-TV With Expiration of ABC-TV Pact

The status of ABC-TV affiliation in the Green Bay-Marinette areas of Wisconsin was undetermined last week as WFRV-TV Green Bay announced it would terminate its affiliation with ABC-TV next year and connect with NBC-TV as a primary affiliate.

Affiliation with the latter network was announced last week by Clayton Ewing, president of owner-operator Valley Telecasting Co., and NBC-TV station relations vice president Harry Bannister. The affiliation is effective May 23, 1959. ABC-TV's affiliation contract with WFRV-TV terminates June 1, 1959. ABC-TV spokesmen said last week that no new affiliation agreement had been signed, but that the network was "talking with" WMBV-TV Marinette which presently is the NBC-TV affiliate in that area.

Secondary affiliation with CBS-TV will be maintained by WFRV-TV but general manager Soren H. Munkhof said that with WBAY-TV Green Bay "carrying practically all" CBS-TV programs, it would "seem unlikely" that WFRV-TV would carry CBS-TV shows. "What is more," he said, "NBC's heavy sponsor lineup would leave us little room for maneuvering."

Interior Protests to NBC-TV On Indian Show, Seeks Air Time

The Interior Department last week objected to NBC-TV's Nov. 16 *Kaleidoscope* on the Indian program and requested tv time to present its side.

In a letter to NBC President Robert E. Kintner, accompanied by voluminous literature on the subject, Undersecretary Elmer F. Bennett termed the tv presentation as "a serious disservice to the American Indian people and your television audience, as well as to this department." He said the show's narrator, Robert McCormick, may have been "sold a bill of goods"; that his approach to the problem "followed a pattern often espoused by a vocal, dissident element that asserts we are ogres without souls and avowed enemies of the Indians."

Mr. Bennett described as "wholly untrue" what he considered to be the program's thesis—"that this department seeks to separate the Indian from his land, and that sales of individual Indian allotments are part and parcel of the termination program." He also claimed that "political overtones" were present.

NBC has received the letter and it is under consideration.

CLIMAX

Is To "Highest Point" As

KJEO-TV is to "Tops In All-family Entertainment". You'll do yourself a favor to check avails on KJEO-TV if you want to cover the BILLION DOLLAR RICH Fresno and San Joaquin Valley. Call your nearest H-R man now for information concerning KJEO-TV, the station with CONTENTED clients.

Telefax WESTERN UNION Telefax

NEW FACTS OF GREAT IMPORTANCE TO ADVERTISING EXECUTIVES

IN FOOD



DRUGS





AUTOMOTIVE PRODUCTS



- **MIAMI 165% ABOVE NATIONAL AVERAGE** in retail sales per capita!
- **MIAMI 123% ABOVE NATIONAL AVERAGE** in food sales per capita!
- **MIAMI 152% ABOVE NATIONAL AVERAGE** in drug sales per capita!
- **MIAMI 248% ABOVE NATIONAL AVERAGE** in automotive sales per capita!

WTVJ covers this fantastic market as no other media can!

See NCS #3! See ARB! See your PGW colonel!

(data from Sales Management's November 10, 1958, "Marketing on the Move" Issue)

WTVJ
MIAMI

CBS

CHANNEL 4

Represented by:
Peters, Griffin, Woodward, Inc.

RAB BUDGET HITS MILLION MARK

A $1 million-plus budget will back Radio Advertising Bureau activities next year, President Kevin B. Sweeney told the organization's board of directors and membership meeting last week in New York.

The record budget (targeted on an annual basis of $1,002,000 at the first of the year with the hope of hitting $1,065,000 by mid-year) is $82,000 ahead of the $920,000 budget current at this time last year. It shades slightly the "just under $1 million" budget announced by Television Bureau of Advertising last month.

RAB also named a new chairman last week. Allen M. Woodall, president-general manager of WDAK Columbus, Ga., was elected to succeed retiring chairman Kenyon Brown of KGLC Miami, Okla., and other stations. Five new directors were named to the board: Paul Braden, WPFB Middletown, Ohio; John Kluge, Kluge Stations; Harold Krelstein, Plough Stations; Edwin K. Wheeler, WWJ Detroit, and Robert Wolfenden, WMEV Marion, Va. They assume seats previously held by Edward Breen, KFVD Fort Dodge, Iowa; Charles C. Caley, WMBD Peoria; William B. McGrath, WHDH Boston; Robert T. Mason, WMRN Marion, Ohio, and Adam J. Young Jr. of the Young representative firms.

Two new officers were elected for 1959, Frank P. Fogarty of WOW Omaha, replacing Mr. McGrath as secretary, and Richard D. Buckley of WNEW New York, replacing John S. Hayes of the Washington Post Broadcast Div. as treasurer. President Sweeney, Vice President-General Manager John F. Hardesty and Assistant Secretary-Treasurer William L. Morison were re-elected.

Mr. Sweeney said that one of RAB's principal activities during 1959 will be "Operation 120"—a plan to crack the decision-making echelons of that many companies which currently present a "hard-shell" to radio salesmen. The schedule calls for 10 pitches a month during the year. Another program ranking high at RAB is selection of a department store to get $64,000 from the organization for a special test of radio's effectiveness. Over 41 candidates are being considered. Still another: presentations to major industries along the lines of the recent automobile effort, with oil companies the first target.

RAB membership is on the way up, Warren Boorom, director of member service, told the meeting. He noted that 31 new members joined during November alone, bringing current membership to 883. Mr. Sweeney's report predicted the organization would hit the 900-member mark by Christmas, 1,050 by this time next year.



RETIRING *RAB board chairman Kenyon Brown (c), executive vice president of KGLC Miami, Okla., receives a certificate of achievement from his successor, Allen M. Woodall (r), president-general manager of WDAK Columbus, Ga. The presentation took place at last week's meeting conducted by Kevin B. Sweeney (l), RAB president.*

Engineering Award From NAB For Contribution to Industry

Criteria for NAB's new bronze plaque engineering award—to be given for the first time at the association's Broadcast Engineering Conference in Chicago March 15-18—were announced last week by A. Prose Walker, NAB manager of engineering and chairman of the special award committee.

The award will recognize a single contribution or contributions over a period of time which "measurably advance the technical state of the broadcasting art." Mr. Walker said this should be an invention, development of new techniques, contributions to technical knowledge, leadership in broadcast engineering affairs or any other outstanding accomplishment which warrants consideration.

The award will be limited to officers or employes of organizations whose primary business is broadcasting by licensed stations and to employes of the federal government active in broadcast engineering. Nominations, which may be submitted by anyone, should include a description of the nominee's achievements, his affiliation and position. Nominations should be submitted as soon as possible.

The period of time during which the contribution was accomplished should be "reasonable," the committee has agreed. The group said it will not give the award for contributions made in the "dim past." It will be presented only in years when there is a contribution which warrants it.

Other committee members: Raymond F. Guy, NBC; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Wilson Raney, WREC-AM-TV Memphis, and Joseph B. Epperson, Scripps-Howard Radio Inc.

Mass. UPI-men Hold Fall Meeting

The annual fall conference of the UPI Broadcasters Assn. of Massachusetts was held Nov. 25. The newsmen visited Westover Air Force Base, where an air alert was staged for the occasion.

Features of the program were presented by UPIBAM committee heads under Arthur King of WEEI Boston, president. They included Ed Kennedy, WWLP-TV Springfield; Les Levinson, WKOX Framingham; Al Noyes, WHAV Haverhill; Joe Welch, WSAR Fall River; Gerry Harrison, WLLH Lowell; Bob Donahue, WMAS Springfield; Len Libman, WTAO Cambridge; Joe Fennessey, WHMP Northampton, and Alan Wade of UPI.

Judges were announced for the Tom Phillips Award (given annually by the association for the year's best news story). They are Louis Lyons, curator, Nieman Fellowships, Harvard U. and broadcaster over WGBH-TV Boston; Jim Little, news director, WTAG Worcester, and Ray Kierman, news director, WHDH Boston (retired).

Officers for Next Year's Wescon Named at Honolulu Annual Meet

The eight-member Western Electronic Show & Convention directors' board installed officers for the 1959 Wescon—to be held in San Francisco next August—at its Nov. 29 annual meeting in Hawaiian Village, Honolulu.

O.H. Brown, marketing director of Eitel-McCullough Inc., San Carlos, Calif., was installed as show director and Albert J. Morris, vice president of Levinthal Electronic Products Inc., Palo Alto, Calif., as convention director. Wescon directors are Bruce S. Angwin, western regional manager, Electronic Components Div., General Electric Co., Los Angeles; Donald C. Duncan, contract sales director, Beckman Instruments Inc., Fullerton; Hugh P. Moore, board chairman, Lerco Electronics Inc., Burbank, and Walter E. Peterson, Electronics Div. director, Radioplane Co., Van Nuys, all California.

L.W. Howard, president, Triad Transformer Corp., Venice, Calif., retires as Wescon's board chairman. Don Larson, Wescon business manager-executive committee member participated in the Hawaii meeting.

Co-sponsors of Wescon are West Coast Electronic Manufacturers Assn. and San Francisco-Los Angeles sections of the Institute of Radio Engineers, seventh region. The electronic show-convention's chief executive officers are H. Myrl Stearns, president, Varian Assoc., and Bernard M. Oliver, research development vice president, Hewlett-Packard Co., both Palo Alto.

Chicago Ad Club Committee Considers Pioneers Chapter

A series of special projects, including the possible formation of a Chicago chapter of the Broadcast Pioneers, is currently being studied by a new committee of the Chicago Broadcast Advertising Club.

Among other projects being considered by the group, under chairmanship of E. P. H. James, vice president of A. C. Nielsen Co., are plans for organized participation by BAC members in development and extension of Chicago Federated Adv. Club radio-tv workshop courses; (2) annual BAC awards "to persons and groups contributing most to broadcasting in the Chicago area"; (3) annual BAC scholarship

awards; collection of manuscripts, photographs and exhibits for a "portrait gallery" relating to Chicago broadcasting history; a research study, perhaps in conjunction with a local university, for the use of BAC membership.

It's pointed out that inasmuch as several BAC members belong to the national Broadcast Pioneers organization, BAC might well sponsor a Chicago chapter, looking toward "the mutual benefit of both organizations."

Other committee members are Edward Hitz, NBC vice president in charge of Central Div. tv sales; James G. Hanlon, public relations manager of WGN-AM-TV Chicago, and John W. Osbon, midwest news editor of BROADCASTING.

NAB Television Air Campaign Becomes Million-Dollar Effort

The value of tv time being allocated to a 13-week campaign to promote the television medium's impact has passed a million dollars, NAB reported last week as the association added up reports from 20 more tv member stations.

The latest figure of $1,134,350 in time being scheduled by 92 tv stations compares to $836,000-plus by 72 outlets reported the week before [TRADE ASSNS., Dec. 1]. Last week's NAB survey shows that stations are allocating a total of $87,258 a week to run a series of animated film spots produced by Pintoff Productions, New York, under supervision of NAB's public relations service.

The spots, launched during National Tv Week Nov. 16-22 and continuing into February 1959, dramatize the theme, "Nothing Brings It Home Like Television." The 92 stations reporting have scheduled the spots a total of 29,648 times, an average total of 322 per station, or 25 times a week per station, for the 13-week promotion.

The average total of air time for each station is valued at $12,330 or $948 for each station weekly.

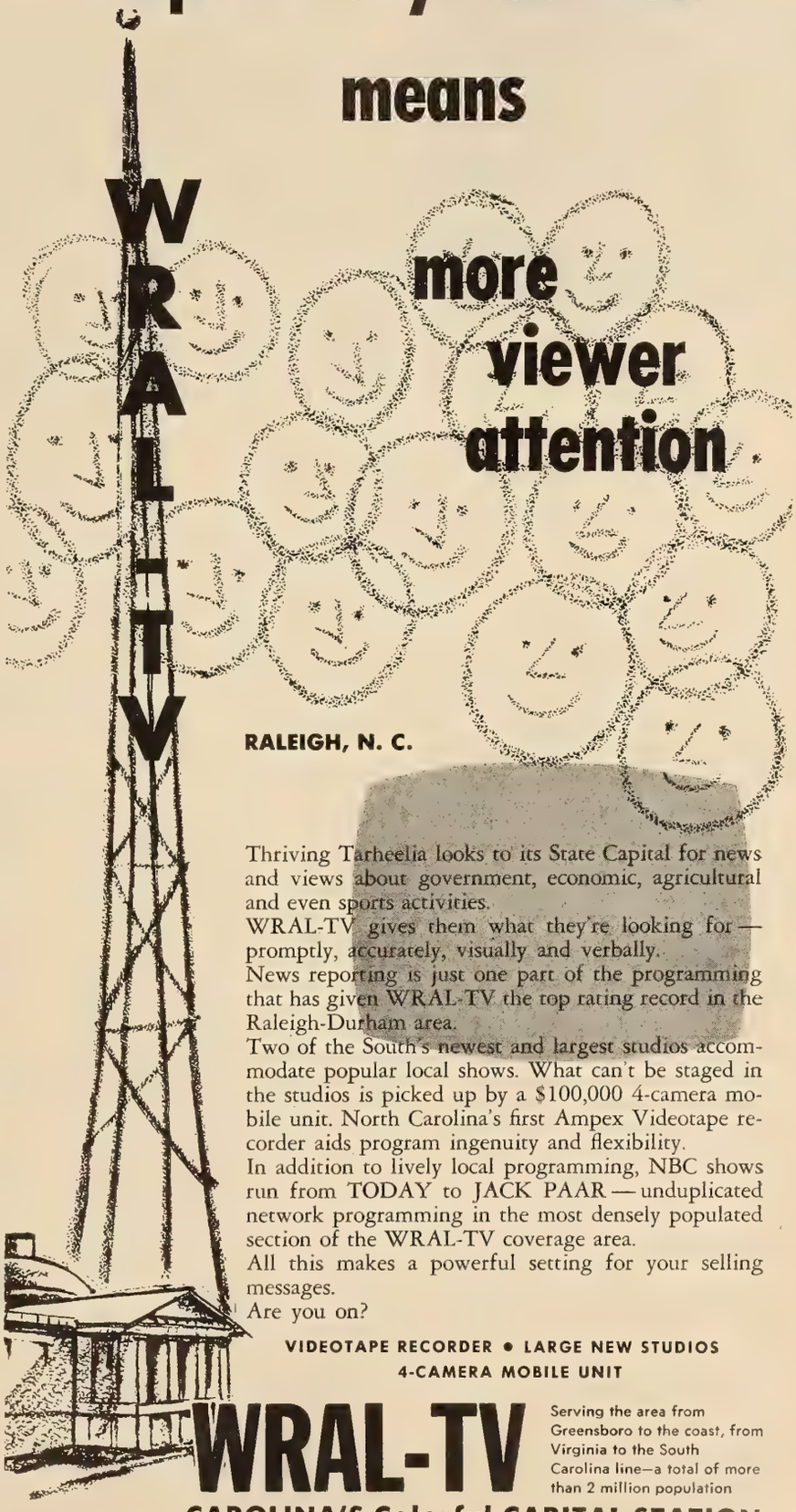
Press Protests Broadcast Ban

A joint suit has been filed by the Georgia Press Assn. and Atlanta Newspapers Inc. (WSB-AM-TV) in protest against a judge's order banning broadcast equipment and picture-taking on sidewalks adjoining the Atlanta courthouse. The suit was filed in Fulton County Superior Court against an order issued by Judge Durwood Pye [AT DEADLINE, Nov. 10]. Judge George P. Whitman accepted the suit and set Dec. 12 as hearing date.

Montana Stations Set Spring Meet

The spring meeting of the Montana Radio Stations Inc. is set for May 21-23 in Great Falls, John Lyon, MRSI president, has announced. An executive board meeting, to be held there next month, will be attended by Mr. Lyon, KIYI Shelby; Charlotte Brader, vice president, KOJM Havre; Robert Warner, secretary-treasurer, KMON Great Falls; Dale Moore, KBMN Bozeman, and Ian Elliot, KATL Miles City.

Capital City Location means more viewer attention.



RALEIGH, N. C.

Thriving Tarheelia looks to its State Capital for news and views about government, economic, agricultural and even sports activities.
WRAL-TV gives them what they're looking for — promptly, accurately, visually and verbally.
News reporting is just one part of the programming that has given WRAL-TV the top rating record in the Raleigh-Durham area.
Two of the South's newest and largest studios accommodate popular local shows. What can't be staged in the studios is picked up by a $100,000 4-camera mobile unit. North Carolina's first Ampex Videotape recorder aids program ingenuity and flexibility.
In addition to lively local programming, NBC shows run from TODAY to JACK PAAR — unduplicated network programming in the most densely populated section of the WRAL-TV coverage area.
All this makes a powerful setting for your selling messages.
Are you on?

VIDEOTAPE RECORDER • LARGE NEW STUDIOS
4-CAMERA MOBILE UNIT

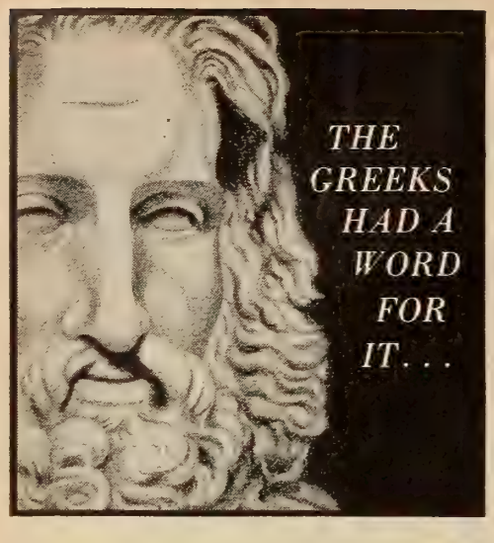
WRAL-TV
Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here.*

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

EIA PUTS STEREO EAR TO GROUND

- **Manufacturers set up unit on binaural broadcasting**
- **National Stereo Radio Committee headed by Dr. Baker**

The burgeoning business of stereo made the big leagues last week—it assumed the status of an "all-industry problem." Concerned: The Electronics Industry Assn., which started the machinery to set up a National Stereophonic Radio Committee to formulate and recommend standards for a new broadcasting art.

The committee, authorized last Thursday in New York by the EIA board of directors, will function as have predecessors in other broadcasting fields—the two National Television System Committees (NTSC) which worked out the standards first for black-and-white tv in 1941 and later for color in 1953.

At the helm, as he has been on the NTSC's, will be Dr. W.R.G. Baker, retired General Electric engineering chief and EIA past president, who will chair the administrative committee to set up the formal NSRC. With him on that group will be D.B. Smith, Philco, vice chairman; A.V. Loughren, Airborne Instrument Labs; W.J. Morlock, General Electric; D.G. Fink, Philco; I.G. Kaar, Hoffman Electronics, and A.N. Goldsmith, consulting engineer. An operations committee, also named last week, will be headed by Graydon Lloyd of GE as chairman and J.E. Young of RCA as vice chairman.

Briefly stated, this is the medium and the problem is has sired:

Stereo's function is to deliver to the listener so-called "true" sound, that is, coming at him from two sides (one per ear) rather than one. To do it, separate pickup and reproduction systems are used, putting the separate signals on a single disc or tape, or, in the case of live broadcasts, putting the separate signals into different transmission systems.

It becomes the broadcaster's job to deliver these signals using (at present) three principal methods, each calling for a different set of receiving gear. The three systems: (1) 2-channel signals (fm-fm combinations, fm-am combinations), (2) composite signals (multiplexing), and (3) "compatible" signals.

In the first case, only fm-fm combinations are considered by hi-fi buffs to be acceptable —but under present broadcasting rules which prohibit duopoly, this means competing fm stations in a market must get together to program stereophonically. This can be awkward. Fm-am combinations are easier to achieve, as both may be owned by the same broadcast entity, but the quality doesn't meet the rigorous standards of the hi-fi fan. In both these systems the listener is required to have two sets.

Composite (multiplexed) signals come closer to the mark, as they emanate from the same fm station (there is no am multiplexing now). But then enters the problem of new receiving equipment. Assuming the listener will buy it, there's still the question of which of many possible multiplexing systems to use—both broadcaster and receiver manufacturer must agree.

Compatible signals have been proposed by veteran broadcast engineer Murray Crosby, whose Crosby Labs is developing a system which would permit listeners with present fm sets to hear both sides of the stereo signal (from the same speaker, so of course not stereophonically) or permit listeners with his specially-designed set to get the real stereo broadcast.

It will be the job of NSRC to find which of these or other possibilities holds the best promise of economy and compatibility. Some degree of haste is important, too, as an answer should be found before any of the present methods gets too strong a grip in the market. One opinion holds the problem won't be resolved in less than six months, could take 18.

(Also see Philco story, page 62.)

HALL OF FAME 'SEED MONEY'

Plans for a Broadcasters Hall of Fame went a step farther last week when an advisory committee of NAB voted to raise a minimum $10,000 "seed money" to study methods of establishing a Hall of Fame honoring radio and television pioneers, a museum and a library to preserve historic broadcasting material.

The study would collect information to organize the project, which envisions the eventual establishment of a national institution for the public, historians and scholars. NAB is coordinating exploratory activities, but said the project will be an all-industry endeavor after it gets moving.

Contributions to the study will be welcomed from all interested in the project, John F. Patt, WJR Detroit, chairman of the committee, said last week. "It is our belief," he said, "that the dramatic history of broadcasting in the U.S. since 1920 and before, including its memorable events and its contributions to the American scene, should be collected, preserved and made available for all the people."

Other members of the committee: Joseph E. Baudino, Westinghouse Broadcasting Co., Washington; Merrill Lindsay, WSOY Decatur, Ill.; Paul Morency, WTIC Hartford, Conn., and Fred Weber, WSTV Steubenville, Ohio. Members are all broadcasting pioneers with a total service of 166 years.

NAB staff participants included Harold E. Fellows, president; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president, and John M. Couric, news manager.

WGR-TV
CHANNEL 2
now NBC!
IN GREATER BUFFALO

It means that now America's No. 1 network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

"Let's run this up the flag pole"



- **Top NBC-TV network programming**... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
- **Top local acceptance**... because of top local shows, personalities, public service, promotion, and merchandising.
- **Top choice in Buffalo of advertisers and viewers alike**



..."and watch everyone salute!"

Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV
NBC CHANNEL 2
BUFFALO

T SYMBOL OF T SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



MADISON AVE. SORTIE FOR FARM DIRECTORS

- **Aim at buyers with N.Y. meet**
- **Over 350 at Chicago sessions**

America's farm broadcasters are taking a new look at their roles on the station team as developers of sales and interpreters of the "public interest, convenience and necessity."

In a move toward that end, the National Assn. of Tv & Radio Farm Directors has decided to carry its agricultural pitch to Madison Avenue next spring in a bid to win friends and influence buyers. The membership voted to hold its spring meeting (probably the second or third week of June) in New York next year. (The fall annual convention will be held concurrently with the International Livestock Exposition and 4-H Congress in Chicago.)

Over 355 NATRFD voting and associate members attended the Chicago conclave at the Conrad Hilton Hotel and voted in Maynard Speece, WCCO Minneapolis, as 1959 president. They heard panels exchange views on farm director contact with station representatives, lack of data on farm broadcasting, ratings, current FCC interpretations of station license compliance, the merits of commercially-sponsored public service farm programs and myriad other topics. Station management and farm directors alike took their lumps in the three-day meeting.

Armed with a special convention facilities budget, NATRFD plans a "let's get to know each other better" session with New York representatives and agencies next June. Bob Palmer, Cunningham & Walsh, N.Y., an NATRFD associate member, will head a special farm broadcasters' committee.

It is expected that Gordon Hayes, manager of CBS Radio Spot Sales, and prominent T-RFDs also will serve on the group. Among other committee members mentioned to serve NATRFD President Speece:

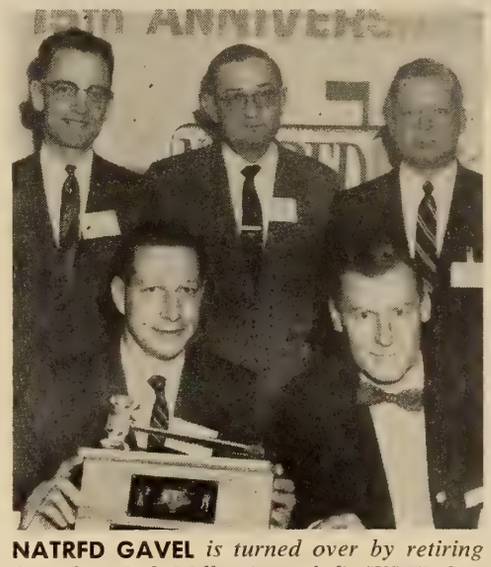
Layne Beaty, U.S. Dept. of Agriculture radio-tv service; Don Lerch, D. Lerch Jr. & Co., and R. Lyle Webster, USDA, all Washington, D.C.; Bert Larson, American Cyanamid Co., and Joseph Martin, Allied Chemical, both New York; and such T-RFDs as Don Tuttle, WGY Schenectady, N.Y.; Frank Atwood, WTIC-AM-TV Hartford, Conn.

Benefits From Changes • FCC Comr. Rosel H. Hyde spoke on the Commission's program form revisions as the best means of determining whether broadcast licenses operate in the public interest [AT DEADLINE, Dec. 1]. He addressed a luncheon Nov. 29.

The opening business session Nov. 29 was told that while membership was down to 411 from a previous two-year peak, treasury funds were up to $9,000-plus. Mal Hansen of WOW-AM-TV Omaha, chairman of the NATRFD sales promotion committee, reported that farm broadcasting "sold well" the past year despite a lack of information made available to agency buyers. Reporting on an NATRFD fact sheet for station managers, representatives and agencies, he suggested the association "explore all avenues" of the farm market. NATRFD "desperately needs," he stated, "a national approach to farm research," a project which would cost about $50,000.

Outgoing NATRFD president Bob Miller of WLW Cincinnati told the luncheon gathering that farm broadcasting "kept alive the spark of serving the listening audience" when radio programming and advertising hit its low ebb. "Through service programming we have attracted sponsors and audience," he stated. The farm audience will remain the biggest consumer, he said, and stations must recognize that the T-RFD is "not an announcer but an executive on the staff."

Comr. Hyde also took part in an afternoon panel that included Larry Haeg, general manager of WCCO Minneapolis; Benito Gaguine, of the Washington law firm of Fly, Shuebruck, Blume & Gaguine; John McDonald, WSM Nashville, and Roy Battles, National Grange, with Mr. Miller presiding.



NATRFD GAVEL *is turned over by retiring President Bob Miller (seated, l), WLW Cincinnati, to Maynard Speece, WCCO Minneapolis, association president for 1959. In background (l to r): Herb Plambeck, WHO Des Moines, NATRFD historian; George Roesner, KPRC Houston, secretary-treasurer; Wally Erickson, KFRE Fresno, Calif., first vice president.*

Mr. Gaguine intimated that the government pendulum on broadcasting regulation is swinging toward stricter regulation. He asserted that "the law at the Commission on any particular day, on any particular subject is whatever four of these FCC commissioners happen to decide on the cases before them."

Mr. Haeg protested that if "we let the rating services decide what we believe, we have become a kind of slave to what the rating services say we shall or shall not do." He suggested farm broadcasting do its job and "the cost-per-thousand of the ratings services be damned." Mr. Haeg also expressed concern over the prospect of additional stations splitting up the advertiser marketing dollar, thus leading to curtailment of RFD activities because of cost considerations. The idea that many stations wouldn't even bother with any farm programming were it not for the FCC was advanced by Mr. Battles. Mr. McDonald claimed that T-RFDs program in a responsible manner.

In an afternoon panel session, Robert Kunkel, account executive at Leo Burnett Co., charged that A.C. Nielsen Co.'s NCS No. 2 "short-changes farm markets."

Sam Schneider, account executive at CBS Radio Spot Sales, Chicago, and onetime RFD, outlined basic requirements expected in farm broadcasting from agencies, T-RFDs and representatives. He told NATRFD delegates: "One half your representatives don't know you. They buy you by a slide rule and give the job to someone in an ivory tower." Mr. Schneider urged directors not to resent the fact farm shows are sponsored.

A question-and-answer period touched on such topics as the extent of T-RFD client service responsibilities, farm directors delivering commercials and T-RFD-agency-rep liaison. Other panelists were M.H. Straight, advertising manager of Spencer Chemical Co., Kansas City, and Bill Alford, farm editor of WMT Cedar Rapids, Iowa.

Agency Opinions of Tv • Closing day panels were devoted to tv and "the new look" of farm broadcasting, with client and agency executives making pointed criticisms.

M.R. Budd, advertising director of Hercules Powder Co., Wilmington, Del., which entered tv in 1955, scored "short-sighted management" and claimed some stations have weakened their farm programming. In such instances, he reported, "we cut our schedules, while in others we increased them."

T-RFDs were urged by Harry Barger, vice president of Wherry, Baker & Tilden, Chicago advertising agency, to "get management to provide good time periods." He said that farm directors, "in many instances, have been pushed back to far too early morning periods. . . . You must figure out a more effective way to get your story across to agencies and clients; to let them know about your tv shows," he suggested, citing a $900 million farm market for station management.

Frank Gentry, commercial manager of WLBT (TV) Jackson, Miss., called on station management to add tv farm shows if they're not presently on the schedule, pick the right periods across the board and "get an experienced farm director." He remarked that the T-RFD "can be a means of maintaining firm 52-week accounts on your station" and "can inspire confidence in his listeners."

The closing meeting Nov. 30 featured Bill Drips, KOIN-TV Portland, Ore.; Forrest (Frosty) Blair, Edward Petry & Co.; Jim Bridwell, Gardner Adv. Co., St. Louis, R. L. Wood, Ralston Purina Co.; Jack Jackson, National Grange, and Mr. Beaty.

Responsibilities of farm broadcasters to their station representatives, agencies and clients were outlined by panelists. Mr. Drips noted that "today, agriculture is big business."

Louis Wilson, information director of



you want KOWH radio

. . . 9 years at or near the top—consistently!

Most recent Pulse: 6.2 all day average. Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc. Adam Young can amplify. See him . . . or talk to KOWH General Manager Virgil Sharpe.

KOWH *Omaha* Represented by Adam Young Inc.



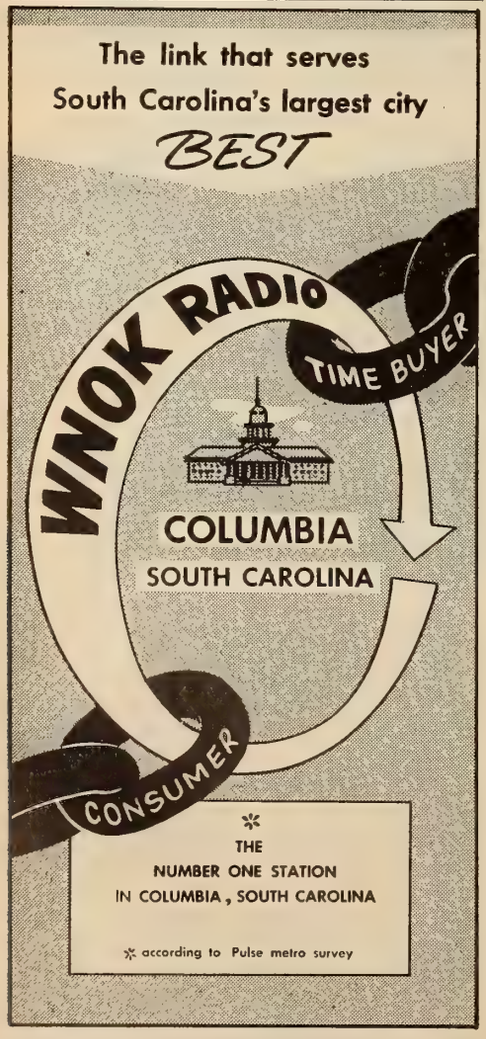
*KTVI rate card

. . . your lowest cost
per thousand TV buy
in St. Louis

Represented nationally by
BLAIR-TV

KTVI CHANNEL 2 abc
ST. LOUIS

The link that serves
South Carolina's largest city
BEST



TRADE ASSNS. CONTINUED

National Plant Food Institute, was honored at the closing Sunday banquet with NATRFD's meritorious service award. Tenure awards were presented to George German, WNAX Yankton, S.D. (for 25 years) and Mr. Drips (30 years). Bob Parker, WBAY Green Bay, Wis., won the National Milk Producers Federation award for radio.

At the helm for '59 • Mr. Speece, of WCCO Minneapolis, was elected president on a slate that also included Wally Erickson, KFRE Fresno, Calif., vice president; George Roesner, KPRC Houston, secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-named historian.

New members of NATRFD's associate members committee are Mr. Timmons. of KWKH Shreveport, La., chairman; W. Judd Wyatt, MFA Insurance Co., Columbia, Mo., vice chairman; Bob Walton, John Blair & Co., Chicago, secretary. Mr. Timmons is immediate past president of NATRFD.

The T-RFD's executive committee, meeting after the convention, voted nearly a 100% budget increase for association operations in 1959—$11,275 compared with $6,760 in 1958—and heard a report on plans for Farm Broadcasting Day Feb. 7, 1959. Robert S. Webster, WJTN Jamestown, N.Y., committee chairman, reported 200 orders thus far for Farm Broadcasting Day Kits. NATRFD is picking up the entire tab for the 1959 event, previously sustained by NAB.

Among resolutions adopted by NATRFD at closing sessions were these: (1) to limit membership of its tv committee to six members for a three-year tenure; (2) to support the National Advisory Council on Civil Defense by helping "to educate the public" on CD needs; (3) to set dues of stations with 1 kw and under at $15, of extension editors and government communications workers in radio-tv at $7.50, and all others at $25, save for multiple membership instances, with second, third and other members paying $15—same as for voting members.

A move for the appointment of a group to "gather uniform and general survey data to be used as a sales tool for T-RFDs and to report the data currently being used as either good or bad sales efforts" was sidetracked and referred to NATRFD's executive committee. Group also approved the designation of all regional chairmen as national vice presidents for their regions.

TRADE ASSN. SHORTS

Advertising Federation of America announces it is sponsoring life insurance plan, available to member companies for their key executives. Under plan, according to AFA, premiums paid by corporations for executives are tax deductible and cover insurance from $10,000 to $30,000. Details will be sent to AFA company members shortly.

National Academy of Television Arts & Sciences names four new trustees to its national board. They are Irv Kupcinet, president, Chicago chapter; Frank Atlass, WBBM-TV Chicago, Ned Williams, editor of *Chicago Unlimited*, Arnold L. Wilkes, WBAL-TV Baltimore.

MANUFACTURING

Midwest Electronics Submits Financing Prospectus to SEC

Midwest Electronics Inc., Fargo, N. D., established in September by broadcaster John W. Boler to manufacture radio-tv equipment, has notified the Securities & Exchange Commission of plans to seek public financing. In a required registration with the SEC, Midwest said it would offer to the public $300,000 in 6% notes, due Jan. 1, 1966, or before, and 30,000 shares of common stock (50¢ par value).

Investors would purchase a package deal consisting of one $500 note and 50 shares for $500. No underwriter is being used and the stock-notes will be solicited only from residents of North Dakota and Minnesota, Midwest stated. Mr. Boler will retain 70% of Midwest if the entire offering is subscribed.

Midwest recently purchased KFGO Fargo for $150,000 [CHANGING HANDS, Nov. 3] and KXAB-TV Aberdeen, S. D. (not yet on air) and leased the stations to Mr. Boler's North Dakota Broadcasting Co. Mr. Boler and his wife also own KXJB-TV Valley City and KBMB-TV Bismarck, both North Dakota. Midwest announced plans to manufacture small, portable tv cameras, microwave equipment and other radio-tv components.

MANUFACTURING SHORTS

International Telephone & Telegraph Corp., announces its recently consolidated Clifton, N. J., and Fort Wayne, Ind., operation has been named ITT Federal Div., effective immediately. Five officers for division were elected: George A. Banino, v.p. and comptroller; Robert E. Chasen, v.p.-administration; Theodore M. Douglas, v.p. of division; Walter W. Hawk, v.p.-engineering, and William B. Levet, secretary and counsel.

RCA's electron tube, semiconductor and materials division, has honored 114 25-year veterans, representing total of 2,850 years of service, by induction into Quarter Century Club. Club "membership" is now 481, including 302 active employes and 65 retired from RCA.

Technical Products Dept. of General Electric Co., Syracuse, N. Y., announces publication of new 81-page audio equipment booklet. Limited number of copies will be made available free to audio engineers and professional broadcasters on priority basis.

HEART WHERE HOME IS

Electronics Industries Assn., some of whose members make their living selling tv sets, will embark on a consumer promotion drive close to their hearts next year. The theme: "Multiple-Set Usage in the Home." The campaign was approved at last week's meeting of the EIA board (story, page 74), and put under the charge of J. M. Williams, advertising manager of the RCA Victor Tv Div.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

delivers both—

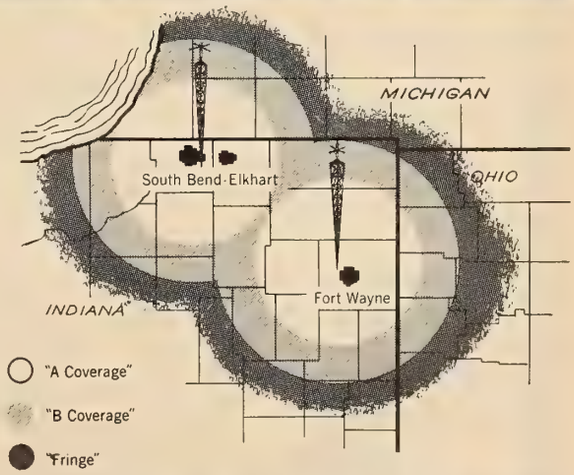
AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!



Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend - Elkhart — with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!



wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

Ball Players Denied Share in Tv Profits

Major league baseball players last week threw a "curve" in the direction of their employers—the club owners. And, the "take" was on as two days later the owners unanimously and flatly turned down their hired hands in a bid for a profit-sharing plan—brought on by increased tv revenues.

Specifically, the players claim the advent of televised games has greatly increased the income of clubs without increasing appreciably their own take-home pay. To back up their pitch, the players appeared before the owners in Washington last Tuesday (Dec. 2) with facts, figures and charts showing how the clubs' income has gone up while salary totals have not.

Player spokesmen Robin Roberts, Philadelphia Phillie pitcher, and the Washington Senator third baseman Eddie Yost made no bones about the fact increased tv income triggered their demand. The players asked that 20% of each club's gross income from all sources be budgeted for their salaries. Previously, the players had indicated their demand would be for 25% of a club's radio-tv income only, over and above their regular salaries.

The players' figures, covering radio-tv and total income for the years 1952-56, showed that total income had risen from $32 million in 1952 to $42.8 million in 1956. Over the same period, radio-tv income rose from $4.1 million to $7.3 million. For the same period, the players claimed, their total salaries increased only $229.665.

In 1933, player salaries accounted for 44.2% of a team's total income, while in 1950 and 1956 the figure went down to 16.4% and 12.9%, respectively, according to J. Norman Lewis, attorney for the players.

Pitcher Roberts said his colleagues also would like to see the club owners' financial figures for 1957-58, but as yet have not made such a request. The radio-tv and total income figures cited were released in the summer of 1957 by the House Antitrust Subcommittee [PROGRAM SERVICES, June 24, 1957]. A bonus player himself, Mr. Roberts said the large bonuses clubs have shelled out in recent years to rookies points up the available extra income accrued through tv.

He said the players changed their original demand from 25% of radio-tv income to 20% of all income (including concessions, parking, etc., but excluding park rental fees) because some clubs (Milwaukee, Kansas City) do not televise their home games and different numbers of games are telecast by other teams. "We want a share of the [club's] increase in income through television," Mr. Roberts emphasized.

The players asked the owners to give them a quick answer. The Phillies star said the players have not decided what retaliatory steps will be taken if the owners refuse the demand, but that refusal to play has not even been considered.

The owners complied with the request for a quick answer, formally turning down the player-request on Thursday. While the request for 20% was "considered" for two days, the immediate reaction of many was unqualified refusal. Frank Lane, outspoken general manager of the Cleveland Indians, said that he would have turned the players down immediately. He, as did other owners, took strong exception to the players' salary figures.

"We can prove that at least 12 of the 16 major league clubs pay in excess of 20% of their gross income for salaries," Mr. Lane countered in citing statistics of his own. He claimed Washington puts 34% of its total income into player's salaries.

Dan Topping, co-owner of the New York Yankees, reportedly told the players: "You'll get nothing of the kind." Multimillionaire Tom Yawkey, owner of the Boston Red Sox claimed that more ball players are overpaid than underpaid. "We want players to get more money when they deserve it," he said.

The owners were in Washington last week for the annual meetings of both the major and minor leagues.

Roach to Tape First Tv Show With Hour 'Pilgrimage' Special

Hal Roach Studios will start its first videotape programming a week from Wednesday (Dec. 17) when it begins production of the "Pilgrimage Play" as an hour long tv program. Hal Roach Jr., studio head, reported that he has completed negotiations with the Hollywood Bowl Assn. for the right to produce on videotape the religious spectacle which has been presented annually at Los Angeles' Pilgrimage Theatre, city-owned property administered by the Bowl Assn., since 1920.

William Sterling, executive at Roach Studios, will produce the religious spectacular, which will be directed by William Brown of KTLA (TV) Los Angeles as part of an arrangement whereby KTLA will supply facilities, services and personnel for the videotaping. Anticipating the installation of VTR equipment at the Roach Studios about mid-1959 under an agreement with Guild Films, the movie company is avoiding any union problems by choosing KTLA to tape this initial program. The station, which is owned by Paramount Pictures, and the Roach Studios are both staffed by members of IATSE.

PROGRAM SERVICE SHORTS

Sesac Inc., N.Y., reported last week that over 40 stations have ordered the Sesac "Spirit of Christmas" series, consisting of 13 quarter-hour script shows, three children's programs and over 100 musical selections. Entire series is priced at $49.50.

Warner Bros. Records has announced radio-tv station subscription service, whereby stations may subscribe to receive minimum of 60 albums per year, with artists and material selected for programming value and balanced variety. For regular long play albums, charge is $15 a quarter. Service is also available in stereophonic recordings, at $22.50 per quarter. Warner Bros. Records



TWO FUN SHOWS FOR ATTRACTING A FAMILY AUDIENCE

Here's a BEST BUY for spot buyers looking for good family coverage in the big, rich Western New York Market. 57 minutes of comedy programming that attracts young and old, on the only TV station in the area that delivers a 17 county-plus audience in Western New York and Northeastern Pennsylvania — and a bonus audience in the Canadian-Niagara Peninsula. These LIFE OF RILEY and BURNS AND ALLEN re-runs provide the perfect background for profitable promotion.

If your product is for Mom, Dad, Sister and Brother... and Aunt and Uncle, too, then check today with *Harrington, Righter and Parsons,* our national representatives. They'll arrange a spot for you on Dinner Date Theatre.

YOUR TV DOLLARS COUNT FOR MORE ON CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

has also issued new recording of "The Star Spangled Banner," said to be first available to public in 25 years. Warner recording, 45 rpm disc recorded by military band conducted by Henry Mancini, is being made available free to radio and tv stations.

Radio Featurettes, new 15-second syndicated radio program service, has been developed by Radio Featurettes Co., new firm located at 125 W. 41 St., New York 36. Telephone: Wisconsin 7-9244. Company was organized several weeks ago by John A. Buning, formerly with WNEW New York, ABC and INS, in conjunction with Bruce Chapman Co., producer-packager. Mr. Buning designed "Featurettes," which are for use as commercial introductions, spot breakers and copy aids.

Sound Enterprises has opened new sound recording stage and studio at 5539 Sunset Blvd., Hollywood 28. Telephone: Hollywood 7-5147.

PERSONNEL RELATIONS

CHICAGO LOCAL AIMS AT RATINGS

What appeared to be the initial salvo fired by a talent union local against ratings procedures of major audience measurement services came to light in Chicago.

The Chicago Local of American Federation of Tv & Radio Artists acknowledged it has launched an inquiry into the methodology and practices of at least three research companies in that city for use at Sen. Mike Monroney's (D-Okla.) Senate Commerce subcommittee hearings next month.

Specifically involved were American Research Bureau, A. C. Nielsen Co. and The Pulse Inc., with particular emphasis on television ratings.

Word that the AFTRA-Chicago investigation was underway in subterranean waters first cropped up in a curious and apparently innocuous classified "personal" advertisement in the *Chicago Tribune's* Nov. 30 (Sunday) editions. It read:

"$25 payment each to first four persons, from a family, who are used by either the A. C. Nielsen, American Research Bureau or Pulse Inc. television rating system. To qualify for payment you must talk to Mr. Brown, Financial 6-6686, and present proper credentials to prove you report to tv rating service."

The research firms' Chicago offices reported several calls calling their attention to the advertisement, but for the most part declined official comment. A spokesman for Nielsen however, scored the ad device and promised "strong and effective steps" would be taken at the proper levels to prevent further "unwarranted intrusions" into what he described as "private business operations." He added that the approach had the effect of "tinkering with our samples" and told BROADCASTING that "as we have repeatedly maintained, we have nothing to hide," alluding to sample size and Nielsen methodology.

Whose Phone? • The telephone number (Financial 6-6686) in the advertisement is listed by the Illinois Bell Telephone Co. as one of two for the law firm of Blumberg, Smith, Wolff & Pennish, of which Sanford I. Wolff is a partner. Mr. Wolff is chief counsel for AFTRA-Chicago.

Observers in ratings and talent trade circles reminded that Sen. Monroney, in an hour-long conference with AFTRA representatives last Nov. 13, had "asked for extensive information regarding the Chicago situations, and received materials prepared as background for the projected hearings." After the meeting, AFTRA-Chicago issued a statement on behalf of Sen. Monroney, who promised a "searching study" of radio-tv rating services, including "their effect in killing local programs" [AT DEADLINE, Nov. 17].

AFTRA's Chicago chapter has been highly critical of claimed cutbacks in local live programs among all network o&o stations, particularly NBC's WMAQ and WNBQ. It has asked the FCC to hold hearings on license renewals involving those properties and was instrumental in getting some congressional support of its forays into the government area.

In Chicago 200 people have been selected for the Arbitron technique, with perhaps 100 of them already equipped for this type measurement. Pulse claims to measure 1,000 homes in the daytime and 300 in the evening, Monday through Friday, and 300 on Saturdays and Sundays during a single week in any month. Nielsen claims about 300 for its Nielsen Station Index sample in Chicago earmarked for expansion from 40 to 100 markets by fall of 1959 [ADVERTISERS & AGENCIES, Dec. 1].

An AFTRA spokesman admitted "It's true the blind ad was for us." He said the local hopes to ascertain data which would show, one way or the other, "whether ratings are self-serving to the ratings services which depend on them for their livelihood and self-serving to advertisers, networks and stations which subscribe to them." He felt any publicity about the blind ad approach would cause people to freeze up and thus distort their reports to AFTRA probers.

Hill probers, mainly Sen. Monroney, got a one-day orientation on the tv ratings services late last summer, emerging with doubts about sampling procedures and the "paralleling" of network shows [GOVERNMENT, June 30]. It's expected Sen. Monroney will summon network, agency and advertiser executives when hearings resume in January. It was presumed that AFTRA-Chicago representatives also would be invited to testify, or at least that its position would be incorporated into the record of the hearings.

It was conjectured, though denied by AFTRA spokesmen, that perhaps some people contacted by the Chicago chapter in its local inquiry might be called to appear.

New Demands by RTDG Hedge Against Tv Tape

The Radio & Television Directors Guild last Thursday (Dec. 4) presented its demands to the radio-tv networks (except Mutual) for a new contract to replace the current one expiring Dec. 31 and, among other proposals, sought safeguards against possible employment inroads resulting from increasing use of videotape.

Though neither side would discuss RTDG's demands, it was reported the union is seeking an approximate 20% increase in wage but is stressing provisions designed to prevent possible displacement of personnel or a "speed-up" because of videotape.

Negotiators met briefly on Thursday morning and RTDG left with the networks' contact proposals. Another session is scheduled for this Thursday (Dec. 11).

RTDG announced last Thursday that the National Labor Relations Board has certified the union as bargaining agent for television assistant directors and stage managers at CBS, NBC and ABC in New York, Hollywood and Chicago. Though the union had represented these members in the past, RTDG did not have NLRB certification. A balloting by the NLRB among these tv network employes resulted in 167 votes for RTDG and 27 for "no union." RTDG already had NLRB certification for other classifications of its membership.

The current negotiations cover approximately 900 members throughout the country at the three networks (Mutual uses no staff directors). The present staff contract in television provides the following weekly wage scale: $180, directors; $146, associate directors and $141, stage managers. In radio, the weekly scale is $170, directors and $127.50, associate directors.

MGA Union Shop Clause Hit By AFM in Complaint to NLRB

The legality of union shop contracts throughout all branches of the nation's entertainment business may become the basis for a long-drawn legal battle, Cecil F. Read, chairman of Musicians Guild of America, said last week.

On the preceding Friday (Nov. 28), MGA said, it had received a telegram from the Los Angeles regional office of NLRB to the effect that the MGA contract with the major motion picture producers contained a union shop clause which was questionable and unless the matter was settled in the near future the NLRB might file a complaint. The basis for the wire, Mr. Read said, is a charge made by counsel for the American Federation of Musicians, from which MGA wrested jurisdiction over musicians employed by the movie studios [PERSONNEL RELATIONS, Sept. 1, AT DEADLINE, July 14].

The MGA-motion picture agreement clause provides that 30 days after a musician first works for a studio, the studio cannot re-employ him unless he has become an MGA member in good standing. AFM has asserted, according to Mr. Read, that the word "30 days" should be interpreted to



Publishing Notes from Almost All Over

(A chatty bibliography you can do without but don't)



We see by "Selected United States Government Publications" that a pamphlet (16 p. il. Cat. No. A 1.9:2125 10¢) titled *Making and Preserving Apple Cider* is just off the press. "Cider-making," it says, "is an art as old as the cultivation of apple trees."



* * *



"Anaplasmosis," the same source states, "each year costs American cattle raisers millions of dollars." For 5¢ you can get the low-down on symptoms, treatment and control of same. (Don't send us any nickels. Go direct to the Govt. Printing Office.)

* * *



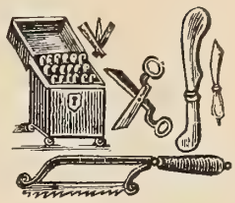
The *G.O. Fizzickle Pogo* is just out. No self-respecting time-buyer can do without this important reference work; it reveals scientific secrets of Okefenokee. Order from your favorite book store. $1.

* * *



Photographer's Mate 3. It comes high (three bucks) but where else can you buy a Navy Training Course covering naval photography? Aside to *Playboy:* This is for you. Cat. No. D 208.11:P 56/3; G.P.O.

How to build the E-V Georgian horn speaker enclosure. Complete plans, list of materials, installation of speakers; stock no. 38 K 139, Allied Radio, Chicago; $1.47 postpaid in U.S.A.



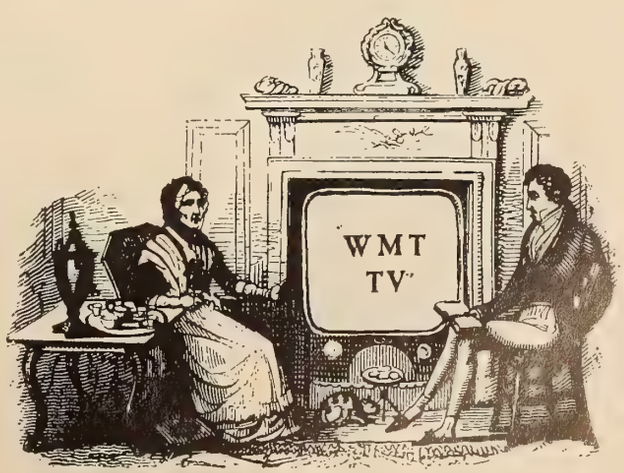
* * *

The sweet Smile of Success. A remorseless exposé of tv conditions in and about Cedar Rapids. Printed on handsome grey stock in two (2) colors, beautifully bound in the upper left corner with one of those brass do-hickeys. The theme of this searching document is ineffable, but some excerpts may suggest the flavor: " . . . soaring above this intramural crossfire is the inescapable fact that Channel 2—properly used—is one hell of a powerful selling medium!"—from the *Opening Sermon.*

" . . . Midwest's advertising agency advises us that the results of this program have been eminently satisfactory to say the least, but we're not about to say the least . . . "—from *Oater Booms Housing Development.*

" . . . operational order from home office (forbade) tv . . . manager (bought) time on the sly . . . established such a good selling record he was transferred . . . "—from *Bootlegs TV Time, Makes Killing.* (This one has a sad ending.)

Order *the sweet Smile of Success* today, pronto, now. There's no telling what the Govt. Printing Office would get for a gem like this; we give it away. Write WMT-TV, Channel 2, Cedar Rapids —Waterloo (choose one) (Iowa, of course), CBS Television for Eastern Iowa, Represented Nationally by The Katz Agency; affiliated with WMT Radio, KWMT Fort Dodge.



KOBY shows a BEAUTIFUL FIGURE in San Francisco



September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows KOBY with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both KOBY and KOSI.



KOBY 10,000 watts San Francisco

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.

mean 30 days of employment and not 30 calendar days. This, Mr. Read declared, is completely contrary to all previous interpretations of union shop clauses which are standard throughout all branches of the entertainment business in the country.

The MGA response to the NLRB wire, sent by Harry B. Swerdlow, MGA attorney, points out that similar provisions are included "in all existing collective bargaining agreements throughout the United States between AFM and employers in recording, radio, television and all other fields in which musicians are employed" and that "none of these collective bargaining agreements has ever been questioned by NLRB."

Labelling the proposal "completely absurd and preposterous," MGA notes that it would exclude from union shop provisions the complete body of musicians (approximately 1,500) who were found eligible to vote in the election conducted by NLRB in Los Angeles last July.

NLRB Decision Backs Employes Of KARD-TV in 1956 Strike Case

KARD-TV Wichita was ordered last week by a three-member panel of the National Labor Relations Board to cease and desist from discouraging or interfering with the membership of employes in International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators, Local No. 414 (AFL-CIO), or any other union. The Kansas station also was ordered to reinstate to their former positions of seniority 20 employes who engaged in union organization or striking.

The NLRB decision affirmed an intermediate report issued Aug. 20, 1957, by Trial Examiner Thomas S. Wilson. The NLRB panel denied KARD-TV's request for oral argument following Examiner Wilson's report. Last week's decision covered discharge of several employes and a strike in May and June 1956.

NLRB held the strike was an unfair labor practice action, not an economic strike, and that therefore employes are entitled to reinstatement. The NLRB decision rejected KARD-TV's claim of misconduct by strikers.

Screen Extras Threaten Boycott Of U. S.-English Tv Productions

Following the announcement last month that Sol Lesser Productions and J. Arthur Rank were collaborating in the production of tv films in England [FILM, Nov. 10], the Screen Extras Guild served notice on all American tv film producers that unless tv production abroad is curbed, the U. S. sponsors of these "runaway programs" will face nationwide boycotts by AFL-CIO members.

"It seems incredible that any sponsor seeking to sell goods to the great mass of the American public would flout the public interest by choosing a television series made abroad to advertise his products in America," H. O'Neil Shanks, SEG executive secretary, declared. Charging that "the American producer who runs away to a foreign country to escape paying American wage scales is unfairly competing with the hundreds of other producers who make their pictures in this country," Mr. Shanks said: "Such a foreign-made television series deprives American technicians and American players of sorely-needed employment, for usually only the star and the director are American. Obviously, Americans who have lost jobs because a certain series was made abroad rather than in this country will not feel like buying the products advertised by such films and neither will their friends."

AFTRA-Network Talks May Succeed This Week

Prospects appeared bright late Thursday (Dec. 4) for an early agreement between the tv-radio networks and the American Federation of Television and Radio Artists on a new contract to replace the pact that expired on Nov. 15. The union has instructed its members to remain on the job past the deadline until further notice.

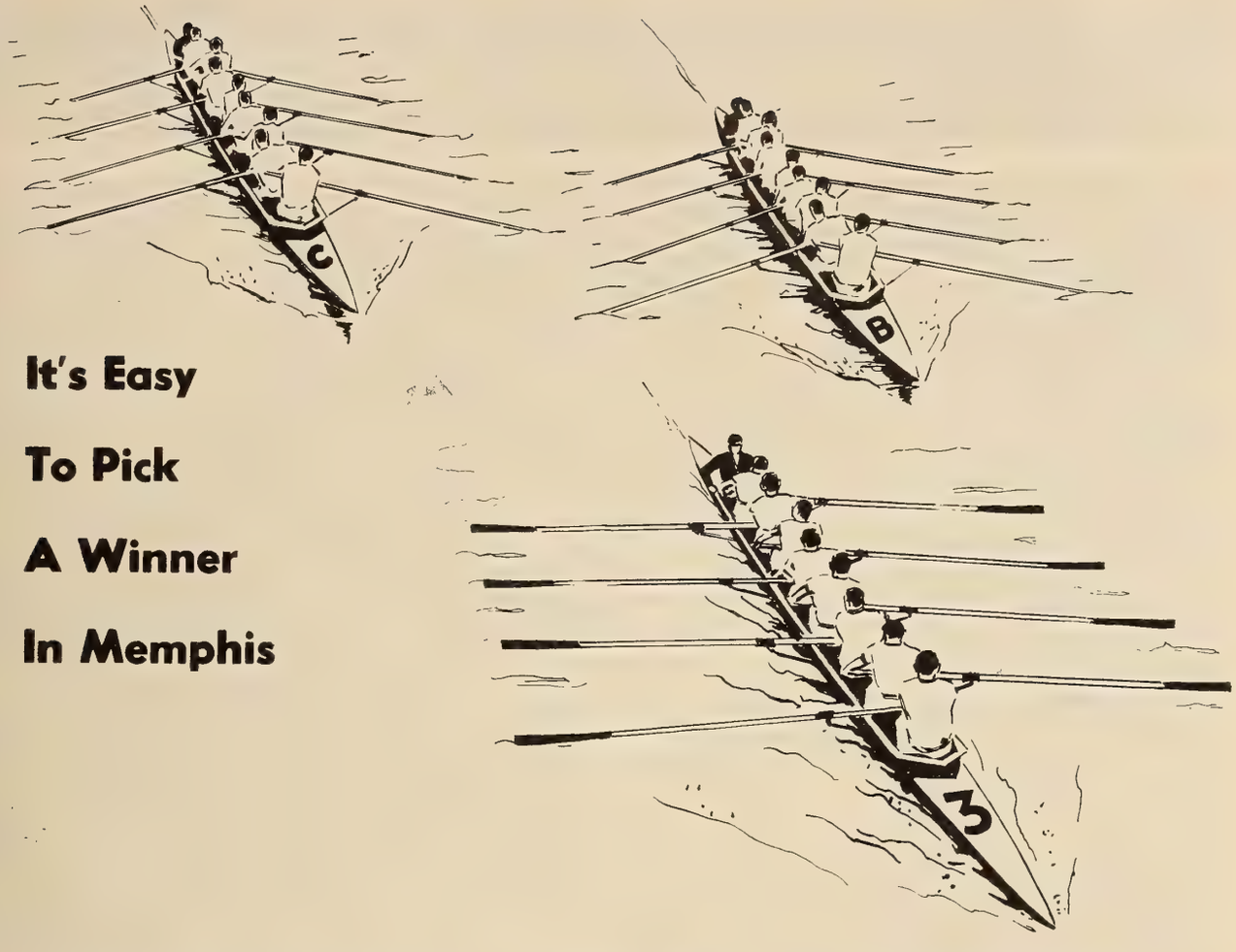
Though neither the union nor the networks would discuss the progress of talks, there were indications that an agreement might come as early as this week. It was reported that agreement has been reached in principle on "money matters" [PERSONNEL RELATIONS, Dec. 1] but there are certain "policy matters" still to be resolved.

During several informal sessions, including one last Thursday, AFTRA continued to press its demands for a ban on "stockpiling" of taped programs on the premise that the networks might use this programming in the event of a future strike by AFTRA; the inclusion of an "unfair station clause" that would prohibit the network from feeding live or taped programs to an affiliate involved in an AFTRA strike and a provision that would give the union control of all taped programming appearing on the network.

The main issue was understood to be "stockpiling." AFTRA was reported to be willing to waive the "unfair station clause" and taped programming control provision if the networks agreed to give ground on "stockpiling."

Reports circulated that negotiations now are being conducted in an atmosphere said to be "more harmonious" than heretofore. Another consideration that may have a bearing on an early agreement is that the network negotiation activity is approaching a feverish pace. Networks began talks last week with the Radio and Television Directors Guild (see story, page 82) and within the next three weeks will open negotiations with the American Federation of Musicians on a new contract to replace the current five-year pact that expires on Jan. 31. The AFM is regarded traditionally as a "tough baby" by networks and reports are that its negotiators will press for substantial contract improvements. AFM, by "tough dickering," hopes to counteract criticism of some of its members that the federation in the past has been more interested in the Music Performance Trust Funds than in wage and fringe benefits.

Negotiation sessions between the networks and AFTRA were scheduled for Friday (Dec. 5) and over the weekend.



It's Easy

To Pick

A Winner

In Memphis

It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

WESTERN ELECTRIC AND



"TELEPHONE STORE." Los Angeles Distribution Center carries a complete stock of some 11,000 different items needed by the Pacific Telephone Company. Most orders are shipped the same day they are received . . . expedited with the help of modern material handling equipment.

LOS ANGELES, CAL.

Big, sprawling — and unique — Los Angeles draws new thousands every week. To help meet the telephone needs of this growing city and the rest of Southern California, Western Electric's Los Angeles Distribution Center recently moved into new and larger quarters.

Here, as at all 32 Western Electric distribution centers in the U.S., we stock and supply daily many thousands of items needed by the local Bell telephone company. Among them: telephone sets, wire and cable, tools, printed forms, many other products we make and buy for the Bell System. Of equal importance, our distribution center repairs and reconditions telephones and telephone equipment for reuse.

The job's a big one, requiring the help of some 860 of our Los Angeles neighbors . . . plus the thousands of men and women who work for our 555 suppliers in the city. (These suppliers, by the way, are only part of the state-wide total of 1,978 companies we purchased from last year.) Just as we benefit from their help, so Los Angeles shares in the prosperity *we* help create — jobs made possible, payrolls spent with local merchants, taxes paid.

Distributing benefits like these is a key part of our telephone job — in Los Angeles and across America.

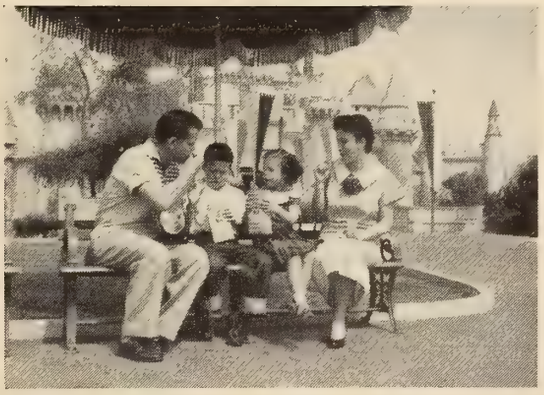
Western Electric has manufacturing plants in 23 U.S. cities where we make telephone equipment for the Bell System. Last year we purchased 1¼ billion dollars worth of raw materials, products and services from over 37,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are supplied to the Bell telephone companies through Western Electric distribution centers in 32 different cities, including Los Angeles.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



DURABLE LEATHER Products, Los Angeles, makes leather tool pouches and belts for use by telephone company installers. Ben Sachs (center) owner of Durable discusses making of pouches with W.E.'s H.B. Flynn.



DISNEYLAND provides setting for W.E. employee Tom Helme and his family on a pleasant outing. They're pictured in front of Fantasyland Castle as they pause in their sightseeing to enjoy some popcorn.



BOY SCOUTS are shown receiving expert rifle instruction from Western Electric's Lowell Sanford at nearby rifle range in the San Gabriel Mountains. Many of our Los Angeles Distribution Center employees devote spare time to beneficial community activities like this.



GENERAL CHAIRMAN of the Community Chest drive Steve Broidy (right) President of Allied Artists Pictures Corp., is shown with W.E.'s George Weigand who was loaned to help for 3 months by Western Electric.

Three CBS Shows Cited In Edison Media Awards

CBS News' Public Affairs Dept. took three awards last Monday evening (Dec. 1), as the Thomas Alva Edison Foundation issued the 1958 National Mass Media Awards for Films, Television & Radio. CBS showed up strongest by winning the top citations for:

Prudential Insurance Co. of America's *Twentieth Century* ("tv program best portraying America"); Monsanto Chemical Co.'s *Conquest* ("best science tv program for youth"); and the sustaining *New York Philharmonic Young People's Concerts with Leonard Bernstein* ("best children's tv program").

Special Edison Foundation citations were given in recognition of "distinguished public service in the interests of education." Winners:

NBC Public Affairs for *Continental Classroom;* Washington County, Md., Board of Education for the county-wide in-school closed-circuit tv project; Broadcast Music Inc. for *World of Mind* (radio scripts prepared jointly by BMI and American Assn. for the Advancement of Science and the American Council of Learned Societies); WQED (TV) Pittsburgh for "the tv station that best served youth," and WFMT Chicago for "the radio station that best served youth." WQED and WFMT in addition to the scrolls also received for one high school student in each station's community a $1,000 Edison Scholarship for a college education.

In receiving CBS' awards, voted along with other citations by 62 major national civic organizations, Public Affairs Director Irving Gitlin said, "It is of significance that both *Twentieth Century* and *Conquest* are sponsored programs and that without the cooperation of these advertisers and their agencies, the series would not be on the air today . . . ."

Mr. Gitlin's remarks, alluding to the marriage of big business and education, were in keeping with the general tenor of the evening's proceedings. Speaking for the educators, Dr. O. Meredith Wilson, president of the U. of Oregon and chairman of the American Council on Education, warned broadcasters that their role went beyond that of merely acting as transmission belts. "Education," he said, "is dependent on communication. It is not well represented by the common analogy of a reservoir of knowledge, where facts are carefully stored, to be released at fixed intervals to sweeten the parched plains of ignorance." Radio-tv, he suggested, should lead in stimulating discussion, otherwise we might certainly begin "to contemplate" the "deplorable" sight of seeing the population "conditioned only to receiving . . . to being told."

Spokesman for the business community, which underwrites the Edison Awards, was Harvey S. Firestone Jr., board chairman of Firestone Tire & Rubber Co. (ABC-TV's *Voice of Firestone*). Said Mr. Firestone: We spend too much time selling each other on the superiority of competitive free enterprise—a wasteful act in that we usually sell to "friends and associates whose lives run parallel to our own." Mr. Firestone suggested that the mass media ought to broaden this "audience base" by selling free enterprise to the broadest possible audience base —the mass media audiences.



A CERTIFICATE, good for a Mexican or Caribbean holiday, was given to Ralph Head (standing), vice president-marketing director of BBDO, by Al Stone, national sales manager of WCSC Charleston, S. C., for his entry in the station's national slogan contest conducted by its representatives, Peters, Griffin, Woodward. John A. Thompson (l) and Robert H. Teter (r) vice president-radio sales manager, and vice president-radio director of PGW, respectively, also were at the presentation. The contest called for ad and agencymen to send in a slogan telling "why an advertiser should buy the Charleston market."

Writers Guild Announces Winners; Evans Recipient of $2,500 Prize

Free lance playwright David Evans was presented with a $2,500 award by the Writers Guild of America on Nov. 20 for his teleplay, "The Gadfly" carried on ABC-TV on Oct. 1, 1957.

The prize money is a grant from the Johan J. Smit Foundation, New York, which is giving the award annually for television scripts "making the most valuable contributions to peace and human understanding."

WGA also announced the winners of annual WGA awards for the best radio-tv scripts in 12 different categories, all broadcast during 1957. The winners are Joseph Mindell, half-hour tv anthology; Everett DeBaum, half-hour tv episodic drama; Eugene Roddenberry, tv western, any length; Kenneth Enochs, tv children's program, any length; Jerry McNeely, one hour tv anthology drama; Devery Freeman, one hour tv comedy; Irwin Rosten, tv documentary, any length; Elick Moll, tv program, more than one hour; Sydney Zelinka and A. J. Russell, half-hour or less tv comedy or sketch; Jules Maitland, radio documentary, any length; Stan Freberg, comedy-variety radio program, any length, and Thomas Hanley Jr., radio drama, any length. Winners received either engraved silver trays or plaques.

Chicago Art Directors Name Best Commercials

Award-winning commercials in the Art Directors Club of Chicago's 26th annual midwestern advertising art competition have been announced.

ADCC presented gold medal, silver merit and special merit recognition awards for 17 tv commercials in two categories: the design of a complete unit and in art and photography. The winners were honored Nov. 24 at a dinner in Chicago's Palmer House. Five gold medal awards and one special miscellaneous citation represented the top six tv commercials from the midwest during 1958.

Winning tv entries, encompassing live techniques and full animation, were displayed in Chicago's Prudential Plaza Nov. 25-Dec. 5.

The recipients:

DESIGN OF COMPLETE UNIT

Film Commercials (Live Technique)—

Gold Medal: art director, Don Tennant; photography, Universal-International; agency, Leo Burnett Co.; advertiser, Marlboro, Philip Morris.

Art director, Jack Bramlette; photography, Elliot-Unger-Elliot; agency, Leo Burnett Co.; advertiser, Tea Council of the U.S.A.

Silver Merit: photography, Howard Siemon; agency, Henderson Adv.; producer, Fred A. Niles Productions.

Film Commercials (Full Animation)—

Gold Medal: art director, Ben Goldstein; photography, Quartet Films; agency, W.B. Doner & Co., Detroit; advertiser, National Brewing Co.

Silver Merit: art director, Alan Zaslove; producer, UPA Pictures Inc.; agency, Fred M. Randall Co., Detroit; advertiser, Pure-Pak Div., Ex-Cello Corp., Pure-Pak Milk Container.

Silver Merit: art director, Bob Johnson; producer, Sherman Glas Production; agency, D'Arcy Adv. Co., St. Louis; advertiser, Anheuser-Busch, Budweiser.

Commercials (Live and Animation)—

Silver Merit: art director, Willis J. Davis; animation producer, Ray Patin Studios; live action producer, Chicago Film and Feldcamp-Malloy; agency, Needham, Louis & Brorby; advertiser, S. C. Johnson & Son Inc., Glo-Coat.

Silver Merit: art director, Alice Westbrook; producer, Kling Studios Inc.; agency, North Advertising Inc.; advertiser, The Toni Co., Soft'ning.

Miscellaneous

Special Award for the Use of a Theatrical Personality, McGoo, in Advertising: art director, Jerry Joss; producer, UPA Pictures; agency, Edward H. Weiss & Co.; advertiser, Carling Brewing Co., Stag Beer.

Special Recognition, Merit Award: art director/producer, Lawrence-Schnitzer Productions Inc.; photography, Gerald J. Schnitzer; agency, Campbell-Ewald Co., Detroit; advertiser, General Motors, Chevrolet Div.

Maddest Commercial of the Year: art director, Walter Collins; photography, Sarra Inc.; agency, Fitzgerald Adv., New Orleans.

ART AND PHOTOGRAPHY

Film Commercials (Live Technique)—

Gold Medal: art director, Bob Johnson; photography, MPO Tv Films Inc.; agency, D'Arcy Adv. Co.; advertiser, Anheuser-Busch, Budweiser.

Silver Merit: art director, Gerritt J. Beverwyk; photography, MPO Television Films Inc.; agency, Needham, Louis & Brorby Inc.; advertiser, Lever Brothers, Swan.

Silver Merit: art director, R. C. Mack; photographer, Ed Beatty; producer, Universal-International; agency, Grant Adv. Inc., Chicago; advertiser, Dodge Div., Chrysler Corp.

Film Commercials (Full Animation)—

Gold Medal: art director, Ron Maidenberg; producer, Animation Inc.; artist, Ed Barge; agency, Bozell & Jacobs Inc., Omaha; advertiser, Skinner Manufacturing Co.

Silver Merit: art director, Ron Maidenberg; producer, Animation Inc.; artist, Ed Barge; agency, Leo Burnett Co., Chicago; advertiser, Kellogg Co., Battle Creek.

Commercials (Live and Animation)—

Silver Merit: art director, Harry F. Grissinger Jr.; photography, Ray Patin Productions; agency, J. Walter Thompson Co.; advertiser, Libby McNeill & Libby.

Stevens Group Buys Providence Outlet Co.

Building magnate William Zeckendorf Sr. and KBTV (TV) Denver President John C. Mullins are the "mystery" associates of Broadway producer Roger L. Stevens in the agreement to buy controlling interests in the Outlet Co., department store licensee of WJAR-AM-TV Providence, R.I., it was learned last Thursday.

Mr. Zeckendorf's Webb & Knapp Inc. is 50% owner of KBTV, Mr. Mullins holding the remainder. Webb & Knapp is the Stevens syndicate entity for Mr. Zeckendorf. Mr. Mullins is participating personally. The Zeckendorf family owns 35% of Webb & Knapp.

The Stevens syndicate exercised its short-term option [CLOSED CIRCUIT, Nov. 17] and signed a purchase agreement on Monday (Dec. 1) with the trustees of the majority block of stock in the Outlet Co. at $120 a share for a total of $6.6 million plus. But it was done in the face of a protest by one heir to the estate, Joseph S. Sinclair, station manager of WJAR-TV. Negotiations were still going on Friday night between Messrs. Stevens and Sinclair, the latter reporting late Thursday that "the means are open to me to block the deal. My protest is an attempt to rectify an error. My difference is with the trustees, not with Mr. Stevens."

Dec. 10 has been set as the deadline when full details will be divulged to all stockholders of Outlet Co. Thereafter for 21 days the other stockholders may also sell at $120 a share to the syndicate. Should all 99,420 outstanding shares be acquired, the total purchase price would rise to $11,930,400. The trustees for the estates of the late Col. Joseph Samuels and Leon Samuels, founders of Rhode Island's largest department store, are selling 55,230 shares to the Stevens syndicate. Mr. Sinclair is a grandson of Colonel Samuels.

Mr. Mullins previously had been chief owner of KPHO-TV Phoenix before that property was acquired by Meredith Pub. Co.

During the week, Alfred E. Darvy, Outlet Co. president, told the company's 1,100 employes of the agreement with Mr. Stevens and said he understood both the radio-tv and store operations would be continued with little effect upon employes. The Outlet Co. reported merchandise sales of $15,504,986 and radio-tv revenue of $1,337,342 for the year ending last January 31. Net earnings from store operation were $764,757 (69 cents a share) and from radio-tv $532,980 ($5.36 a share).

Mr. Stevens and his Broadway associates (not involved in the Providence agreement) in the Producers Theatre and Playwrights Co. represent one-fourth of the total legitimate productions on Broadway this season. Properties include "Man In The Dog Suit," "Pleasure of His Company" and "Cue For Passion" among others. Only eight years an "angel" of the theatre, Mr. Stevens is a big name, too, in real estate, once owning the Empire State Bldg. (now owned by Col. Henry Crown of Chicago). Mr. Stevens' multi-million dollar real estate holdings are splashed about such cities as Cleveland, Washington, New Haven and San Francisco, as well as New York. He recently sold a 28-acre tract in Boston's Back Bay to Prudential Insurance Co. of America for a Rockefeller Center-type development.

Register & Tribune Calling Off Purchase of WREC-AM-TV Memphis

The proposed purchase of WREC-AM-TV Memphis by Des Moines Register & Tribune Co., (Cowles) from Hoyt B. Wooten for $6 million cash [CHANGING HANDS, Nov. 10; CLOSED CIRCUIT, Nov. 3] has been "amicably called off," according to a joint announcement last week by Luther L. Hill, publisher of the *Register* and *Tribune* and Mr. Wooten, licensee of the Memphis outlets.

The decision to call off the sale came after a meeting in Des Moines between the parties, who then issued the joint statement. Although there was no formal explanation, it was understood that there was a tax problem involved.

It was reported Mr. Wooten would form a new corporation as licensee of WREC-AM-TV and that Charles Brakefield, who was to have become general manager of the Memphis stations under the *Register* and *Tribune* ownership, and Jack Michael, who was to have become program director,

KMJ-TV



Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative

will become vice presidents of the new corporation. They are Mr. Wooten's sons-in-law.

The Cowles organization, which a year ago sold WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, to Peoples Broadcasting Corp. for $3 million, announced at that time it would seek replacement properties. Other Cowles stations: KRNT Des Moines and 60% of KRNT-TV Des Moines; WHTN-AM-TV Huntington, W. Va. Gardner Cowles, president of the *Register* and *Tribune*, also is publisher of *Look* magazine.

WREC-TV is on ch. 3. WREC is on 600 kc with 5 kw, directional antenna with different patterns day and night. Both stations are affiliated with CBS.

KVLF to Have Weather Station

An official U. S. Weather Observation Station now is in operation at KVLF Alpine, Tex., it has been announced by Gene Hendryx, president of the station. Apart from the initial equipment, the observation post does not cost the federal government anything to operate as it is manned by specially-trained KVLF staffers, Mr. Hendryx said.

WISH Names Petry Rep.

WISH Indianapolis has appointed Edward Petry & Co. as national sales representative, effective Dec. 1, it has been announced by Robert B. McConnell, vice president and general manager of WISH-AM-TV, and Bob Ohleyer, manager of WISH radio. The station is owned by Corinthian Broadcasing Co.

First Day Sell-Out for WVCG-FM

WVCG-FM Coral Gables, Fla., went on the air Nov. 16 with a sell-out, president-general manager George W. Thorpe, reports. From 6:30 a.m. to sunset, WVCG-FM duplicates WVCG's programs; after this time, up to midnight, it sells and originates its own shows. For the rest of the fm outlet's first week, Mr. Thorpe says, it sold more than 60% of available time. WVCG-FM is on 105.1 mc. Stereophonic broadcasts are aired twice weekly by the stations.

WBC Sends McClay in for Israel At WJZ-TV, Mathiesen to KYW-TV

John L. McClay, general manager of Westinghouse Broadcasting Co.'s KYW-TV Cleveland since this past summer has been



MR. McCLAY



MR. MATHIESEN

transferred to a similar post at the WBC-owned WJZ-TV Baltimore, it is being announced today (Dec. 8) by WBC President Donald H. McGannon. Mr. McClay succeeds Larry H. Israel, named general manager of the newly-formed Television Advertising Representatives Inc., Westinghouse-owned station representative organization [STATIONS, Dec. 1].

Mr. McClay's post in Cleveland will be filled by George H. Mathiesen, since 1954 assistant general manager of KPIX (TV) San Francisco, also Westinghouse-owned.

Mr. McClay has been in broadcasting since 1939. In 1956 he joined WBC as assistant to the vice president in charge of KYW-AM-TV Cleveland, being named to his last post on July 12 this year. Mr. Mathiesen began as a transmitter engineer at KSFO, remained with the station through 1948 when he joined KPIX (TV). He has been with the San Francisco Westinghouse operations since that time.



NEXT SUMMER KMOX St. Louis will move into its $750,000 headquarters [STATIONS, Nov. 3]. The 15,500 sq.-ft. plant is the first building by CBS in 20 years to accommodate one of its radio outlets exclusively.

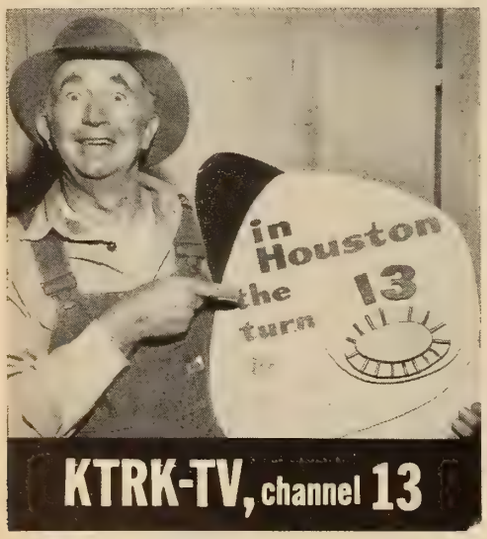
Programmed
for the housewife
... the buyer
for the family

WISH
Indianapolis

CBS *Represented by Bolling*



A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis



KTRK-TV, channel 13



ON THE SPOT RECORDING *
MINITAPE

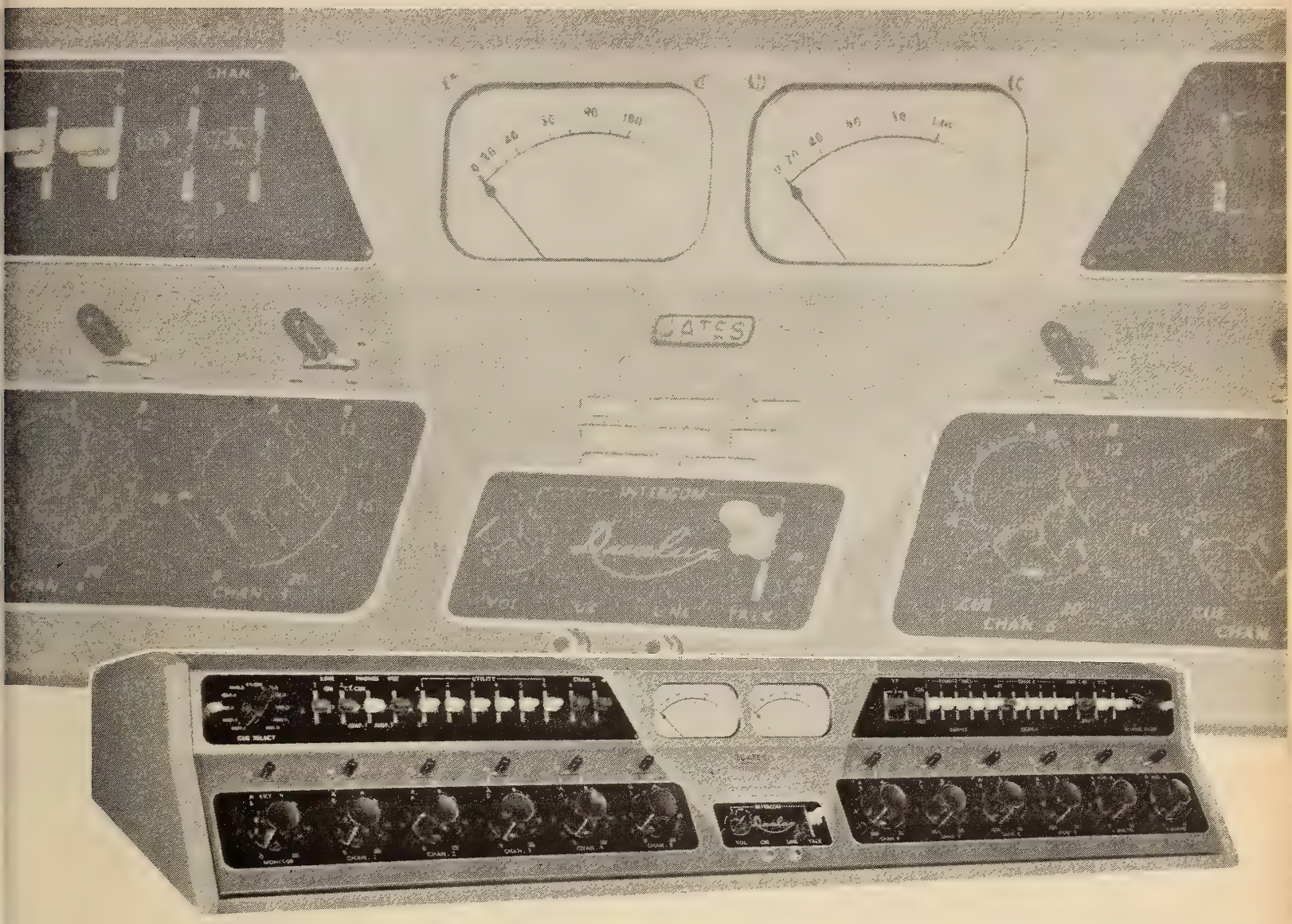
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

Style and Performance Leader in Speech Input Systems



Gates Dual Channel **DUALUX**

Pause just a moment and think of every exclusive feature you would like to see in a speech input system. Now, compare this idea of a "perfect" audio system with the Gates Dualux. You will quickly note that the Dualux not only incorporates every feature you could demand, but also many additional functional and manufacturing extras.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high-pass filter for instant program correction when the unlooked for happens. Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates *solid process* printed wiring, fabricated entirely in the Gates factory provides the cleanest, easiest to service speech input system ever built. One Western broadcast station writes, "*. . . I cannot think of any other console that was designed with the maintenance problem in mind. It is a pleasure to service this console.*"

Yes, it's a grand feeling to know you own *the very best.* So why don't you place your order today? Dualux consoles are in stock for immediate delivery.

OUTSTANDING FEATURES

- Complete inbuilt cue-intercom with front panel listen and talk-back.
- Three position high-pass filter for quick program correction.
- Cue selector to all major circuits for direct channel speaker audibility.
- 5 preamplifier mixing channels wired for 7 microphones. Up to 22 microphones if all utility keys used.
- Cue-Attenuators, 4 mixing channels used for net, turntables, tapes and remotes.
- 4 turntables, 4 tapes, 5 remotes plus net input to 4 mixing channels.
- 8 utility keys for expansion.
- PBX key control of all channels for greatest flexibility.
- Dual operation ALL the way.

UP SALES UPSADEC IN DECEMBER

Buy now and save during Operation UPSADEC, November 10 - December 31. During Operation UPSADEC, Gates offers 6 value packed bonus plans featuring the Dualux speech input system. This is your opportunity to save . . . your chance to modernize your station at a savings possible only during Operation UPSADEC. Send for complete details today.

Write: Dept. 6400, Gates Radio Company, Quincy, Illinois

GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

WTOP-TV'S TASTEFUL TOUCH ADDS ZEST TO TV NEWS

WTOP-TV Washington has an answer to the oft-heard charge that television newscasts are merely radio programs aided by a few film clips and visual aids.

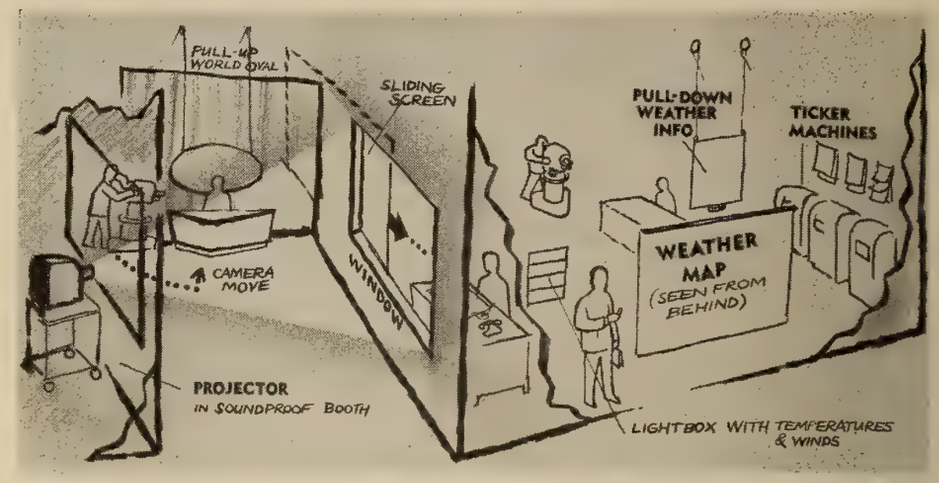
Thomas B. Jones, WTOP-TV program director, has installed a studio layout designed to increase the impact of visual impressions by use of flexible production facilities and techniques.

The result is a newscast identified by a combined news workshop, large screen and three-man microphone team.

Two adjoining rooms are created by a backdrop that includes a four-scene rotating prop and a disappearing front projection screen. The screen is fed by a Telepro 6000 projection that holds 60 3x4-inch Polaroid transparencies. The Telepro is preloaded and operated remotely from the control room, which also handles special slides and newsfilm inserts.

In front of the backdrop a newscaster works from a desk, facing a single camera. The program signature and closing shot are based on a view of the newscaster (with appropriate background) and a look into the backroom which simulates a news workshop. The large weather map is seen at the end of the room. This workshop view is shot with the projection screen retracted.

When the first newscaster takes the air, the sliding screen is in position, usually occupying at least half of the receiver's picture. After the first of three segments in the 15-minute period the screen is retracted to show the weather reporter at work. The workshop camera behind the partition then goes into action. The weather map has two props for detailed



information, one pulled down from above and the other a back-lighted box located at the eastern side of the map. Workshop props include two desks, phones, typewriter, dummy teletypes and copy spindles. The opening signature shot shows the weather man tinkering at his map and a man at a telephone.

The workshop is being wired and later will be enlarged for use as an actual newsroom on election nights and for other major news features. It will be equipped for panels and group discussions. Peter Masters, WTOP-TV art director, designed the sets.

WTOP-TV first used its news setup last Oct. 6 after two weeks of dry runs. Viewer and sponsor reaction has been surprisingly enthusiastic. Use of illustrations has been upped 50%, with an average of 30 in a 15-minute newscast.

Two daily programs are produced in the studio—*6:30 Spotlight* ahead of the CBS-TV Douglas Edwards newscast and *11 p.m. Report*. The 6:30 program consists of three five-minute segments—Eddie Gallaher, entertainment news; John Douglas, weather; Steve Cushing, area news. The 11 p.m. program opens with Roger Mudd handling national, international and area news for six to eight minutes; usually two minutes of weather with Mr. Douglas, and five minutes of sports with Dan Daniels. The late program segments can be timed to the importance of the news or weather.

Sponsors for the 6:30 program are Coca-Cola for Mr. Gallaher; Coronet Carpet Co. and Trailway Bus for Mr. Douglas, and Perpetual savings and Arthur Murray for Mr. Cushing. Pan American Airways will take over the Coronet Carpet position in the near future. Safeway will sponsor the Cushing segment.

Sponsors at 11 p.m. are Esso for news and weather; Northeast Airlines and Newport cigarettes for Mr. Daniels.

No Teeners in Most L.A. Homes, Finds Survey Ordered by KLAC

More than three-fourths of all homes in the greater Los Angeles area have no teenagers, according to a survey distributed last week to advertising agencies by KLAC Los Angeles. The survey was made for the station by John B. Knight Co. among adults in 1,011 homes.

It notes that in the 22.3% of homes with teenage members, 73.3% of these teenagers answer the phone and offer information unless an adult is specifically asked for and 67.7% of the youngsters prefer rock-and-roll music on the radio. Contrariwise, 71.6% of the adults interviewed "stated an overwhelming preference for a station featuring only good, popular music (no rock-and-roll)."

Other facts unearthed by the Knight surveyors: 96.5% of the homes visited "have and use from one to four radios"; 82.6% of all cars have car radios and 79.9% of all car radios are used regularly; 71% of the adults want sports results via radio and 71.9% want traffic bulletins.

KLAC, which for some months tried rock-and-roll programming with unhappy results, now says: "Good music is back and KLAC's got it."

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
Another Intermountain Network Affiliate
KGHF
5000 WATTS AT 1350
NEWS—MUSIC—SPORTS
And the
TOP SALESMAN
In the
RICH PUEBLO MARKET
HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

Crescent City Gets New WYFE

Town & Country network opened WYFE New Orleans last Monday (Dec. 1), Connie B. Gay, the network's president, has announced. Apart from Manager Bill Romaine and National Sales Manager Ed Winton, the daytimer is mainly staffed with women. WYFE is on 1600 kc with 1 kw.

Ch. 14 WWOR-TV on Air Again

After three years of darkness ch. 14 WWOR-TV Worcester, Mass., last Monday (Dec. 1) resumed operations.

The uhf outlet first went on the air in 1953 until 1955. It was sold last August [CHANGING HANDS, Aug. 4] by Salisbury



Florida's usual weather makes unusual news

Last winter's cold spell in Florida made headlines because it was so unusual. But the unusualness of Florida's *normal* climate has been a topic of rare reader interest ever since Flagler built his railroad.

For example, word of Christmas celebrated on a sun-splashed beach has long been incredulously received by millions of frost-nipped ears in frigid climes. As if to prove the paradox, Christmas sojourners here send home more greeting cards of the sunny Florida theme than any other category. And their enthusiasm lasts throughout the winter. Why? . . .

IT'S JUNE IN JANUARY

Winter highs *average* in the 70's over most of Florida. Thirty-year, U.S. Weather Bureau readings show December-to-March afternoon temperatures *averaging* 72.7° on the mid-West Coast; 75.4° on the Lower East Coast; and along the Upper East Coast, 71.1°. Even in extreme Northern Florida, daily maximums have *averaged* 66.2° through the past 30 winters.

Offshore waters and inland lakes are always pleasant for bathing. About 69° to 73° in the south Atlantic or Gulf of Mexico surf. A consistent, above-70° in lakes and springs.

Location is one reason for this ideal climate. Northernmost Florida lies 100 miles south of the Mexico-California border. The southernmost tip of the state reaches within 100 miles of the Tropic of Cancer.

Florida basks peninsularly between the tempering influence of warm south Atlantic and Gulf of Mexico waters. The result is an equable year around climate — warm in winter, cooled in summer by fresh sea breezes.

NEED PHOTOS, FACTS, FIGURES?

When you want to serve your audience with interesting facts about Florida, call on us for any help you need. The completely staffed Florida State News Bureau is at your service. Stock photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire . . .

Florida Development Commission
515-R Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

Broadcasting Corp. to Springfield Television Broadcasting Corp. (WWLP [TV] Springfield, Mass.) for 20% interest in Springfield. WWOR-TV is a semi-satellite of WWLP.

Christal's Petry Stock Is Acquired by Petry

The long-standing anomaly of one station representative owning a sizeable chunk of another was ended last week when Edward Petry & Co. acquired the block of Petry stock owned by Henry I. Christal, of the radio representation firm bearing his name.

Mr. Christal, with the Petry company from its inception in 1932 until 1951, owned 44% of voting and one-third of non-voting stock of the Petry firm. The price paid him for it in last week's settlement was not officially disclosed but was estimated to be $600,000 to $650,000. The Petry company, aside from its representation activities, owns about 36% of KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif., and a smaller minority in WIP Philadelphia.

Under the new stock arrangement Mr. Petry will continue to control the voting stock and will share the non-voting stock equally with Edward E. Voynow, executive vice president. Under the old arrangement Messrs. Petry, Voynow and Christal each had one-third of the non-voting shares.

Mr. Christal opened his own firm, representing only radio stations, in January 1951.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were anonunced last week. All are subject to FCC approval.*

WTEL PHILADELPHIA, PA. • Sold to WTEL Inc. by Foulkrod Radio Engineering Co. (E. Douglas Hibbs, president) for $450,000. Buyers are equal partners John E. and George D. Hopkinson and Quentin C. Sturm, who also equally share ownership of WKAB Mobile, Ala. Mr. Sturm has 6.35% interest in WLOI La Porte, Ind. The application for this sale has been filed with the FCC. WTEL is on 860 kc with 250 w, day.

WTAC FLINT, MICH. • Sold to Leonard Chess, president of Chess Producing Corp., Chicago record manufacturer, by First Broadcast Corp., wholly owned subsidiary of multiple owner Founders Corp. for $278,000. The sale was handled by Allen Kander & Co. WTAC is on 600 kc with 1 kw, day, 5 kw, night, and is affiliated with ABC.

KSMN MASON CITY, IOWA • Sold to Harry Campbell and Donald F. (Red) Blanchard by Charles V. and Ruth Warren for $140,000. Mr. Campbell is announcer and a farm editor of WLS Chicago; Mr. Blanchard appears on that station as an m.c. The sale was handled by Allen Kander & Co. KSMN is on 1010 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 107.*

KGMB-AM-TV HONOLULU, KHBC-AM-TV HILO, KMAU-TV WAILUKU, ALL HAWAII • Sold (control of Hawaiian Broadcasting System Ltd.) to Hialand Development Corp. by Consolidated Amusement Co. Ltd. for over $8.7 million. New owners have 17 stockholders. Those with other broadcast interests are Roy J. Turner (12.5% in KWTV [TV] Oklahoma City, Okla.) and C. Dale, M. Clare and Lloyd W. Miller (1.57% in KARD [TV] Wichita, Kan.). KGMB-TV is on ch. 9 and is affiliated with CBS-TV. Ch. 9 KHBC-TV and ch. 3 KMAU-TV operate as satellites of KGMB-TV. KGMB is on 590 kc with 5 kw. KHBC is on 970 kc with 1 kw. Both are affiliated with CBS.

WCHV CHARLOTTESVILLE, VA. • Sold to Eastern Broadcasting Corp. (WRC-TV Washington sales coordinator R.A. Neuhoff, president) by Charles and Emmalou Barham for $200,000, plus $10,000 to Blackburn & Co. which handled the sale. WCHV is on 1260 kc with 5 kw, day, 1 kw, night, and is affiliated with ABC.

KLAN RENTON, WASH. • Sold to Walter N. Nelskog and others, doing business as Seattle Musicasters by Interlake Broadcasting Corp. for $192,000. Mr. Nelskog owns 25% KUDI Great Falls, Mont., 80% KUDE Oceanside, Calif., 25% KQDY Minot, N.D., and 58% KQTY Everett, Wash. Comr. Rosel Hyde voted for a McFarland letter in this case. KLAN is on 910 kc with 1 kw, directional antenna same pattern day and night.

Bassett Joins Eastman as V.P.

Morton G. Bassett, veteran radio salesman, is joining Robert E. Eastman & Co. as vice president and New York manager of the station representation firm, President Robert Eastman is announcing today (Dec. 8). The appointment is effective immediately.



MR. BASSETT

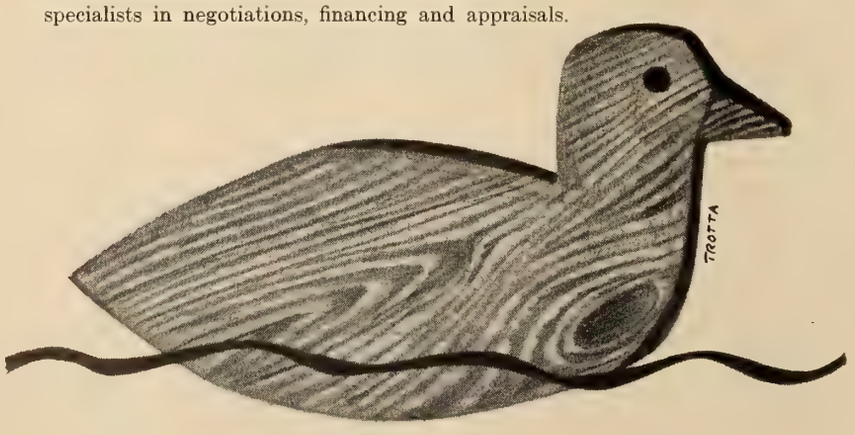
Mr. Bassett was with John Blair & Co., radio station representative, for 10 years until he bought WROD Daytona Beach, Fla., last December and left to operate the station. He sold WROD in September.

M-Q Offers Connecticut Lineup

McGavren-Quinn, New York, radio-tv station representative, is announcing today (Dec. 8) the formation of a new Connecticut radio station group, consisting of WNHC New Haven, WKNB Hartford, WNAB Bridgeport, and WATR Waterbury. The group will be sold to advertisers under a single buy.

IT LOOKS THE SAME, *BUT*

on closer examination it's only made of wood.
Broadcast properties may look alike too,
but only an expert can correctly identify the true worth.
Before negotiating for radio and tv stations, consult
the recognized expert, BLACKBURN AND COMPANY,
specialists in negotiations, financing and appraisals.



NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

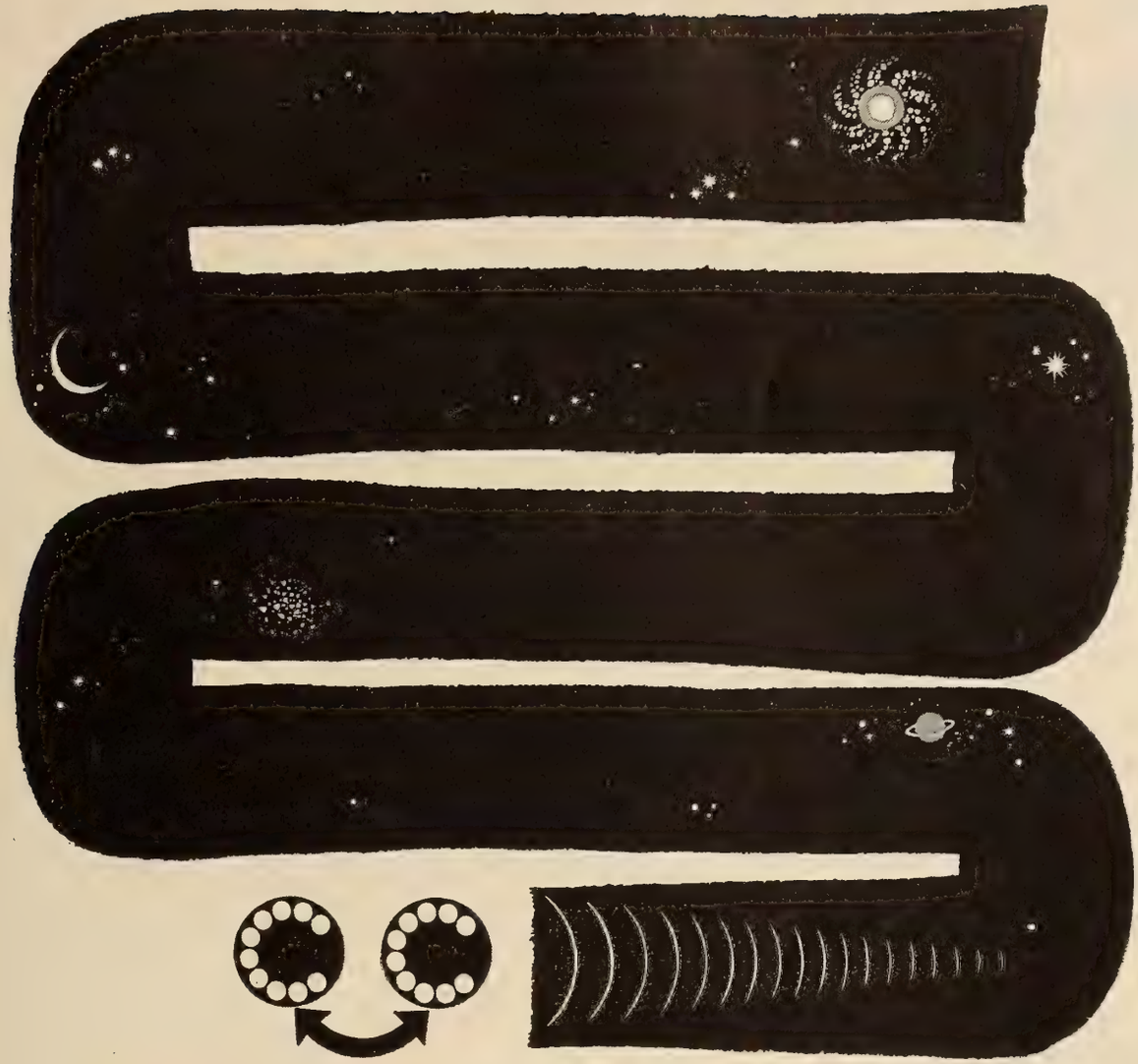
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



FROM INTER-OFFICE TO OUTER SPACE...

The telephone rings. You lift it and talk to an associate in the next office.

A countdown reaches zero at Cape Canaveral. Minutes later a new satellite radios its position . . . in orbit a hemisphere away.

One of these events is today commonplace . . . the other, still spectacular. To the 128,000 men and women of International Telephone and Telegraph Corporation, both are episodes in a never-ending drama called *communications.*

It means many things

At ITT communications is submarine cable, radio-telegraph, microwaves beamed over valleys and seas. At the world's great airports, it is the Instrument Landing System. It is TACAN and VORTAC, electronic air-navigation safety aids for civil and military flying.

Communications is guidance systems for rockets and missiles. It is over-the-horizon TV. It is the technical training and manpower ITT provides for the Distant Early Warning (DEW) Line in the Arctic. It is a new, world-wide control system for the Strategic Air Command.

Where ITT stands today

ITT stands in the forefront of research . . . and on the threshold of new achievements. Its systems, equipment and services embrace virtually every field of electronics. In fact, you'll find ITT everywhere—from inter-office to outer space.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 telephone and telegraph operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.

FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AIRMATIC SYSTEMS CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.



KTRK-TV, channel 13

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

Multiplex Stations Succeeding, Number to Grow, GEL Study Sees

Seventy percent of fm stations now multiplexing consider their operations "excellent" or "good," according to a survey taken by General Electronic Labs, Cambridge, Mass. Of the remaining stations, 6% either stated their multiplex operation is unsatisfactory or gave no evaluation at all.

GEL received 513 responses out of 824 questionnaires mailed to broadcasters, with 65 of approximately 90 operating multiplex stations replying. The survey showed that an additional 80 stations hope to be multiplexing within a year, while 168 stations have long-range multiplex plans.

Receivers constitute a serious problem for multiplex operators, with 62% of the respondents stating they have receiver difficulties. One-half stated their fm transmitters were suitable for multiplexing without modification.

GEL, which manufactures multiplexing equipment, predicted 20% of the existing fm stations will be multiplexing by the end of 1959. Early last month, the U.S. Court of Appeals in Washington declared invalid a 1955 FCC rule requiring stations to cease simplex operations and switch to multiplex [At Deadline, Nov. 10].

STATION SHORTS

WRCA-TV New York announced last week it is accepting for third successive year applications for its general talent auditions to be held on alternate Tuesdays. All talent with or without agent, except dramatic actors, must apply by mail to: Open Audition, WRCA-TV, 30 Rockefeller Plaza, New York 20.

WKDN-AM-FM Camden, N. J., announces that construction has begun on its new studios expected to be completed by spring of 1959.

WUST Washington announces that new headquarters building will be ready for occupancy January 1959. Transmitter for 250 watt outlet will remain in Bethesda, Md.

WPIX (TV) New York reported last week it has grossed $745,238 in new billings with "heavy pre-Christmas campaigns."

WAPI Birmingham, Ala., has increased its daytime power from 10 kw to 50 kw, reportedly increasing radio homes in station's primary coverage area by 42% and rural population by 82%.

WOAI San Antonio, Tex., has relocated its new $250,000 transmitting plant and radio tower to new antenna farm near Elmendorf, Tex., 17 miles southeast of San Antonio.

WBAL-TV Baltimore has begun using new Bendix radar unit for weather forecasting. Unit has range of up to 150 miles and will detect cloud masses and storms and reveal their course and speed.

WYNN Florence, S. C., has announced (Dec. 2) that it began broadcasting Nov. 5 with daytime programming. Durwood Powell, formerly general manager of WBCR Christiansburg, Va., is WYNN general manager. Station operates on 540 kc with 250 w.

TV TEAMWORK

Cooperation between two Scranton, Pa., television outlets saved the area's viewers from missing the Army-Navy football telecast.

WBRE-TV Wilkes-Barre-Scranton, scheduled to carry the match via NBC-TV facilities, was put off the air by ice causing a short circuit in its antenna. ABC-TV affiliate WNEP-TV Scranton stepped into the breach by realigning its transmitter to pick up NBC-TV's signal and telecast the football classic.

REPRESENTATIVE SHORTS

Rambeau, Vance, Hopple Inc., N. Y., has opened sales office in Atlanta, Ga. Bernard I. Ochs, formerly with WLWA (TV) Atlanta, named manager. Firm also announces it has been appointed representative for KTOP Topeka, Kan., WBOP Pensacola and WDCL Tarpon Springs, both Florida.

The Katz Agency has made available to advertisers and agencies its Spot Tv Advertising Cost Summary No. 24 designed for figuring quick estimates of spot costs from 1 to 240 markets. Included are formulas for estimating spot tv budgets, based on rate cards of sample 50 leading network affiliates and weighted in average discounts and other "frequently requested rate ratios."

REPRESENTATIVE APPOINTMENTS

WAIT Chicago and **WGMS Washington** appoint Avery-Knodel Inc., N. Y.

WLOS-AM-TV Asheville, N. C. reappoints James S. Ayers Inc., Atlanta, as southeastern representative. Peters, Griffin, Woodward Inc. is stations' new national representative.

Columbia Empire Group Formed

Formation of Columbia Empire Radio Stations, Washington, a group of outlets to be offered as a package to advertisers, was announced Nov. 20. The group includes KUEN Wenatchee, KIT Yakima, KORD Pasco, all Washington, and KOZE Lewiston, Idaho. Hugh Feltis & Assoc., Seattle, is their representative.

TRANSITION FASHION

The pattern change undergone by station directional antennas at sunrise and sunset has been sold by WGBS Miami to, yes, a pattern maker.

McCall's Patterns, Div. (ladies' dress patterns) of the McCall Corp., New York, had not previously done much radio advertising but snapped up WGBS' suggestion that it air commercials just before and after the three-second buzz signaling the frequency pattern change.

RCA 3-*Speed* Turntable

AT A GREAT SAVING—
FOR A LIMITED TIME ONLY

Now Only $279.50*
Type BQ-2B with Cabinet

Mechanism Alone
Only $225.00



DESIGNED WITH YOUR SPECIAL NEEDS IN MIND!

Now you can enjoy these outstanding features at this Special Low Price...

- **Simplified Speed Change (33⅓-45-78 RPM)**
- **Hysteresis Synchronous Motor**
- **Rugged Construction**
- **Silent Operation**
- **Fewer Moving Parts**

Complete turntable at $279.50, a $45.50 saving. Or for only $225.00 you can own the BQ-2B Turntable Mechanism less cabinet. Save on RCA Lightweight Tone Arms—now at special sale price—$55.00 during same period. Special offer for 62 days only—Dec. 1, 1958—Jan. 31, 1959.

(Offer good only in Continental United States, Alaska, and Hawaii)

Type BQ-2B Turntable Cabinet model shown available for immediate delivery. Supplied less tone arms, filters, and transistorized turntable preamplifiers available as accessories. Also available less cabinet for only $225.00. RCA Tone Arms now only $55.00.

ORDER NOW! Limited Sale ends Jan. 31, 1959. Call your RCA Broadcast Representative—or write RCA, Audio Sales, Bldg. 15-6, Camden, N.J.

RCA®
Tmk(s)

RADIO CORPORATION of AMERICA
Broadcast and Television Equipment ***Camden, New Jersey***

*F.O.B. Factory, Camden, N.J.

NEW BBG TAKES OVER IN CANADA

At its first meeting late last month in Ottawa, the new Canadian Board of Broadcast Governors (BBG) decided to write all Canadian stations that regulations in force when the BBG took over the job of regulating Canadian broadcasting on Nov. 11, would continue in existence until the BBG changed them. The BBG took over from the Canadian Broadcasting Corp. (CBC). The latter is under jurisdiction of the BBG. CBC continues to operate its government-owned stations and networks, but no longer regulates broadcasting in Canada. The BBG regulates the CBC and privately-owned broadcasting stations.

Here's the composition of the new regulatory body:

Dr. Andrew Stewart, 54-year-old chairman of the BBG, was head of the Royal Commission on Price Spreads of Food Products, when he was appointed to his new post. He also has not yet resigned as president of the U. of Alberta, but will do so soon. His job as BBG chairman pays about $20,000, and he will make his home at Ottawa.

The other two fulltime appointments to the board are Roger Duhamel, 42, writer and former French-language newspaper editor, who receives about $18,000 in his new post, and G. Carlyle Allison, 51-year-old editor of the *Winnipeg Tribune*, who leaves that post for the $16,000 job on the BBG.

The 12 parttime governors of the BBG who receive $100 a day and expenses when attending meetings, are Joseph F. Brown, 54, Vancouver florist; Dr. Mabel G. Connell, Prince Albert, Sask., dentist; Guy Hudon, 54, dean of the faculty of law at Laval U., Quebec City; Yvon Sabourin, 59, Montreal corporation lawyer; Mrs. R. G. Gilbride, Montreal community worker; Colin B. Mackay, 38, president of the U. of New Brunswick, Fredericton; Roy D. Duchemin, 55, vice-president and managing director of the *Sydney* (N.S.) *Post;* J. David Stewart, 48, automobile dealer of Charlottetown, P.E.I.; the Rev. Emlyn Davies, minister of Yorkminster Baptist Church, Toronto; Dr. Eugene Forsey, 54, research director of Canadian Labor Congress, Ottawa; Edward A. Dunlop, 39, executive director of the Canadian Arthritis and Rheumatism Society, Toronto, and R. S. Furlong, lawyer of St. John's, Nfld.

Working under the BBG, the 11-member board of directors of the Canadian Broadcasting Corp. is faced at the outset with setting up economies in that government-owned organization. Revenue Minister Nowlan stated shortly after the appointments were announced that he expected the CBC board to set up an executive committee to delve into finances in view of anticipated increases in the cost of operating radio and tv stations and networks in the next few years. CBC will originate national programs as heretofore for use on networks, composed of its own and privately-owned stations. Independent stations also under the new Broadcasting Act will be able to establish their own competitive networks. [INTERNATIONAL, Sept. 8, Aug. 25].

Like the BBG board, the CBC board has no professional broadcasters as members, except president J. Alphonse Ouimet, CBC general manager, and Ernie L. Bushnell as vice-president and assistant general manager. Both have held these managerial posts for some years.

Revenue Minister Nowlan has explained why no practical broadcasters or people in show business were on either board, saying that BBG board members should act in a judiciary capacity and need not know technical aspects of the industry, while CBC board members, except for the two fulltime members, were appointed for their business knowledge and to represent the radio-tv audience on program content.

The only parttime CBC board member with radio-tv experience is Mrs. Kate Aitken, who for many years has been radio and tv commentator on a variety of sponsored programs, a job which she has given up in the past year. The parttime CBC directors receive $100 a day and expenses when attending meetings. The other parttime CBC board members are Mrs. Gertrude A. Carter, writer of Salmon Arms, B.C.; Mrs. Ellen Armstrong, Calgary, president of the Farm Women's Union of Alberta; William L. Morton, 50, Winnipeg history professor at the U. of Manitoba; Raymond Dupuis, 51, Montreal department store executive; Robert L. Dunsmore, 63, Montreal civil engineer; R. Whidden Ganong, 52, chocolate manufacturer of St. Stephen, N.B.; Charles Leeson, Stratford, Ont., manufacturer, and Dr. C. B. Lumsden, professor at Acadia U., Wolfsville, N. S.

Twenty European Networks Meet To Discuss Broadcasting Problems

Worldwide television hookups for a potential audience of several hundred million was among topics discussed at the week-long annual general assembly of Union European Rediffusion. The union comprises 20 European radio-tv networks.

The sessions, headed by the BBC's Sir Ian Jacob in Munich, were attended by a U.S. Information Agency delegation and Mr. and Mrs. Bruton Paul from the National Assn. of Educational Broadcasters. Also in attendance were associate members from U.S., Japan, Australia and Britain's ITV network.

Other items on the agenda last month: broadcasting radio-tv rights from the 1960 Olympic Games in Rome and copyright questions in connection with Eurovision, the European tv hookup.

Foreign Tv Outlets to Reach 700 By Year's End—USIA Forecasts

Some 80 new overseas television stations went on the air in the third quarter of 1958, but tv receivers in use were increasing at a slower rate, according to figures released by the USIA. The new stations figure compares with 57 in the second quarter of 1958.

Western Europe led with 56 new stations, Latin America had seven, the Far East five and the Middle East and South Asia two each. Behind the Iron Curtain, Russia had five tv stations begin operations in the three-month period, Czechoslovakia two and East Germany and China one each. There now are 639 overseas tv stations and USIA estimates the figure will go above 700 by the end of the year.

There were an estimated 21,585,200 tv sets in use abroad as of Sept. 30, according to USIA. This represents an increase of 1.4 million sets during the third quarter, compared with increases of 1.7 million and 2 million in the second and first quarters, respectively. The agency's figures exclude the U.S., its territories, Canada and Armed Forces stations.

USIA also announced that a 6-6:30 p.m. English language tv class sponsored by the agency on a Mexico City station achieved the highest rating (29% of tv homes) for that half-hour in Mexican history.

Media Lacking in World News, Carnegie Peace Group Charges

Mass media are not doing their job in informing U.S. citizens on United Nations and world affairs.

This condemnation comes from the Carnegie Endowment for International Peace after a two-year national survey made under a grant from the Ford Foundation. Newspapers, radio and television are singled out for criticism in the report released late last month.

The report attacks what it finds to be mass media's argument for stress on local and national news—that of little interest in world news. This is disputed by the report, which goes on to say that even if there is a low public interest in international news, "this stems in part at least from the quality of presentation." Among the findings: Only one American in 10 appears strongly interested in world affairs; U.S. daily newspapers normally devote less than 5% of their news space to foreign news and less than 1% to the UN, and yet newspapers, tv, radio and news magazines reach a high proportion of community leaders, few of whom are reached by speeches, films, books or pamphlets.

The project was directed by a steering committee. More than 1,300 community leaders in 12 representative cities were interviewed on the subject of the United Nations.

In the report, tv networks come in for criticism. "Thus far, the networks, with their enormous potentiality for informing the public, have fallen far short of their responsibilities." The tv networks, it was noted, occasionally contribute notably to informing the public on foreign affairs with year-end broadcasts, extensive coverage of the UN during certain crucial debates (Middle East crisis, for example) but "in general, coverage of world news and UN news has been minimal and indeed all news and public affairs programs have been crowded out of the prime television hours of 7:30 to 10:30 p.m."

Needed, according to the report: quality in programming news and information about world events, with "imagination and inter-

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Vice-President
Rayco Manufacturing Co., Inc.

BERNARD KRAMER
Vice-President and Rayco Account Supervisor
Emil Mogul Co., Inc.



MR. RUDOMINER MR. KRAMER

"In this complex business, Advertising Age does an authoritative job of bringing the wide, wide picture of advertising and marketing into sharp focus. Whether it's a controversial new idea, straight news reporting, or thought-provoking interpretation, we agree Ad Age is an invaluable aid in keeping us abreast of significant developments in the field."

Whether they view the marketing world as advertisers or as agency executives, admen know they can see it *in full* through Advertising Age's unique editorial eye. That's why most of the decision-makers of importance to you consider Ad Age "an invaluable aid." And, it follows, of course, that your sales message in Ad Age can get the same careful attention that AA's "wide, wide picture of advertising and marketing" receives week in, week out from those who *influence* as well as those who *activate* major broadcasting decisions.

At Rayco Manufacturing Co., Inc., for example, spot television and radio get the biggest slice of the advertising pie. A leading marketer of auto seat covers and convertible tops, Rayco awarded 60% of its $2,000,000 ad budget for 1958 to air media—using 75 markets. Plans for 1959 indicate an increased ad budget, with spot broadcasting coming in for an even greater share of the total. Every Monday, *28 paid-subscription copies of Ad Age* bring the news and trends of marketing to this important advertiser and its agency, Emil Mogul Co., Inc.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

JULES RUDOMINER was general manager of Stewart Brooks, a chain of ladies' shoe stores, before joining the Rayco Manufacturing Co. in 1949. His merchandising background has helped him play a key role in the consistent growth of Rayco's franchised-store operation, now totaling 150 outlets across the country. In 1953, Mr. Rudominer was named a vice-president of Rayco, where his duties include directing work on the firm's account done by its agency, the Emil Mogul Co. A native of New Jersey, Mr. Rudominer attended Rutgers University.

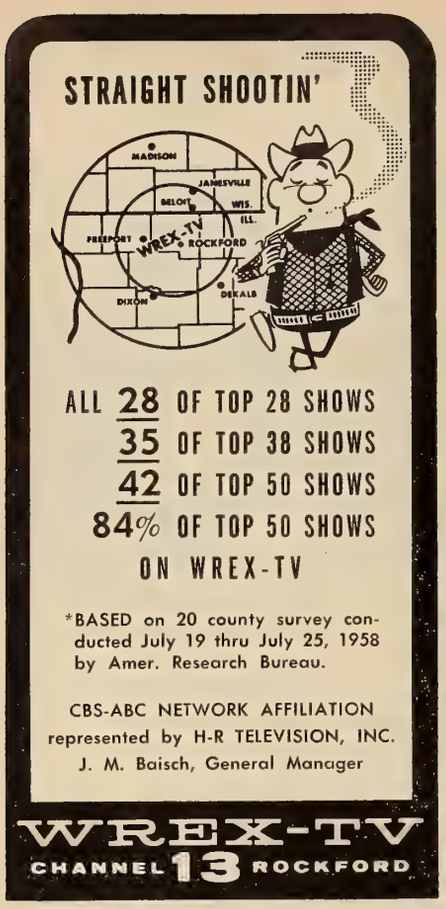
BERNARD KRAMER, with 24 years of advertising experience to his credit, became a vice-president of the Emil Mogul Co. early in 1958. He started with the Mogul agency in 1956, after almost a decade as head of his own New York agency. Born in Heilbron, South Africa, Mr. Kramer came to the United States as a youth and attended both Johns Hopkins and New York universities. When not concerned with guiding the Mogul company's creative efforts for Rayco, he devotes some of his time to PTA activities in Rockville Centre, Long Island.



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No Christmas gift is more widespread or important in effect than Christmas Seals which fight tuberculosis. Given by most Americans, they help make possible the greatest gift of all—health, life itself.

To give the gift that saves lives ...use Christmas Seals on every letter, card, and package... and be sure to send in your contribution today.

Buy and use Christmas Seals

This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

INTERNATIONAL CONTINUED

est" of tv newsmen and "strong support" by top management.

Radio was credited with an "improvement" in its coverage of world news, the UN and public affairs in general, though the committee "recognizes that this trend results from a heavy emphasis on music and news stemming in large part from the absence of great commercial demand for radio time and the networks' need to provide an outlet for their news staffs."

New CBS Zurich, London Units To Circulate Parent's Tv Fare

The formation of CBS (Europe) SA, in Zurich, Switzerland, and of CBS Ltd., London, has been announced by Merle S. Jones, president of the CBS Television Stations Div. The companies are wholly-owned subsidiaries of CBS Inc.

Michael Burke, director of network programs, England, for CBS-TV for the past year, has been appointed managing director of both organizations. Anthony C. Bartley, a representative for CBS Films Inc. in London, has been named director of sales for CBS Ltd.

Mr. Jones said these companies will be engaged in the licensing and distribution of CBS Films and other television properties. CBS Europe, he said, will be involved also in the production of films for television.

CBC Takes Over Yukon Station

CFWH Whitehorse, Yukon, has been taken over by the Canadian Broadcasting Corp., Ottawa, and will be operated from CBC Pacific regional offices at Vancouver, B. C. CFWH came into being in 1942 during construction of the Alaska Highway. Since then, volunteers of the Canadian Army and Royal Canadian Air Force have operated the station for military personnel in the area and the small civilian population. Now, CFWH will have CBC programs and is likely to get new equipment.

CBC has announced that CFYK Yellowknife, Northwest Territories, and CFYT Dawson, Yukon, will be taken over later on a similar basis.

CBC Employes Voting on NABET

A referendum is now being taken of 2,000 members of the Assn. of Radio & Television Employes of Canada, all working for the Canadian Broadcasting Corp., to join the National Assn. of Broadcast Employes & Technicians. The vote is to be completed on Dec. 20. If a majority of ARTEC members vote to join NABET, the Canadian unit of NABET will have 3,700 members and be almost equal in size to NABET in the United States. NABET is currently negotiating with CBC for a 20% wage increase.

INTERNATIONAL SHORTS

Allied Artists International's London office moves into new quarters at 93/95 Wardour St., W. 1.

O'Brien Adv. Agency Ltd., Vancouver, B. C., has opened Toronto, Ont., office at 11 Adelaide St. West, with George F. Sayers, managing director, as manager of Toronto office.

EDUCATION

Radio-Tv Among Media Scheduled For Study by Educational Group

A new national advisory committee, authorized by the National Defense Education Act signed last September by President Eisenhower, was announced last week to do research on the use of television, radio, movies and tape recordings in education. The announcement was made by U. S. Commissioner of Education Lawrence G. Derthick. The committee will approve research grants from a $1.5 million fund set up by Congress.

Members of the committee besides Comr. Derthick, chairman, are: Harry C. Kelly, an assistant director of the National Science Foundation; Chancellor Glenn T. Seaborg of the U. of California at Berkeley; the Very Rev. Robert J. Slavin, president of Providence College in Rhode Island; Howard Nostrand of the U. of Washington; Wanda Mitchell of the Evanston, Ill., Township High School tv project; Austin Meadows, Alabama Superintendent of Education; Elizabeth Golterman, director of audio-visual education for the St. Louis, Mo., public schools; Scott Fletcher, president of the Fund for Adult Education, New York; Richard B. Hull, director of radio-tv, Ohio State U.; L. C. Larson, director of the audio-visual center, Indiana U.; Leland Hazard, Pittsburgh Plate Glass Co.; Ralph McGill, editor, *Atlanta Constitution,* and Clayton H. Brace, assistant to the president of KLZ-AM-TV Denver, Colo.

Three members of the committee, Messrs. Seaborg, Hull and Hazard, are also directors of the Educational Television & Radio Center in Ann Arbor, Mich.

ETV Series on Supreme Court

A new seven-part series of tv film programs produced by Educational Tv & Radio Center, Ann Arbor, Mich., will be made available to etv stations this month. Titled *Decision: The Constitution in Action,* the half-hour programs re-enact some of U.S. Supreme Court's most important cases. Following etv station exposure, the films will be distributed by Columbia U. press center for mass education to schools, colleges and adult groups. Narrated by CBS newsmen Robert Trout, the shows were written by Erik Barnouw, associate professor of dramatic arts at Columbia.

Roster Set for Georgia Institute

The U. of Georgia's Henry W. Grady School of Journalism has announced its 14th annual Georgia Radio & Television Institute for Jan. 28-29 at the Center for Continuing Education, Athens. Leading industry figures are slated to discuss subjects of interest to broadcasters and students taking courses in radio-tv.

EDUCATION SHORT

National Assn. of Educational Broadcasters plans to distribute WBBM Chicago's public affairs series, *Impetus,* to some 105 affiliated stations for use early next year. Literary series, presented each week in cooperation with U. of Chicago, was unusual choice for NAEB, according to Robert E. Underwood, network manager of NAEB, which seldom selects programs from commercial stations.

Holiday Dinner

Appetizers

ver

Louisiana shrimp cocktail

California crab meat

Soups

Michiga bean

Rhode Island chicken noodle

Texas steak

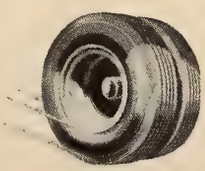
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PIRACY — PLAGIARISM
INVASION OF PRIVACY
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through act of station, staff, announcer, speaker, talent, commentator, sponsor.

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'Shadow' Builds WHBQ Audience

Housewives, workers and car drivers in Memphis, Tenn., never know when they might be visited by "The Shadow," who offers a chance to win $100. In a daytime audience-pulling promotion stunt at WHBQ Memphis, News Director Charles Sullivan poses as the Shadow, and pays surprise visits at homes, offices and also with motorists. The Shadow roams the city by car and several times a day stops to give his location on-the-air. The lucky listener will be able to identify the location as his home from the Shadow's description. The cash prize will be awarded for going out "to meet and greet the Shadow." Motorists tuned to WHBQ can identify themselves by hearing their license number, make of car, and the highway or street they are traveling on at the time. If the driver pulls to the curb, the Shadow broadcasts the ensuing interview from the scene, and the driver is $100 richer.

Opportunity Knocks Grow Louder

People with initiative, ideas and abilities to run their own business, and unafraid to tell their ideas to top flight business and investment men on television, are urged to appear on the program *Opportunity Knocks*, which premiered Nov. 17 on KAKE-TV Wichita, Kan. Commercially sponsored by the Ford Motor Co. in behalf of Private Enterprise Inc., the initial 12-week program will place three persons on their way to owning a business, in partnership with P.E.I. The program offers $25,000 to each of the three best business ideas if P.E.I. counselors are convinced that the businesses can succeed. They will provide the money as a capital investment and become the new businessman's partner on a 50-50 basis until such a time that he can buy out the partner. The search for modern day Horatio Algers is also carried by KAKE-TV's associate Kansas stations—KTVC (TV) Ensign and KAYS-TV Hayes.

'Bold Venture' on Sales Safari

Ziv Television Programs, New York, is backstopping its newest syndication property, *Bold Venture*, with an intense promotion campaign which, when implemented by client and station, runs 45 days preceding the on-air premiere. Dubbed "Enthusiasm Plan," the program consists of sales contests, customer mailings and dealer telegrams, etc. It is designed to whip up local enthusiasm, Ziv tells advertisers.

WSAI Pays For Its Weight

How much do five WSAI Cincinnati disc jockeys weigh? Listeners were invited to send their opinions, based on clues provided by the five personalities in question, to the station's "Guess the Weight" contest. The winner came within one pound of guessing the correct weight and was awarded a prize of 10 cents per pound, according to WSAI.

Party Visits Spark WTCN Drive

Approximately $6,000 was raised by WTCN Minneapolis in a six-hour radiothon in behalf of the local Ken Johnson "Pay Off the Mortgage" drive. Mr. Johnson, who was sheriff of Ramsey County, Minnesota, was killed in the line of duty, and the campaign was started to help his widow and three children pay off the mortgage on their

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Dec. 8-12, 15-17 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Dec. 8-12, 15-17 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Dec. 8, 15 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Dec. 8, 15 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Dec. 9 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA Victor through Kenyon & Eckhardt.

Dec. 10, 17 (8:30-9 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson Co.

Dec. 10 (9-10 p.m.) *Jerry Lewis Show*, Timex through Peck Adv.

Dec. 11 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Dec. 12 (8-9 p.m.) *Ellery Queen*, RCA through Kenyon & Eckhardt.

Dec. 13 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Dec. 14 (5-6 p.m.) *NBC Opera Co.* presents "Amahl and the Night Visitors," Pontiac through MacManus, John & Adams.

Dec. 14 (7-8 p.m.) *Hallmark Christmas Tree*, Hallmark through Foote, Cone & Belding.

Dec. 14 (8-9 p.m.) *Steve Allen Show*, DuPont through BBDO, Polaroid through Doyle Dane Bernbach and Greyhound through Grey.

Dec. 14 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Dec. 16 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 17 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson Co.

home, according to WTCN. Three party groups in the Twin City area contributed $100 each when WTCN personality Stuart Lindman offered to be "sold" for charity during the radio drive. Mr. Lindman attended the three parties to collect the donations and to entertain the guests with a direct broadcast from the party via the station's mobile unit. To continue the campaign, WTCN also sponsored a public dance and carnival Nov. 29.

Gifts Flow in WAKE Celebration

With the theme, "You'll Always Remember November," WAKE Atlanta celebrated its third anniversary in a month-long schedule of giveaways, stunts, games and contests. Among the activities: The distribution of thousands of birthday cakes and quarts of ice cream; a helicopter landing at a shopping center where turkeys and hams were given to shoppers; albums and records sent to listeners whose names were drawn from WAKE's "Birthday Barrel of Fun"; special benefits in many Atlanta stores for members of the station's "Hit Parade Club," and the awarding of an all-expense paid trip for two to the 'Gator Bowl football event in Jacksonville, Fla., Dec. 27.

Expose Series Debuts on KCOP

Filmed exposes of timely subjects are featured in the new program series, *Inside Story*, which premiered last Wednesday (Dec. 3) on KCOP (TV) Los Angeles. Starring KCOP news reporter Pat Michaels, who films events as they happen with hidden cameras, the initial program took viewers to Mexico to show the ease with which dope can be smuggled across the border. Entitled "We Smuggled Dope," the kickoff show presented Mr. Michaels, disguised as a tourist, shown purchasing large quantities of heroin, marijuana and other drugs, KCOP said.

Baptists Plan 'Viewing Parties'

Southern Baptist Convention, in promotion of its weekly "Televangelism 1959" series to be programmed on 13 consecutive Sundays beginning Jan. 4, is promoting Sunday afternoon "tv viewing parties." Some 700 local chairmen, both pastors and laymen, are preparing news materials, "viewing party" arrangements, and supplies of spiritual guidance booklets for viewers, according to the Convention. The half-hour dramas are part of *This Is the Answer* series produced by the Southern Baptists.

KXLW Speeds Request Service

Record requests get prompt service under a new system introduced in the St. Louis area by KXLW, that city. In order to fulfill requests immediately, KXLW has installed an automatic record player filled with the top 60 song hits as listed by a weekly survey. To hear a request, the listener obtains a "Top 60" list from a record store, and then must call KXLW to give the number of his choice. The selection is played immediately, the station reported.

Stamp Plan Saturates St. Louis

P-I-P (Purchasers Insurance Plan), St. Louis, which offers trading stamps redeemable for life insurance policies, is gathering full steam with its $20 million extra stamp dividend week promotion, which started Dec. 3 in radio-tv and print. Launched in the St. Louis market last Nov. 12, the new campaign involves extension of saturation radio offers on KWK St. Louis d.j. programs and commercial spots on tv stations. The company ticketed an initial budget of $250,000 for St. Louis, and the plan is to be introduced in other markets. A book filled with 200 stamps enables holders to apply for an insurance policy. The company is headed by Ralph Flannery, former vice president of the Inland Empire Broadcasting Co.

Aces Score High in Ad Contest

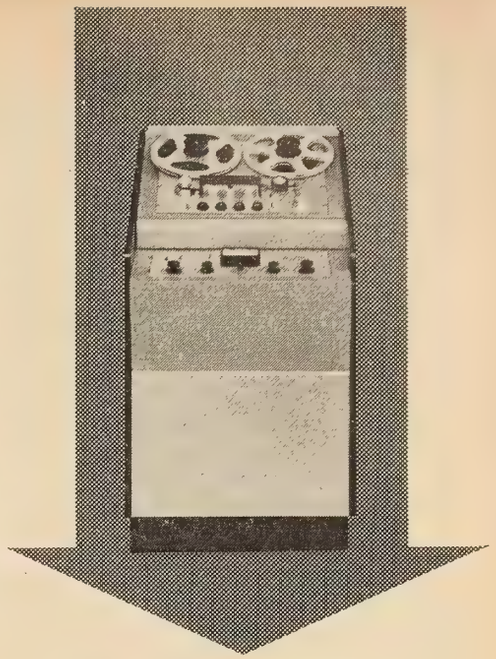
In the first weekly "Ad of the Week" contest promoted by WBBF Rochester, N. Y., almost 80% of the entrants voted for one of the five Jane and Goodman Ace commercials for Borden's Instant Coffee. To honor the winning ad, WBBF broadcasts hourly congratulations to the Aces, the agency (Doherty, Clifford, Steers & Shenfield), and the client. Borden's started a 24-spot-per-week schedule on WBBF in October. Top-vote-getting Ace ad, the station reported, was the spot in which Jane Ace adds some "H_1O" to instant coffee, because all she wants is half-a-cup.

'Quiet' Ads Count for WPAT

The way to increase a radio audience, according to WPAT Paterson, N. J., is to emphasize "the quiet claim" in advertising. WPAT discounts trick promotions and contests at rating time and, instead, concentrates on more subtle claims in print. WPAT has run a series of four full-page ads in *The New Yorker* magazine in which the phrase, "in the air everywhere in New York . . . WPAT!," is printed in the sky area of various New York City views. Reprints of the station's ads in the print medium have been sent to agencies and clients to announce that for October WPAT rated an average increase of 25.77% in the hours 6 a.m. to 12 midnight over the same period a year ago, according to Pulse.

Sales Sing in WERE Record Show

Columbia Records' Mitch Miller and WERE Cleveland's personality, Bill Randle, teamed up Nov. 30 for an on-air promotion of the "Christmas Sing Along With Mitch" LP album, resulting in a total of more than 2,300 telephone orders for the album from Higbee's department store, one of Mr. Randle's sponsors. During his 2-7 p.m. Sunday show, Mr. Randle invited listeners to telephone the station for C.O.D. or charge account orders for the album. Mr. Miller directed the various Cleveland singing groups invited to the studio show. Richard M. Klaus, vice president and general manager of WERE, reported that by the following Tuesday afternoon, Higbee's had



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Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

sold nearly 1,000 more albums in the store as a direct result of the Sunday sales approach.

Auburn Appears on Alabama Tv

WSFA-TV Montgomery and three other Alabama stations have carried a special 10 Sunday series of Alabama Polytechnic Institute (known familiarly as Auburn) football game films following the Saturday games, according to WSFA-TV. The school-sponsored programs have been viewed by an estimated 2.5 million viewers this season, using normal commercial time to tell "The Auburn Story." WSFA-TV handled the game photography with the outlet's sports director, Leroy Paul, and Auburn coach Ralph "Shug" Jordan calling the play-by-play action. The other stations carrying the Auburn programs were WAPI-TV Birmingham, WKRG-TV Mobile and WMSL-TV Decatur. The series has received many favorable comments, according to WSFA-TV.

WCKR Promotes 'Horse Race'

You touch a lighted cigarette to one end of the specially treated little slip of paper, see, then you just hold it away from drafts and watch the "horses" race to the finish line. The horses are printed figures of actual animals which become lines of slowly moving flame when the paper has been lighted. WCKR Miami has been mailing these little Magic Race slips, well known to novelty shop customers, to advertise the station's coverage of racing, with Joe Tanenbaum. Potential customers of WCKR are told that the outlet's racing audience can mean "extra business for you."

Aid for Planning Spot Tv Costs

A "magic slate" for quick notation with an imprint of a formula to use to update costs of tv spot campaigns and to compute for packages has been sent to the trade by Blair-Tv and Blair Television Assoc., tv station representatives. The slate is to be used with the "Plans Board for Spot Television," a new aid for campaign planners that permits costs and rating information for a variety of schedules [PROGRAMS & PROMOTIONS, July 28].

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

LAWRENCE G. BUTLER, with Borden Foods Co., N. Y., since 1929, promoted from v.p. to executive v.p. **MARTIN A. GLASGOW** promoted from divisional controller to administrative v.p. **GEORGE M. McCOY** will retire as v.p. in charge of marketing Dec. 31, completing 32 years of service with Borden's. Named assistant v.p.'s were **A. J. BERRY, ROBERT E. KAHL, FRED J. BOARD, DAN W. MURCHISON, WALTER R. OLMSTEAD, EDWARD J. CRUGER** and **VICTOR J. STOLFI.**

NORMAN F. BEST, formerly v.p. of Erwin Wasey, Ruthrauff & Ryan, L. A., named v.p.-general manager, Campbell-Mithun, Minneapolis.

THOMAS W. BENHAM, investor relations division, Opinion Research Corp., Princeton, N. J., elected v.p. and director.

TOM MOOREHEAD, formerly sports director, WFIL Philadelphia, joins George L. Mallis Adv. agency, that city, as v.p. in charge of radio and tv.

CHAUNCEY F. KORTEN and **EDWARD B. HENDERSON,** Kenyon & Eckhardt, N. Y., art supervisors, elected v.p.'s.

WILLIAM BAGER, formerly v.p. of Needham, Louis & Brorby, N. Y., named v.p. and associate copy director of Leo Burnett Co., that city.

ROBERT W. DAILEY resigns as v.p. in Chicago office of McCann-Erickson Inc.

HAROLD PLATT, formerly marketing research product supervisor at Toni Co., Chicago, named v.p. of Edward H. Weiss & Co., that city.

JOHN H. HOAGLAND, BBDO television group supervisor, **W. DONALD MIX,** copy group head, and **CHARLES RUSSELL,** director of radio-tv, all in S.F. office, elected v.p.'s of agency.

DONALD L. GREENE, formerly advertising controller of Bulova Watch Co., named advertising manager of Rayco Manufacturing Co., Paterson, N. J.

PAUL MOORE, technical operations supervisor at WNBQ (TV) Chicago, resigns after 38 years with NBC to join Missile Div. of Chrysler Corp.

A. E. (SCOTTY) BRUBAKER, with Firestone Tire & Rubber Co., Akron, Ohio, since 1942, and most recently retail advertising manager, promoted to director of public relations for Firestone.

MARVIN DAVIS, advertising director, I. Miller Co., resigns to join Revlon as advertising branch manager.

W. ROGER COOPER, formerly with overseas division of American Home Products, named director of export advertising division, Norwich Pharmacal Co.

HUGH ENGELMAN, tv advertising manager at Motorola Inc., Chicago, appointed parts and accessories merchandising manager.

LLOYD E. KRONSNOBLE, formerly with SOS division of General Foods as advertising and sales promotion manager, to Edward H. Weiss & Co., Chicago, as account executive.

LLOYD CHAPMAN promoted from radio-tv director to assistant director, consumer division, Vic Maitland & Assoc., Pittsburgh. **WILLIAM E. BURGE** promoted from assistant to director of radio and tv, and **FRANK L. McKENZIE** from account assistant to assistant account executive, industrial division. All appointments effective Jan. 1, 1959.

THOMAS RHODES, formerly media director at Phillips Ramsey, San Diego, named media buyer at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

FLOYD SMITH, formerly with Campbell-Ewald, to John W. Shaw Adv., Chicago, as account executive.

WILLIAM PETERS, formerly account executive, Young & Rubicam, and most recently sales and sales promotion director, Drackett Co., to Sullivan, Stauffer, Colwell & Bayles as account executive on Lever Bros.

M. TRUMAN FOSSUM, former economist and market analyst, U. S. Dept. of Agriculture and research director, Grant Adv. Inc., **ERNEST J. DUNTON,** previously research analyst, Toni Div., Gillette Co., and **CHARLES B. SCHNEIDER,** test consultant, Bert Holland & Assoc., to Keyes, Madden & Jones, Chicago, as research analysts.

W. K. COCHRANE SR., formerly with Duffy, McClure & Wilder, Cleveland, to Wellman-Buschman Adv., that city, in account supervision and sales work.

HUGH McNEILL, formerly creative director of Holden, Chapin, LaRue Inc., Detroit, appointed assistant art director for Detroit office of Grant Adv. Inc.

FREDERICK D. SULCER, assistant copy director, **DONALD J. DICKENS, EDWARD C. McAULIFFE** and **RICKER VAN METRE JR.,** copywriters, Needham, Louis & Brorby, Chicago, named associate copy directors. **JOHN W. AMON** and **C. FRANKLIN JOHNSON,** art directors, named executive art directors, and **DR. PERHAM C. NAHL,** associate research director, appointed director of creative research.

JACK TYL DENNY, formerly with Atherton & Currier, N. Y., to Ted Bates & Co., N. Y., as copywriter.

FRANK A. KEARNEY, 60, v.p.-director of Geyer Adv., N.Y., died last Wednesday (Dec. 3) in Yonkers, N.Y. Mr. Kearney had been with W. Earl Bothwell Inc., Dancer-Fitzgerald-Sample Inc., and Alkins & Holden Inc.

CHARLES ARTHUR DIMOND, 53, retired from H. J. Heinz Co., Pittsburgh, as manager of advertising and public relations, died Nov. 21 following long illness.

FILM



MR. GRUENBERG

LEONARD S. GRUENBERG, formerly with RKO Radio Pictures as New York metropolitan division manager, elected v.p. of Gross-Krasne-Sillerman Inc., N. Y. Mr. Gruenberg will work primarily on sale of programs to regional and national advertisers and networks.

JOE JOEL, formerly general manager of Asher Joel Adv. Pty. Ltd., Australia, named general manager of Screen Gems Pty. Ltd., Australian affiliate of Screen Gems.

M. NICHOLAS GILROY, formerly service executive, Schwerin Research Corp., N. Y. and London, to Film Production Supervisors as head of planning and production of special commercials for research purposes.

FRED CROWL, formerly radio-tv director, WISC-TV Madison, Wis., to Klau-Van Pieterson-Dunlap Inc., Milwaukee and Chicago, as head of radio-tv and industrial film department, replacing **ROBERT R. LONG,** resigned.

C. D. (DON) McCORMICK, formerly v.p. in charge of UPA's eastern office, named director of studio operations, Sturm Studios, N. Y.; **NICHOLAS NEWTON,** formerly with Academy Pictures, named account executive at Sturm.

CARL A. RUSSELL, formerly in regional sales for Ziv Television Programs, to Independent Television Corp. as manager of regional sales, headquartering in Chicago.

JACK MAJOR, formerly with commercial department of Jam Handy and with United-World Film Div., Universal Pictures International, named special projects head in sales promotion depart-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

ment, United Film & Recording Studios, Chicago. **CHARLES A. STUMPE,** former sales training consultant, appointed general sales manager.

JACQUES GRINIEFF, president of Pacific Film Assoc. Inc., appointed to handle foreign distribution of Jayark Films Corp. tv film series.

AL COHAN, formerly with Universal Pictures in advertising and publicity department, to MGM, N.Y., publicity department.

JACK L. TARBIS, formerly with CBS-TV, joins Chicago branch of Filmack Studios as account executive in its tv and industrial film department.

HOWARD MONTGOMERY, assistant casting director for Ziv Television Programs, Hollywood, has been promoted to casting director, following resignation of **BENN JACOBSON.**

ROBERT ELLIS MILLER, director, has signed non-exclusive contract multiple picture deal with Screen Gems, Hollywood, to do 30 tv films during next 18 months.

KENNETH EVANS, formerly story editor for Columbia studios, to 20th Century-Fox Television, Hollywood, in similar capacity.

NETWORKS


MR. FISHER

THOMAS K. FISHER, with CBS since 1955 as assistant general attorney, appointed v.p. and general attorney of CBS-TV Stations Div.

BURT NODELLO, since 1956 in charge of literary department for Mishkin Agency, Beverly Hills, Calif., named manager of program development for ABC Western Div. (new post).

BROADDUS JOHNSON JR., formerly with Paul H. Raymer Co., to NBC Radio Sales staff.

SOL STEIN, co-writer with Tom Waldman on ABC-TV daily *Liberace Show,* will perform in similar capacity with writer Edward Brand on upcoming videotape daytime series, *Fun in Hawaii.* Both programs are produced by Don Fedderson Productions.


COL. NUSSBAUM

COL. HOWARD I. NUSSBAUM, (USAF ret.), 47, former NBC program director and one-time radio chief in World War II European operations, died Nov. 30 in Chicago's Sheldrake Hotel. Col. Nussbaum served as director of radio programs for NBC New York before entering service in 1942. During WW II he was press relations chief for Gen. Omar Bradley as well as radio chief in European theatre. He returned to NBC in 1946 as production manager, then was recalled to Air Force in 1948, handling public relations for Gen. James Van Fleet in Greece. He retired in 1950 after plane crash that injured both legs.

STATIONS


MR. GRISHAM

CHARLES F. GRISHAM, v.p. and general manager of WAPI-AM - FM - TV Birmingham, Ala., since 1957, elected president and general manager of Alabama Broadcasting System (operator of WAPI-AM-FM-TV). Mr. Grisham was formerly general sales manager of WLWA (TV) Atlanta, Ga., and began his broadcasting career in 1939 with WLW Cincinnati.

BENEDICT GIMBEL JR. elected president and board chairman of WIP Broadcasting Inc., Phila. Other officers: **RALF BRENT,** v.p.; **A. ARTHUR MILLER,** secretary-treasurer, and **WILLIAM T. NACE,** assistant treasurer. Board of directors are Mr. Gimbel, Mr. Brent, **ROBERT M. BROWN, WILLIAM L. BUTLER, JOHN P. CRISCONI, CLIFFORD C. HARRIS** and **DANIEL LOWENTHAL.**

ROBERT L. STONE, since 1955 v.p.-general manager of WABC-TV New York, resigns. With network since 1952, he was successively account executive, business manager of tv network sales department, business manager and director of television services department.


MR. KIBBEY

HUGH L. KIBBEY named national sales manager of WFMB-TV Indianapolis, Ind. Mr. Kibby started at WFBM in 1942 as continuity writer, was later head of continuity department, then program director for WFBM-TV. Prior to his promotion, he was sales service manager for radio and television and tv film buyer. **WILLIAM E. FAGAN,** assistant program manager for sales, to film buyer, effective Jan. 1, 1959.

CLAYTON BRACE, assistant to general manager of KLZ-AM-TV Denver, Colo., named to advisory committee for National Defense Education Act. Committee will consult with Dept. of Health, Education & Welfare, Washington, D. C., on use of radio, tv, motion pictures and related media in education field.

JOE MILLER, formerly sales manager of KFMB San Diego, to KOBY San Francisco as station manager.

BILL CAMPERSON, program director and d.j. at WHOL Allentown, Pa., promoted to station manager, replacing **JAMES F. CHAMBERS,** resigned. **DAVE VAN SANT,** d.j., adds duties of WHOL program director. **JOE McLAINE,** formerly with WEEU Reading, Pa., as d.j., joins WHOL in similar capacity.

HAROLD A. DORSCHUG, formerly director of operations at WHCT (TV) Hartford, Conn., named director of engineering for WTIC-AM-FM-TV Hartford.

WAYNE SMITH, formerly program director of KFOR Lincoln, Neb., appointed chief engineer and announcer of WFMQ (FM) Chicago, city's newest fm outlet, operating on 107.5 mc. Other appointments: **RUSSELL B. BUTLER,** formerly with NBC and WTTW (TV) in Chicago, to announcer, and **CHARLES KUNZLER,** engineer.

BARRETT H. GEOGHEGAN, WABC New York account executive, named sales manager.

REG STREETER named sales manager of KWIP Merced, Calif.

CHARLES BENGTSON, formerly at WNHC New Haven, Conn., to WWCO Waterbury, Conn., as head of sales department. **ROBERT GILLESPIE,** previously continuity and news director at WWCO, promoted to program director.

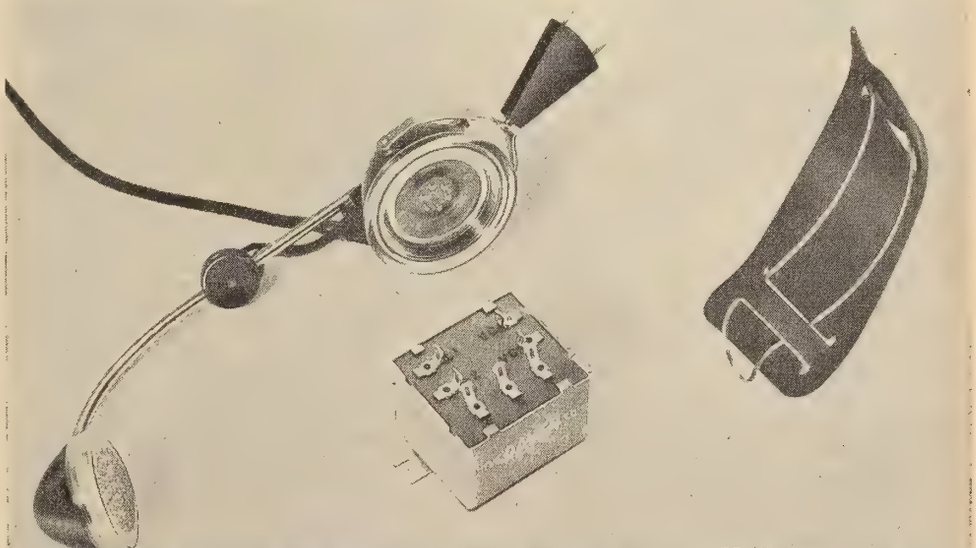
RICHARD A. O'LEARY, formerly with KTTV (TV) Los Angeles as account executive, named assistant general sales manager at KABC-TV Los Angeles.

CLIFF ENGLE, Don Lee newscaster and commentator, has been appointed news director of KFRC San Francisco, effective Jan. 5, 1959.

STEVE FAYER, formerly with WSBA-TV York, Pa., appointed promotion manager of WTOL-TV Toledo, Ohio, scheduled to go on air Dec. 5 [AT DEADLINE, Dec. 1]. Other WTOL-TV appointments: **JAMES T. LYNAGH,** production manager; **JOSEPH D. ALLOWAY,** art director; **RONALD W. COLON,** continuity director; **ARTHUR C. MICHAUD,** film director; **DANIEL E. MORRIS,** public affairs director; **PAT TIGHE,** traffic manager, and **KITTY JACKSON,** assistant promotion manager. Air personalities: **STEVE GILMARTIN, CLEM GENDRON, JACK BORDEN** (all three formerly with WHCT [TV] Hartford, Conn.), **DOUG** and **ORRIS TABNER, TOM FINN, BROOKS MORTON** and **OSCAR HUFF.** Staff members: **JOHN G. KELLY,** director; **JOSEPH A. EVERETT,** director; **JOSEPH R. GAGNOH,** film editor; **WALTER J. SCHEUER,** auditor, and **RONALD F. SCHNEIDER,** floor manager.

GENE WIKE, announcer and newscaster at KIMA-TV Yakima, Wash., promoted to assistant news director of Cascade Broadcasting.

MAL HANSEN, farm service director of WOW Omaha, Meredith station, elected v.p. of Travel & Transport Inc., and on Jan. 1, 1959, will take



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

over new duties as head of farm study tours department of travel organization.

CHARLIE MURDOCK, air personality, WQAM Miami, adds duties of program director, replacing **KENT BURKHART,** who resigns effective Dec. 12. **BOB CHASE,** formerly with WEBC Duluth, Minn., joins WQAM as d.j.

JOHN STENKAMP, news and sports reporter at Cascade Broadcasting Co., Yakima, Wash., since 1953, named news director of Cascade, succeeding **JOHN KNIEVEL,** resigned to become administrative assistant to newly-elected congresswomen Catherine May.

JAMES R. VAN de VELDE, formerly production manager of WISN-TV Milwaukee, appointed supervisor of program production for Triangle Stations, headquartering in Philadelphia.

DON BRICE, formerly reporter for KIRO-TV Seattle, Wash., named acting program manager for KIRO.

JOHN H. TRIGG, with KVOO Tulsa, Okla., since 1942, named assistant program director and chief announcer.

DOUGLAS E. SMITH, formerly at WTAR Norfolk, Va., to WKMF Flint, Mich., as director of news and program manager.

RAY LUTHER, formerly assistant news director, WVKO Columbus, Ohio, to WCLT Newark, Ohio, as news director.

JACK F. AGNEW, formerly with WJMO Cleveland, to KTVW (TV) Tacoma-Seattle, Wash., as promotion director. **ROBERT J. REVERMAN,** formerly with KPIC (TV) Roseburg, Ore., to KTVW as account executive. **MRS. CLEO BEDFORD ROBERTS** resigns as publicity director of KTVW to join sales department of KTNT-TV Tacoma.

PAUL C. HOLTER JR., formerly sales manager for W. J. Lancaster Co., S. F., to KLX Oakland, Calif., as account executive.

JIM McAUGHAN joins KNUZ Houston as account executive.

R. G. (GARY) REAMES, formerly account executive with KCMO Kansas City, to WHB Kansas City sales staff.

MacDONALD DUNBAR, formerly account executive with MBS New York, to WOR-TV New York in similar capacity.

EDSON JAMES CAMPBELL, formerly distributor with Bardahl Oil Co., St. Louis, to WOWO Ft. Wayne, Ind., as member of sales staff.

LOU REKER joins KPHO Phoenix, Ariz., in sales department.

ROY L. MITCHELL, formerly staff announcer with KVOO-TV Tulsa, Okla., to KAKC, that city, as account executive.

HENRY E. LIENAU, art instructor at U. of Houston, joins art staff of KTRK (TV) Houston.

EDWARD J. GOODRICH, formerly art director of WHCT (TV) Hartford, Conn., to KYW-TV Cleveland in similar capacity.

MRS. VERA BEARDSLEE, formerly with USAF legal department in Germany, to KTLA (TV) Los Angeles in publicity and public relations department, replacing **AUDREY BLACKFORD.**

BOB GAGE, announcer at KFOX Long Beach, Calif., joins disc jockey staff of KBIG Santa Catalina, Calif., Dec. 22. He replaces **JIM O'LEARY,** resigned.

TOM MATTS, formerly news director of KELP El Paso, Tex., to KBOX Dallas news staff.

GILBERT H. WOGAN, 52, chief engineer of Allegheny Mountain Network since 1953 and headquartered at WTRN Tyrone, Pa., died Dec. 1 following heart attack. Mr. Wogan also served with radio intelligence division of FCC during World War II and later with Raytheon, Sylvania and various Pennsylvania stations.

MICHAEL BLANCARD, 47, news staff member of WHTN-TV Huntington, W. Va., died Nov. 7 in Huntington following long illness.

REPRESENTATIVES

BERNARD P. PEARSE, with Weed Television Corp., Detroit, since 1947, elected v.p. in charge of Detroit activities. **EDWIN C. METCALFE,** manager of Weed's Los Angeles office since 1955, elected v.p. in charge of west coast activities.

EDWARD A. W. SMITH, formerly with WIP Philadelphia and Edward Petry & Co. to New York sales staff of Adam Young Inc.

PROGRAM SERVICES



MR. DUNN

LLOYD W. DUNN appointed v.p. of artists and repertoire division of Capitol Records Inc., Hollywood. **JOHN K. (MIKE) MAITLAND** elected to succeed Mr. Dunn as v.p. of sales and merchandising. **GORDON R. (BUD) FRASER** succeeds Mr. Maitland as director of sales and **BILL TALLANT,** formerly Capitol assistant national sales manager, named merchandising director, Mr. Fraser's former post. **LOU SCHURRER,** director of advertising and package design, moves to artist and repertoire division as director of packaging and scheduling.

KENNETH R. JENSEN, account executive, Martin Co., L. A., to manager of Editorial Dept., Warner Bros. Records, Burbank, Calif. Added to N. Y. offices as manager of promotional searvices is **HARRY ANGER,** last with RCA Victor promotion.

SANDY TOWT, formerly with Lennen & Newell and McCann-Erickson, to Gotham Recording Corp., N. Y., as account executive.

ARTHUR STREGER, formerly advertising director of Food Farm Inc., Staten Island, N. Y., appointed account executive for Columbia Transcriptions Div., Columbia Records, N. Y.

HARVEY SCHEIN, formerly with Roseman, Goldmark, Colin & Kaye, New York legal firm, named general attorney for Columbia Records, succeeding **NEIL KEATING,** appointed general manager of Columbia LP Record Club. **FLOYD KERSHAW,** in charge of Columbia Records sample service for past five years, named to newly-created position of manager, production coordination and sample service.

BERT ALLENBERG, 59, head of motion picture department of William Morris agency, died Thursday (Nov. 27) in Beverly Hills, Calif., after suffering cerebral hemorrhage Nov. 25.

PROFESSIONAL SERVICES

KENNETH SMITH, associate promotion manager, United Press International, named promotion manager.

A. VICTOR GOLBE resigns as director of advertising and sales promotion for Aldon Rug Mills Inc., Lenni, Pa., to join *Tv Junior* magazine as director of advertising.

SAMUEL G. BLACKMAN, Associated Press' New York and New Jersey bureau chief, named general news editor, succeeding late **PAUL R. MICKELSON.**

JOHN HAYES appointed mid-central regional editor of *Tv Guide* magazine, headquartering in Cincinnati.

MANUFACTURING



MR. McPHEE

JOSEPH R. McPHEE JR., formerly legal counselor and assistant to v.p. of planning, Sanders Assoc., Nashua, N. H., to Telechrome Manufacturing Corp., N. Y., as administrative v.p. for all its facilities, located in Amityville, L. I., Los Angeles and Chicago.

JOHN G. COPELIN, v.p. and comptroller of ITT's International Standard Electric Corp. subsidiary, elected v.p. and comptroller of ITT, in addition to present position.

FRED A. MARTIN, with Sylvania Electric Products Inc., N. Y., since 1951, appointed general sales manager for parts division of Sylvania.

WILLIAM B. TOULOUSE appointed corporate advertising manager of Monsanto Chemical Co., St. Louis, effective Dec. 15, succeeding **H. C. HOLMES,** resigned. **CHARLES L. GRISHAM,** assistant advertising manager for company's organic chemicals division, succeeds Mr. Toulouse as Inorganic Chemicals Div. advertising manager.

LEWIS E. GILLINGHAM, formerly marketing manager for RCA International Div., appointed marketing director and advertising manager of Altec Co., L. A.

HAROLD HUNTSMAN, formerly remote supervisor for KABC-TV Los Angeles, to engineering department of Collins Radio Co., western division, Burbank, Calif.

TRADE ASSNS.

MARK WALDEN, with Television Bureau of Advertising since April, placed in charge of film production.

EDUCATION

STEVE de SATNICK, formerly technical director in master control at WPIX (TV) New York, named chief engineer of Metropolitan Educational Television Assn., N. Y., replacing **DONALD R. COLLINS,** resigned to join Video-Tape Productions Inc., N. Y., as chief engineer.

INTERNATIONAL

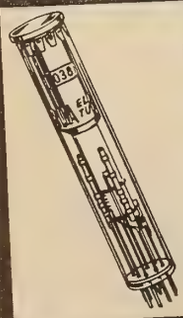
PETER AYLEN, director of radio and visual services, United Nations office of public information, has been seconded for two years as general manager of Jamaica Broadcasting Corp. **W. GIBSON PARKER,** presently director of information service, European office of UN, will replace Mr. Aylen during his period of secondment.

DOUGLAS S. GREIG, local sales manager of CKWX Vancouver, B. C., to general sales manager of CFUN Vancouver.

KEN CHISHOLM, transmitter sales manager of RCA Victor Ltd., Toronto, Ont., to sales manager of technical products division of RCA Victor Ltd., with headquarters at Montreal, Que.

JOHN LINDSAY, announcer of CHWO Oakville, Ont., to announcer of CKGB Timmins, Ont.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON

RCA 7038

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.



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ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6800

Station Authorizations, Applications

Nov. 26 through Dec. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Huntsville, Ala.—Rocket City Tv Inc.,—Granted ch. 31 (572-578 mc); ERP 9.08 kw vis., 4.54 kw aur.; ant. height above average terrain 982 ft., above ground 119 ft. Estimated construction cost $59,700 first year operating cost $140,000, revenue $150,000. P. O. address 1500 Glenwood Dr., Huntsville. Studio and Trans. location Monte Sano Blvd. and Sunset Ave., Huntsville. Geographic coordinates 34° 44′ 16″ N. Lat., 86° 32′ 2″ W. Long. Trans. GE, ant. GE. Legal counsel James Cleary, 610-614 Terry-Hutchens Bldg., Huntsville. Consulting engineer Raymond Watson, Charlotte St., Anniston, Ala. Owners are **John S. Gregory Jr.** and **James R. Cleary** (24% each), **Wharton K. Burgreen** and **Robert M. Darby** (21.6%) and others. Mr. Gregory is in insurance. Mr. Cleary is attorney Mr. Burgreen is restaurateur. Mr. Darby is in real estate and insurance. Announced Nov. 26.

Existing Tv Stations

ACTION BY FCC

WIRN (TV), Channel 12, Ironwood, Mich.—Granted application to change station location to Wakefield, change trans. location and ant. height to 680 ft., change trans. type and increase ERP to 4.9 dbk (3.09 kw) visual and 2.6 dbk (1.82 kw) aural. Announced Nov. 26.

Translators

ACTIONS BY FCC

Valley Translator System (Odell E. Setliff) **Quitaque** and **Turkey, Tex.**—Granted applications for two new tv translator stations, each to serve both Quitaque and Turkey; one to operate on ch. 70 to translate programs of KGNC-TV (ch. 4), and the other on ch. 76 to translate programs of KFDA-TV (ch. 10), both Amarillo.

Albany Electronics Inc. (% Donald W. Bubar (609B South 2nd) **Laramie, Wyo.**—Granted application for new tv translator station to operate on ch. 82 to translate programs of KTVR (ch. 2), Denver, Colo.

CALL LETTERS ASSIGNED

K71AN Boonville, Calif.—Anderson Valley Tv Inc.

K8OAO Spirit Lake, Iowa—Spencer Area Tv Inc.

K72AT, K75AM Bemidji, Minn.—Headwaters Tv Translator Corp.

K78AK, K82AF Cass Lake, Minn.—Headwaters Tv Translator Corp.

K70BG, K74AR Deer River, Minn.—Headwaters Tv Translator Corp.

K71AO Wallowa Valley, Ore.—Wallowa Valley Tv Assn. Inc.

W83AA Palmerton, Pa.—Upper Lehigh Translator Service Corp.

APPLICATIONS

Kingman, Ariz.—Mohave County Board of Supervisors—chs. 70, 78 and 82, to translate programs of KLRJ-TV Henderson, Nev., KTVK-TV Phoenix and KOOL-TV Phoenix, both Arizona, respectively.

Likely, Calif.—Likely Tv Club—ch. 74, to translate programs of KOTI (TV) Klamath Falls, Ore.

Athol and Shelburne, Mass.—Springfield Tv Bcstg. Corp.—ch. 32 to translate programs of WRLP (TV) Greenfield, Mass., in Athol; ch. 74 to translate WRLP programs in Shelburne.

Redwood Falls, Minn.—Redwood Tv Improvement Corp.—chs. 70, 73, 77, 80, and 83; to translate programs of WCCO-TV Minneapolis, KTCA (TV) St. Paul, KSTP (TV) Minneapolis, KMSP (TV) Minneapolis and WTCN-TV Minneapolis respectively.

Claremont, N. H.—Springfield Tv Bcstg. Corp.—ch. 74, to translate programs of WRLP (TV) Greenfield, Mass.

New Am Stations

ACTIONS BY FCC

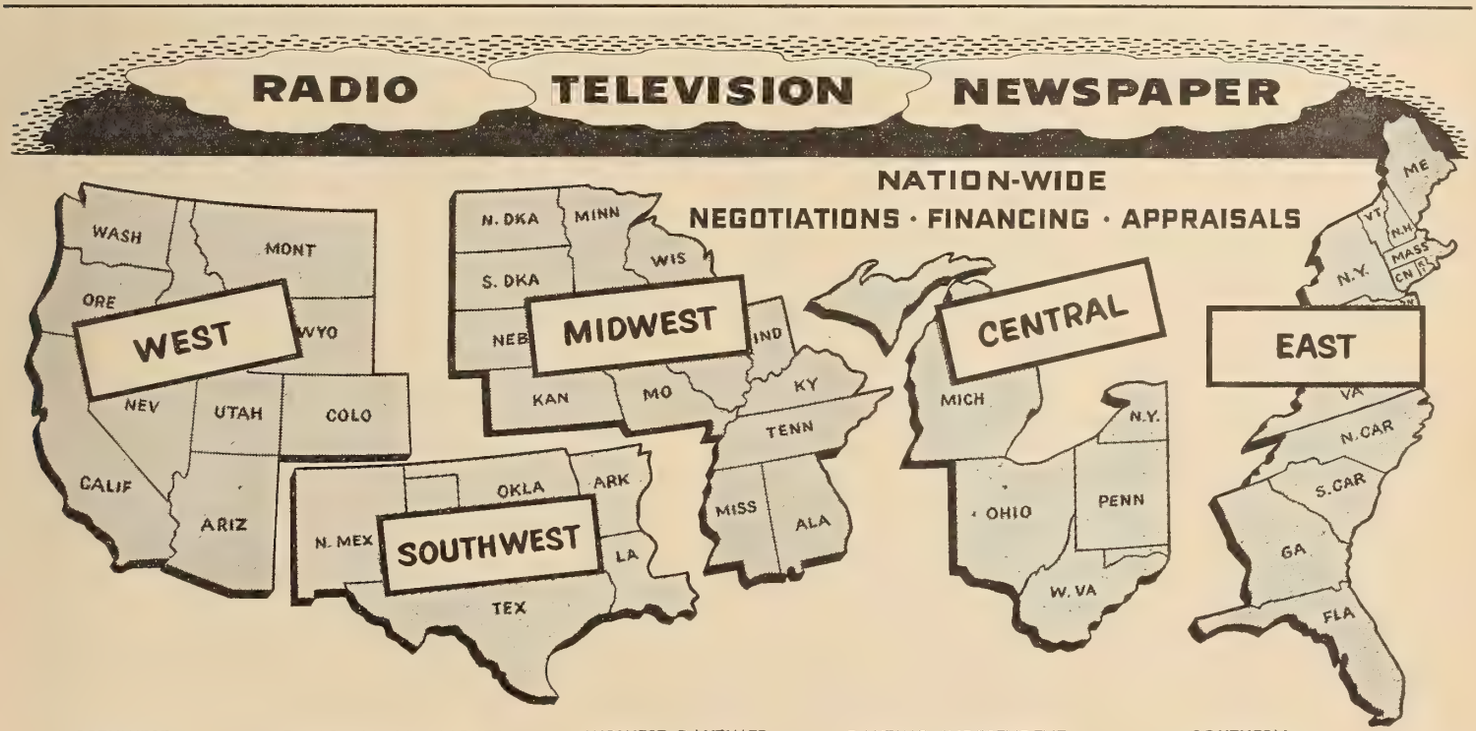
Page, Ariz.—Harold J. Arnoldus—Granted 1340 kc, 250 w unl. P.O. address 40 East 100 North St. George, Utah. Estimated construction cost $18,844, first year operating cost $40,000, revenue $45,000. Mr. Arnoldus, sole owner, is in loan business. Announced Nov. 26.

Hemet, Calif.—L & B Bcstg. Co.—Granted 1320 kc, 500 w D. P.O. address % **Luther Pillow,** 903 St. Francis, Kennett, Mo. Estimated construction cost $26,680, first year operating cost $48,000, revenue $60,000. Mr. Pillow, 5% owner KWYN Wynne, Ark., and **William L. Miller,** contractor, will be equal partners. Announced Dec. 3.

College Park, Ga.—Robert A. Corley—Granted 1570 kc 1 kw D. P.O. address 362 Schoen St. S.E., Atlanta, Ga. Estimated construction cost $8,452, first year operating cost $28,000, revenue $36,000. Mr. Corley, program director WQXI Atlanta, will be sole owner. Announced Dec. 3.

APPLICATIONS

Santa Maria, Calif.—Cal-Coast Bcstrs., 1480 kc, 1 kw D. P. O. address % **Edward E. Urner,** 1709 30th St., Bakersfield, Calif. Estimated construction cost $26,478, first year operating cost $72,000, revenue $96,000. Applicants are Mr. Urner, sole owner of KLYD Bakersfield, and



NORTHWEST
$140,000
Major market independent facility showing excellent profits. Offers real potential for owner-operator. Priced realistically with $40,000 cash down required.

TEXAS MAJOR MARKET
$185,000
This is a daytimer in a large Texas market. Some terms are available to the right buyer.

MIDWEST DAYTIMER
$80,000
This station has shown good profits under absentee ownership. Ideal for owner-operator. $25,000 down and excellent terms on the balance.

DAYTIME INDEPENDENT
$375,000
Long a profitable Great Lakes major market station. Good possibility getting full time. Very attractive terms to qualified buyer.

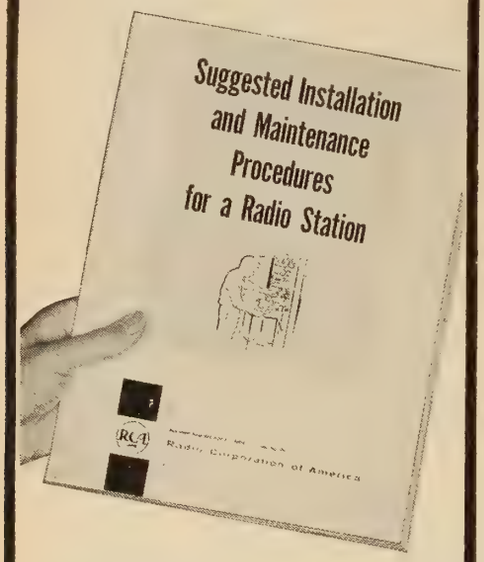
SOUTHERN MAJOR MARKET
$250,000
Good dial position and good signal over metro area. Perfect opportunity for owner with management experience. 29% down and terms.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS — RADIO AND TELEVISION STATIONS — NEWSPAPERS

SAN FRANCISCO	DALLAS	CHICAGO	CLEVELAND	WASHINGTON, D. C.
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EX 2-5671	RI 8-1175	DE 7-2754	TO 1-6727	EX 3-3456

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This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. NB-22 Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

Tmk(s)®

Bryan J. Coleman, who is financier, each 50%. Announced Dec. 2.

Washington, Iowa—E. D. Scandrett, 1380 kc, 500 w D. P. O. address 423 S. Elm St., Kewanee, Ill. Estimated construction cost $18,000, first year operating cost $36,000, revenue $48,000. Mr. Scandrett, sole owner, is manager-chief engineer, WKEI Kewanee. Announced Dec. 1.

New Orleans, La.—Metropolitan Bcstg., 1550 kc, 10 kw D. P. O. address 2265 Clay St., San Francisco. Estimated construction cost $44,965, first year operating cost $95,000, revenue $105,000. **Philip B. Rosenthal,** sole owner, is in aircraft sales and leasing. Announced Dec. 2.

Glens Falls, N. Y.—Plattsburgh Bcstg. Corp., 1220 kc, 1 kw D. P. O. address 38 Court St., Plattsburgh, N. Y. Estimated construction cost $25,755, first year operating cost $48,000, revenue $55,000. **George F. Bissell,** sole owner, is controlling stockholder in WEAV Plattsburgh. Announced Dec. 1.

Bassett, Va.—S. L. Goodman, 900 kc, 250 w D. P. O. address Drawer 2-Y, 303 W. Main St., Richmond. Estimated construction cost $16,250, first year operating cost $25,000, revenue $28,000. Mr. Goodman, sole owner, is majority stockholder in WILA Danville, WYSR Franklin and WYTI Rocky Mount, all Virginia. Announced Dec. 2.

Existing Am Stations

ACTIONS BY FCC

KHOZ Harrison, Ark.—Granted increase of power from 250 w to 1 kw, continuing operation on 900 kc, D. Announced Nov. 26.

WNSM Valparaiso-Niceville, Fla.—Waived Sect. 3.30 of the rules to permit remote control from main studio located in Valparaiso. Announced Nov. 26.

KLIX Twin Falls, Idaho—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1310 kc, 1 kw-N, with DA-N; engineering condition. Announced Nov. 26.

WWXL Manchester, Ky.—Granted change of facilities from 1580 kc, 250 w D to 1450 kc, 250 w U. Announced Nov. 26.

KRSI St. Louis Park, Minn.—Granted mod. of cp to specify station location at St. Louis Park. Announced Nov. 26.

WICE Providence, R. I.—Granted change of operation on 1290 kc from 500 w D to 5 kw-LS, 1 kw-N, U, DA-2, engineering conditions. Announced Nov. 26.

WLBG Laurens, S. C.—Granted increase of power from 250 w to 1 kw continuing daytime operation on 860 kc. Announced Nov. 26.

WOMT Manitowoc, Wis.—Granted renewal of license. Announced Nov. 26.

APPLICATIONS

KWIZ Santa Ana, Calif.—Cp to increase daytime power from 1 kw to 5 kw; change from employing directional ant. nighttime to directional ant. night and day (DA-2) and install new trans.

WMFJ Daytona Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFOM Marietta, Georgia—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Contingent on WBLJ Dalton, Georgia, increase daytime power.)

WRPB Warner Robins, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans.

WJPD Ishpeming, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMIN St. Paul, Minn.—Cp to increase daytime power from 250 w to 500 w and install new trans.

KXLQ Bozeman, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WKCB Berlin, N. H.—Cp to change frequency from 1230 kc to 600 kc; increase power from 250 w, U, to 500 w, 5 kw-LS.

KGRT Las Cruces, N. M.—Cp to increase power from 1 kw to 5 kw, install new trans, and make changes in ant.

WHCC Waynesville, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMRN Marion, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KCRO Johnstown, Pa.—Cp to change frequency from 1230 kc to 850 kc; increase power from 250 w unl. to 500 w, 5 kw-LS; change ant.-trans. location; install directional ant. day and night (DA-2); install new trans. and delete remote control.

WSBA York, Pa.—Cp to increase daytime power from 1 kw to 5 kw; install new trans. and make changes in daytime directional ant. pattern.

WABV Abbeville, S. C.—Cp to change frequency from 1590 kc to 900 kc; decrease power from 1 kw to 250 w (daytime) and make changes in transmitting equipment.

WTHE Spartanburg, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KNOW Austin, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KPOS Post, Tex.—Cp to change ant.-trans. and studio location to Slaton, Tex.; delete remote control operation of trans. and change station location from Post to Slaton.

WFTR Front Royal, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WSLS Roanoke, Va.—Cp to make changes in directional ant. system.

WBTH Williamson, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WLCX La Crosse, Wis.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. system (increase height).

WLDY Ladysmith, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOBT Rhinelander, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WRCO Richland Center, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

WTHG Jackson, Ala.—Jackson Bcstg. Co., 1290 kc. Changed from WPBB.

KBLU Yuma, Ariz.—Desert Bcstg. Co., 1320 kc.

KDEO El Cajon, Calif.—Balboa Bcstg. Corp., 910 kc. Changed from KBAB.

WKIZ Key West, Fla.—Florida Keys Bcstg. Corp., 1500 kc. Changed from WFKB.

WOKS Columbus, Ga.—Radio Muscogee, 1340 kc.

KNDI Honolulu, Hawaii—James T. Ownby, 1250 kc.

WDEA Ellsworth, Me.—Coastal Bcstg. Co., 1370 kc.

KLOP Long Prairie, Minn.—KWAD Bcstg. Co., 1400 kc.

KXGO Fargo, N.D.—North Dakota Bcstg., 790 kc. Changed from KFGO.

KBRX O'Neill, Neb.—Sun Bcstg. Inc., 1400 kc. Changed from KVHC.

KNDE Aztec, N.M.—I.E. Shahan, 1230 kc.

KGEL Bend, Ore.—Clarence E. Wilson, 900 kc.

KCCR Pierre, S.D.—Great Plains Bcstg. Corp., 900 kc.

New Fm Stations

ACTIONS BY FCC

San Diego, Calif.—Marietta Investment Corp.—Granted 100.7 mc, 18.4 kw. P.O. address 1405 Fifth Ave., San Diego. Estimated construction cost $36,500, first year operating cost $3,330. Applicant which in July 1958 acquired complete control of Wrather-Alvarez Bcstg. Inc., is owned 63-7/11% by **J.D. Wrather Jr.** and 16-4/11% by **Edward Petry & Co.** Announced Nov. 26.

Hartford, Conn.—General Bcstg. Inc.—Granted 93.7 mc, 7 kw unl. P.O. address One South Main St., West Hartford. First year operating cost $22,800, revenue $24,000. Owners are **Maxwell Gubin** (34%), **Samuel Gubin** (33%) and **Robert Goldenhill** (33%). Maxwell Gubin is in hi-fi sales and service; his brother, Samuel, is with United Aircraft. Mr. Goldenhill is Sun Chemical Co. employe. Announced Nov. 26.

East Liverpool, Ohio—East Liverpool Bcstg. Co.—Granted 104.3 mc, 27.1 kw. P.O. address Box 760, East Liverpool. Estimated construction cost $24,796, first year operating cost $4,000, revenue $4,000. Applicant is licensee of WOHI East Liverpool. Announced Nov. 26.

San Juan, Puerto Rico—Segismundo Quinones Jr.—Granted 98.5 mc, 17.5 kw. P.O. address Box 490, San Juan. Estimated construction cost $26,337, first year operating cost $37,200, revenue $38,500. Applicant is with WAPA San Juan. Announced Nov. 26.

Norfolk, Va.—Electronic Research Inc.—Granted 99.7 mc, 11.5 kw. P.O. address 700 Sparrow Rd., Norfolk. Estimated construction cost $1,795, first year operating cost $9,500, revenue $11,000. Owners **Eric B. Zoro** (48.1%) and **Dexter E. Phibbs** (44.5%) are with WAVY-TV Portsmouth, Va. Announced Nov. 26.

Seattle, Wash.—Chem-Air Inc.,—Granted 101.5 mc, 10 kw. P.O. address 1411 4th Ave., Suite 1112, Seattle. Estimated construction cost $15,701, first year operating cost $25,000, revenue $22,000. **William E. Boeing Jr.**, sole owner, also owns one-third of KWLD Longview, Wash. Announced Nov. 26.

Seattle, Wash.—Sight and Sound—Granted 96.5 mc, 14.5 kw. P.O. address 1555 Parkside Dr., Seattle. Estimated construction cost $25,792, first year operating cost $12,000, revenue $12,000. Owners are **Mr. and Mrs. Cortlandt T. Clark.** Mr. Clark until recently was in station representation. Announced Nov. 26.

APPLICATIONS

San Jose, Calif.—United Bcstg. Co., 100.3 mc, 2.86 kw. P.O. address De Anza Hotel. Estimated construction cost $12,000, first year operating cost $36,000, revenue $36,000. Applicant is licensee of KEEN San Jose. Announced Dec. 2.

Waukegan, Ill.—News-Sun Bcstg. Co., 106.7 mc, 34.7 kw P.O. address Box 500. Estimated construction cost $26,122, first year operating cost $17,000, revenue $22,000. Applicant is licensee of WKRS Waukegan. **F. Ward Just,** 43.58% owner, also owns 39.5% of WROK-AM-FM Rockford, Ill. Announced Nov. 25.

East Lansing, Mich.—Mid-State Bcstg. Corp., 92.3 mc, 29.2 kw. P.O. address % Robert J. Coleman, Box 289. Estimated construction cost $54,547, first year operating cost $33,500, revenue $34,000. Owners are **James F. Anderton** (66.67%), iron and steel executive; **John P. McGoff** (16.67%), Mich. State U. concert manager; and **Robert J. Coleman** (16.67%), executive secretary, Mich. Assn. of Bcstrs. Announced Dec. 2.

Cincinnati, Ohio—North Cincinnati Bcstg. Co.

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104.3 mc, 1.7 kw. P.O. address 6004 Wiehe Road. Estimated construction cost $11,473, first year operating cost $3,000, revenue $3,000. Equal partners are **Edward L. and Alvin W. Fishman,** both in appliances, and **Fred J. Fishman,** in lubricating equipment. Announced Dec. 2.

Sandusky, Ohio—Lake Erie Bcstg. Co., 102.7 mc, 5.88 kw. P.O. address Box 1209. Estimated construction cost $13,908, first year operating cost $1,200. Applicant is licensee of WLEC Sandusky. Announced Dec. 1.

Providence, R.I.—Buckley-Jaeger Bcstg. Corp., 94.1 mc, 3.36 kw. P.O. address 144 Westminster St. Estimated construction cost $13,850, first year operating cost $9,300, revenue $9,000. Applicant is licensee of WHIM Providence. Announced Dec. 3.

Bellingham, Wash.—International Good Music Inc., 92.9 mc, 20 kw. P.O. address 1151 Ellis St. Estimated construction cost $16,530, first year operating cost $30,000, revenue $30,000. Applicant is owned by licensee of KVOS Bellingham. **Rogan Jones,** 86.49% owner, also owns 60% of KPQ Wenatchee, Wash. Announced Nov. 25.

Green Bay, Wis.—Norbertine Fathers, 102.5 mc, 15.3 kw. P.O. address 115 S. Jefferson St. Estimated construction cost $20,450. Applicant is licensee of WBAY-AM-TV Green Bay. Announced Dec. 1.

Existing Fm Stations

ACTION BY FCC

WMTW-FM Mt. Washington, N. H.—Granted six months temporary authority to rebroadcast on multiplex basis, under its SCA authorization, play-by-play descriptions of basketball and hockey games originating from WHDH-FM Boston, Mass. Commissioner Ford dissented Announced Nov. 26.

CALL LETTERS ASSIGNED

WDRC-FM Hartford, Conn.—Conn. Bcstg. Co., 102.9 mc.

WANN-FM Annapolis, Md.—Annapolis Bcstg. Corp., 107.9 mc.

KNFM Midland, Tex.—Fm Assoc., 92.3 mc.

KBEC-FM Waxahachie, Tex.—Richard Tuck Enterprises, 93.5 mc.

WMNA-FM Gretna, Va.—Central Va. Bcstg. Co., 103.3 mc.

WIBA-FM Madison, Wis.—Badger Bcstg. Co., 101.5 mc.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 3

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	44	102	587
FM	543	29	113	71
TV	432[1]	82	106	99

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 3

	VHF	UHF	TOTAL
COMMERICAL	433	81	514[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Ownership Changes

APPLICATIONS

WEBJ Brewton, Ala.—Seeks assignment of license from **William E. Brooks** and **William E. Brooks Jr.** to **J. E. Gardner** (WEBJ manager-engineer) and Mrs. Gardner for $50,800. Announced Dec. 3.

KMUZ (FM) Santa Barbara, Calif.—Seeks assignment of cp from **William H. Buckley** and **Richard Barrett-Cuetara,** d/b as **Tri-Counties Bcstg. Co.,** to Mr. Buckley tr/as Tri-Counties. No monetary consideration. Announced Dec. 2.

WXFM (FM) Elmwood Park, Ill.—Seeks assignment of license and SCA from **Mrs. Evelyn R. Chauvin Schoonfield** to **Edward Krupkowski,** service station owner, for $11,000 plus assumption of obligations. Announced Nov. 25.

WNIL Niles, Mich.—Seeks assignment of license from **Lawrence J. Plym,** tr/as **Niles Bcstg. Co.,** to **Niles Bcstg. Co.** (owned by **Star Pub. Co.**) for $133,000. Announced Dec. 1.

KRES St. Joseph, Mo.—Seeks assignment of license from **KRES Radio Corp.** to **MacRay Radio & Tv Corp.** (**Jock MacGregor,** actor, 90.6%) for $135,000. Announced Dec. 1.

WBUZ Fredonia, N. Y.—Seeks assignment of license from **Louis W. Skelly** to **Dunkirk-Fredonia Bcstg. Inc.** for $67,500. Buyer is **Dunkirk Printing Co.** Announced Dec. 1.

WSNB Islip, N. Y.—Seeks transfer of control of permittee (**Great South Bay Bcstg. Co.**) from **George E. Kline Sr.** and **George E. Kline Jr.** to **Seymour Malman** who will increase his ownership from 39.1% to 100%, paying Klines $1,900. Announced Dec. 3.

KWOE Clinton, Okla.—Seeks acquisition of negative control (50% each) by **Lonnie J.** and **Alice H. Preston,** through purchase of stock from **V. M. Preston** for $28,000. Buyers formerly held 32.83% apiece. Announced Dec. 12.

WTEL Philadelphia, Pa.—Seeks assignment of license from **Foulkrod Radio Engineering Co.** to **WTEL Inc.** for $450,000. Buyers are equal partners **John E.** and **George D. Hopkinson** and **Quentin C. Sturm** who also equally share ownership of WKAB Mobile, Ala. Mr. Sturm has 6.35% interest in WLOI La Porte, Ind. Announced Dec. 2.

KACT Andrews, Tex.—Seeks assignment of license from **Joseph E. Young** to **Clint Formby** (interest in KPAN Hereford and KTUE Tulia, both Texas), for $65,000. Announced Dec. 2.

WKTF Warrenton, Va.—Seeks transfer of negative control (50%) of licensee (**WKTF Inc.**) from **Martha Rountree Presbrey** to Paterson, N. J., physician **Fred James Crescente** for $30,000. Announced Dec. 1.

KULE Ephrata, Wash.—Seeks assignment of license from **Columbia Basin Bcstg. Co.** to **Coulee Bcstg. Corp.** for $75,000. Buyers are equal partners **Lloyd C. Hannah,** chief engineer, KELA Centralia-Chehalis, Wash.: **Donald R. Berry,** local sales manager, KPQ Wenatchee, Wash.; and **John R. Speidel,** department store manager. Announced Dec. 1.

KGA Spokane, Wash.—Seeks relinquishment of positive control of licensee (**Gran Bcstg. Co.**) by **L. F. Gran,** present 60% owner, through transfer of stock to **H-R Reps. Inc. Profit sharing Trust, Soren H. Munkhof, Jack Ellis, Mary Ellis, Stanley H. Guyer** and **Joseph M. Baisch** in return for certain proportionate amounts of notes of Gran Bcstg. which they presently hold. Mr. Gran retains 17%. Announced Dec. 3.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 16 initial decision granting application of **L&B Bcstg. Co.** for new am station to operate on 1320 kc, 500 w, D, DA, in **Hemet, Calif.** Announced Dec. 3.

By order, Commission adopted, with certain modifications, and made effective immediately Oct. 15 initial decision granting application of **Robert A. Corley** for new am station to operate on 1570 kc, 1 kw, D, in **College Park, Ga.** Announced Dec. 3.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Kenneth E. Shaw for new am station to operate on 1010 kc, 250 w, D, in Newport, N. H.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Alfred Ray Fuchs for increase of power of station KTJS Hobart, Okla., from 250 w to 1 kw, continuing operation on 1420 kc, D, KGFL Inc., to change facilities of station KGFL Roswell, N.M., from 1400 kc, 250 w, U, to 1430 kc, 1 kw-N, 5 kw-LS, DA-N, and Joseph S. Lodato for new am station to operate on 1420 kc, 1 kw, D, in Santa Rosa, N.M. Announced Dec. 1.

OTHER ACTIONS

Commission on Dec. 3 directed preparation of document looking toward granting application by J. E. Willis for new am station to operate on 1410 kc, 1 kw, D, DA, in Lafayette, Ind., and denying competing application of Crawfordsville Bcstrs. Inc., for similar facility in Crawfordsville, Ind. Initial decision of March 19 looked toward this action.

Majority of Commission on November 25 directed preparation of document looking toward denying proposals for low power tv "repeater" stations in vhf and uhf bands to pick up and retransmit locally programs of outside tv stations, and to terminate that rule making proceeding.

By order, Commission cancelled oral argument on application of Oregon Radio Inc., for extension of time to construct station KSLM-TV (ch. 3), Salem, Ore., and granted applicant's re-

continued on page 115

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Will have opening for two men in Alabama as managers, near future. Prefer men who train with organization for few months. Can put two young men to work at separate stations, as salesman first of year. Excellent salary and commission arrangement. Must have proven sales success, be rounded and versatile in radio. Future can lead to manager's job paying 10 thousand to 12 thousand a year and possible part ownership. Send full resume to Hudson Millar, WKUL, Cullman, Alabama.

Sales

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move up to substantial northeastern Ohio market. Guarantee up to $600 per month with top account list worth $12,000 to producer. Sales manager position open if you qualify. Best references required. Box 838G, BROADCASTING.

I would like to contact an experienced time salesman, with some capital to invest, who would like to team up with me, a chief engineer-salesman, to obtain cp and build station in south. Box 880G, BROADCASTING.

Tucson station wants proven high quality sales manager. Box 898G, BROADCASTING.

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Midwest independent station interviewing for successful salesman seeking bigger potential with management ambitions. Send full story in first letter. Box 917G, BROADCASTING.

Wanted: Experienced salesman. Must be idea man with announcing experience. Above average commissions. Car necessary. No floaters. Contact Manager, KCHE, Cherokee.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesmen — Experienced. For booming Cape Canaveral area. Opportunities unlimited. Contact Jay Schoof, WEZY, Cocoa, Florida.

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

RADIO

Help Wanted—(Cont'd)

Sales

Hawaii calls! Experienced radio salesman. Must be creative, reliable, and sales management caliber. Manager will be available for personal interview December 22nd through 31st. Write full details care of McGavren-Quinn Corporation, 1741 Ivar, Hollywood 28, California.

Announcers

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Bright disc jockey with warm, outgoing personality who can program for adult audience on shows with rapidly rising ratings. No rock n' roll! Salary-talent setup with excellent working conditions. Metropolitan Ohio market. Send tape, photo and complete details first letter. Box 803G, BROADCASTING.

Top air personality needed immediately for top rated daytime show. Leading midwest independent music-news outlet. Sharp production. Good mature delivery mandatory. First phone required. No maintenance. Top money for right man. Write-wire. Box 804G, BROADCASTING.

Combined play-by-play sports plus area salesman. $75.00 weekly, commission, small car allowance. Nebraska station. Write Box 839G, BROADCASTING.

Personality disc jockey wanted for afternoon shift at 1,000 watt southern California 24 hour music and news station. Must be throughly experienced. Salary $110 for five day, 40 hour week. Send audition air-mail to Box 887G, BROADCASTING.

Announcer wanted: 1st phone; send tape with news, commercials, patter. Complete resume by letter. 30,000 pop. Pacific northwest. $100.00 plus per week. Box 893G, BROADCASTING.

Wanted: For a Piedmont, North Carolina daytimer a man who likes getting up in the morning; has a sincere interest in country music but who can also handle other shows. Experience not important, but willingness to work is. Send tape, photograph, and resume to Box 895G, BROADCASTING.

We have an opening in a Piedmont, North Carolina daytime station for a permanent staff announcer with an eye on advancement into news and production. Prefer someone who is willing to work and learn to someone who already knows it all. If interested, send photograph, resume and tape to Box 896G, BROADCASTING.

Experienced staff announcer. Two years. Three years college. Married, no personality dj. Excellent references. Presently employed. Interested in sports. Prefer southeast. Box 899G, BROADCASTING.

Top station in medium sized midwestern market has excellent opportunity for announcer-salesman. Send full details in first letter. Box 918G, BROADCASTING.

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Washington, D. C. Modern format, top 40. Unusual deejay, good news, future. Box 929G, BROADCASTING.

Morning man for Boston. Fast bright, quick humor, tight prod., understand modern radio. Tape, resume to Box 930G, BROADCASTING.

One experienced morning man and one strong afternoon man for 250 watter. 100 miles from N.Y.C. Full time, many benefits. Salary open. Send tape and complete resume to Box 933G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Need experienced announcer for staff work and play-by-play. Send tape, photo, personal history. Single station market, college town. Box 934G, BROADCASTING.

Wanted: Afternoon dj. Top station. Top buck. Great Lakes. Send tape and details to Box 948G, BROADCASTING.

Announcer with first or second class engineering license. Send references, photo, tape to Box 626, Suffolk, Virginia.

Wanted: Announcer for a 1000 watt independent in city of 11,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Wanted: Announcer with first phone, no maintenance $5,000 for first year, 40-hour week. Paid hospitalization—paid life insurance—paid vacation. Call the manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Sports and staff announcer to replace man who earned 8 thousand a year as salesman and announcer to replace an announcer. Sales not required, but offer incentive to bigger earnings and possible future management and part ownership with small growing chain. Will pay good salary to straight sports and staff announcer. Prefer versatile man who can write copy and do program work. If no sales, however, will hire straight sports and staff announcer. Hudson Millar, WKUL, Cullman, Alabama.

WMGW Meadville, Penna. looking for friendly voice to serve loyal morning audience latest news, time, temperature, and good music. 40 hours, pleasant working conditions, experience necessary. Write stating salary requirements, background, refernces to Paul Brown, Program Director.

Reporter-newscaster to handle entire local news department at WSLB, Ogdensburg, N. Y. Please do not apply unless you have previous experience. Write for interview to George W. Bingham, P. O. Box 889, Poughkeepsie, N. Y.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Technical

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

South central Kentucky 500 watt daytimer wants self-starting engineer, first class, who can sell. 12 hour air time a month. Afternoon dj country and western, short after school r&r session. Sell during morning. Sales manager who can sell, doesn't need a pep talk each morning, able to sell frequent station promotions, persistent but not obtrusive. Box 905G, BROADCASTING.

Engineer-announcer, come to vacationland in beautiful northern Michigan. Prefer first phone, but second ticket men can be used. Immediate need. 40-hour week, pleasant surroundings. Box 909G, BROADCASTING.

Iowa independent seeking good engineer-announcer with first class ticket. Salary open. Call Paul Benson, KAYL Storm Lake, Iowa. Today.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Florida top-rated, music and news operation, needs copywriter. Must be able to produce copious amount of quality copy for fast-paced station with modern sound. Box 828G, BROADCASTING.

Newsman wanted by independent in major Florida market to create news department coherent with stations fast pace and, "modern sound." Box 829G, BROADCASTING.

Program, production and promotion man. Storz-oriented, with McClendonknowhow who can Plough into the thick of a rating battle and Bartell the audience in terms ingenious and convincing enough to come up with top rating in big southern city. Box 830G, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

Southern California music and news station needs throughly experienced newsman to head two man department. Should know how to gather, write and air news, and how to direct short-wave mobile unit. Send complete background and salary desired to Box 888G, BROADCASTING.

RADIO

Situations Wanted

Napoleon Jones . . . Wouldn't give a drowning man a glass of water if he were starving to death.

Texas stations stop! Creative, mature pd seeking change. Solid background in programming, news, production spots, music, overall operation and policy. Not just "modern" radio man—here's that reliable, hard-working "right arm". Every job in five years a proven success. Present position three years. Problem stations a speciality. Prefer small or medium markets. Box 914G, BROADCASTING.

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. N. L. Benton, President of WLOL Minneapolis, and KSO Des Moines, wrote: "Jock Laurence has been a regular feature of every one of our hourly newscasts for over a year. Mr. Laurence's reports have been newsworthy and in many instances have enabled us to score newsbeats of several hours over competing stations. We feel that the inclusion of Jock Laurence elevates our position and reputation as a news station." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Mr. Owner: Twenty year man seeks first management opportunity. Strong sales and programming. Former network announcer. Consider program job or commercial manager. Family man, age 40. Box 894G, BROADCASTING.

General manager for free. New accounts pay my way. 22 years experience. Available January 1st. Box 919G, BROADCASTING.

Mr. Station Owner—If you have an independent station, programming western music, or would like to program western music, I have a format with clean cut combo men (5 men), management, sales, news, sports, copy, production, mobile news, special events, first class engineers, etc. Latest survey gives us 51.8 in city of 60,000 with 4 radio and one television station (we did not buy the survey). The tougher the market the better we like it. Available after first of year. You come see me or I will come see you—write Box 924G, BROADCASTING.

Attention Miami, Florida area radio and television stations. Am young, intelligent, hard working general manager eastern radio independent. One of top ten markets. Thorough knowledge all phases station operation. 12 years radio-tv. Age 35. College grad. Desire sales or management position with Miami area station. Pay contingent on results. Write Box 932G, BROADCASTING.

Manager—presently engaged. 10 years experience. Good sales concept. Leg man type of manager. Box 943G, BROADCASTING.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Salesman-announcer desires position in Alaska, Canada or Hawaii. 14 years experience including management. Box 885G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Play-by-play staff-pd, 6 years experience. College graduate, 24, married, dependable, top references. Box 827G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

Just released on market—mature announcer, family. 3½ years experience, medium market. You name, I've had, including short pay. Inherent knowledge listenable music. Want advancement in respectable operation desiring steady man for family type organization. Tapes, photo, references. Midwest or south. Box 836G, BROADCASTING.

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 848G, BROADCASTING.

Experienced attractive girl announcer—will consider any radio work in metropolitan New York area. Excellent copywriting and time sales. Box 852G, BROADCASTING.

Morning personality, ready larger market assignment. Copy, sales, operate board. Reliable. Box 857G, BROADCASTING.

News special events-plus. Announcer-writer-producer. Radio and tv. Box 858G, BROADCASTING.

Top announcer-eight years experience wants job at an Alabama station. Box 878G, BROADCASTING.

Personality-dj; strong copy, sales, gimmicks. Cooperative, reliable. Operate board. 882G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

Announcer. Modern sound. Experienced. Styled for California, Boston, Washington, Philadelphia. Box 884G, BROADCASTING.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercial, dj, available after January 19. Box 886G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced newscaster, disc jockey. Presently working New York market. All information first letter. Box 889G, BROADCASTING.

Voice like Martin Block. All nite or late evening show. Box 891G, BROADCASTING.

9 months experience. 21, 4-F, some college, strong on news. Available in January. Box 892G, BROADCASTING.

Announcer—4 years experience in quality broadcasting. Veteran. Prefer eastern U. S. Box 900G, BROADCASTING.

One of the best heads west! Syracuse, New York mid-day dj with first ticket and family in San Diego area January 5. Desire permanent coast radio position. Seven years tops in town with music of past, present, future presentation. The delight of management, sponsors, listeners. Age 27. Eye to future. Box 903G, BROADCASTING.

Personality deejay, announcer. Family man in metropolitan market offers ten years experience (rock to Rachmaninoff) to big-idea station. Box 908G, BROADCASTING.

Attention small stations: Skillfully trained announcer—enthusiastic, promotion minded. Forty-five weekly minimum. Box 910G, BROADCASTING.

Available February 1—after completion of six months active Army duty. 1½ years experience as newsman and deejay. College graduate. Box 912G, BROADCASTING.

11 years radio, all phases including sports. Excellent voice and character, family, college graduate. Tv potential. Desires permanency in well known organization, Maryland or Virginia. Box 915G, BROADCASTING.

Attention, Ohio—North, east, central—top notch free lance basketball sportscaster available on season or game basis. Now employed daytimer. Box 916G, BROADCASTING.

Young announcer, ambitious, alumnus of N. Y. Radio School, light experience, go anywhere. Box 920G, BROADCASTING.

Sportscaster or staff announcer. 22, single, draft exempt. College graduate with college radio experience. Available immediately. Box 925G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Florida—Announcer, tops with news, commercials, good music; 1st ticket. Box 927G, BROADCASTING.

Country music dj, recording artist available. Best references. Employed. Nationally known. Energetic, creative. I'm looking for a future, can you offer me one? Must be permanent. Box 937G, BROADCASTING.

Announcer, 1st phone, no maintenance, 3 years experience, college, married, $100, permanent. Box 946G, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Relocate midwest or Florida. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 949G, BROADCASTING.

Experienced announcer: Excellent references, family, southeast preferred. Dick Hoff, 7423 Taylor, Minneapolis.

Young, enthusiastic announcer, presently employed, wishes better position. Veteran, dependable, ambitious contact; Eddie King, KWOC, Poplar Bluff, Missouri.

Top flight personality available, call collect, Rip Rogers, NEwton 9-3678. — 54-08 Roosevelt Ave., Woodside, Long Island, New York.

Dear Sir: I need a job. If you have an opening, I can offer experience, good reputation, dependability and successful announcing, entertainment background for job with responsibility, normal pay and opportunity to also program a personality dj show. Can sell if job not dependent on selling. Available immediately, your area. Phone, wire Mr. Smith, 1410½ Court, Empire 3-6901, Salem, Oregon.

Technical

Experienced engineer-announcer on new music type. Box 876G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, salesman, announcer. Experienced construction and directional. Wants position in south, with option to buy part interest. Box 881G, BROADCASTING.

Married man, 36, 1st radio-telephone, desires employment. Relocate anywhere but prefer small city. Limited capital available if interested in partnership. H. Rosenberg, 5222 New Perry Hwy., Erie, Penna.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Above-average newswriter, five years documented background, newspapers, radio, television. Am not combination newsman-announcer-dj. Welcome contact from stations emphasizing their news operations. Box 879G, BROADCASTING.

Program director - announcer - play - by - play. Available in 5 months. Box 906G, BROADCASTING.

Topnotch news director. Family, 10 years in radio, tv. Mobiles, special events, newscasts. Excellent big city news references. Box 907G, BROADCASTING.

Program director-assistant manager. Have ideas to vitalize, add appeal to your sound. Eleven years radio-tv production. Work cheap. Box 926G, BROADCASTING.

Goofed. Production-minded pd-dj desires return to medium or metropolitan market. Fast, musician, college, family, stable. Prefer Balaban, Storz, McClendon, consider all sharp organizations. Box 939G, BROADCASTING.

Production manager with five and one half years experience, presently employed. Desires to settle in the "deep" south in a friendly community with progressive station, or an agency needing a production supervisor of copy. Excellent references and resume. Box 945G, BROADCASTING.

Experienced assistant manager, young, married, and 4-year college man with background in general staff work, copy, news, play-by-play sports, sales, and management, desires further advancement. My general manager knows of this ad so write to: John O'Brien, WDNE Elkins, West Virginia.

TELEVISION

Help Wanted

Sales

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

Announcers

Wanted, experienced woman capable of doing live tv commercials, radio, writing, and some servicing. Unusual opportunity. Send tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador C.A.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted—TV continuity writer, creative writer, good selling tv copy experience necessary. Midwest full power vhf-net affiliate in excellent market. Opening immediate. Our employees know of this ad. Box 794G, BROADCASTING.

Wanted, experienced commercial photographer, medium south market. Must know lay-out and 35 mm slides. News secondary. Write immediately. Box 808G, BROADCASTING.

Wanted, coordinator with 1st phone—to take charge production department and operations. Salary open—mountain states area—write Box 811G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Station manager: Television and radio. Thoroughly experienced in major market operation. 19 years in management and sales, with excellent contacts in the national field. Able to successfully combat tough competitive situations. Cost conscious of operations yet able to maintain high morale of employees. Understand and can use research, merchandising and marketing to secure and hold advertisers. Age in 40s. Married, with children. Past record and references open to inspection. What is your problem? Box 815G, BROADCASTING.

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Manager or commercial manager. 39 years old veteran of 15 years in radio and tv would like to return to station operations. College graduate, native Texan, married, two children. Past four years salesman for top national station representative firm. Will consider radio or tv. Reply to Box 922G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Network caliber news commentator radio, television, precise resonant delivery. Box 890G, BROADCASTING.

Announcer, personality. Fifteen years professional am-tv experience. Some directing, production. Want substantial television opportunity. Box 901G, BROADCASTING.

Technical

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

. . . and there's the one about the cub reporter who was covering the Johnstown flood and was so moved by what he saw that he wired his editor: "God sits on a lonely mountain-top tonight in Johnstown . . ." His editor wired back: "Forget flood. Interview God. Pictures if possible." If you are a station or a producer or a distributor—or whatever—and you need publicity and/or promotion for your flood, I'm your man. I'll even get picture. Box 865G, BROADCASTING.

It will take more than this ad to convince you, but I can capably handle your publicity or promotion. Station, producer, distributor, whatever —for details, write Box 866G, BROADCASTING.

Experienced newsman: Now heading vhf-radio newsroom; consistently beating newspaper, broadcast competition on regional, national news. News-in-depth specialist. Seek news director or good staff job. Excellent, authoritative delivery, top references. Box 868G, BROADCASTING.

Need an uplift for your news operation? News director desires new position. Trained in award-winning midwest television newsroom. One year in starting small-station news operation. Prefer news directorship in television, but will consider any good offer. Hard news a speciality, news specials a joy. Box 904G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV production man: Skilled young man with background and experience in radio and television production, desires position as floor man, cameraman, etc. Capable of handling all phases of tv production. Prefer east. Box 911G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, supporting character, etc.? Successful radio man with entertainment background. Can supplement salary with work on your am sales-announcing, etc. 34, married, good reputation. Any area. Mr. Smith. Empire 3-6901. 1410½ Court, Salem, Oregon.

FOR SALE

Capital offered. Substantial principles desire expand radio investments. Unlimited capital available to assist in purchase or refinancing good radio or tv stations grossing 100 M minimum up, in return for equity interest. Any sound proposals considered. Confidential. Box 938G, BROADCASTING.

Stations

Monopoly station in midwest. 1000 w. daytimer in county seat city. Price $73,500 with one-third down. Excellent equipment and studio building included. Growing industrial area in rich agricultural market. Box 940G, BROADCASTING.

1,000 watt daytimer in small, single station rural market in South Carolina. Write Box 796G, BROADCASTING.

Minority interest in Texas gulf coast regional. Excellent past record paying 12% dividends plus 10% capital gain yearly. All cash. Box 805G, BROADCASTING.

4 SALES EXECUTIVES WANTED

Mountain States - Mid-West

New England - S. East

The men we want are 30-40, willing to travel 5 days weekly. Must have managerial experience, complete overall working knowledge of radio operation, local regional, metropolitan. Able to make big-city agency presentations and sell a gas station attendant under a grease-rack.

Our guys make a good appearance, "look money", drive a good car. They must be forceful and dramatic, able to address large groups of people authoritatively.

The job is fascinating, exciting, profitable; nerve-wracking and tiring (so our men say—but they love it!).

Not a "crew deal" or "fast-buck" operation, we have some of the nation's top stations. Solidity is a must for our man. He'll be joining one of the fastest growing companies in the industry with a five year proven record.

If you're looking for a job with incentive, direct commissions with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—we'll be in touch, arrange personal interview. Our staff knows of this ad. These are newly created posts, part of our program giving our clients more, better, closer supervision and service. January start. Reply Box 941G, BROADCASTING.

FOR SALE

Stations—(Cont'd)

Midwest single station market in city of 25,000. 500 w daytime. Mutual affiliate. $30,000 down will handle on full price of $136,500. Owner takeout approximately $30,000 a year. Selling price includes studio building and land. Box 942G, BROADCASTING.

Exceptional station. 1 kw, fulltime. West coast. $325,000.00. $97,000.00 down. Box 834G, BROADCASTING.

Pacific northwest. Metropolitan suburb fulltimer. Excellent potential. $75,000 with 29% down, balance in 10 years. Exceptional real estate included. Box 875G, BROADCASTING.

Interest in pending cp to consulting engineer for defending application in hearing(s). Box 947G, BROADCASTING.

Texas 250 w 17 hour daily broadcast time. 420,000 people living in coverage area. $110,000 with 29% down with long payout. Grossing just under asking price, with high potential in attractive area of state. Box 944G, BROADCASTING.

South Texas regional, $79,500. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Southwest daytimer. Earns $2,500 monthly. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals. handle with care and discretion. Experienced. Former radio and television owners and operators.

Have immediate buyer, single market station billing around $75,000 annually. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Oklahoma daytimer. $100,000 with 25% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Equipment

1—RCA MI 11862 recording head (new), $100.00. 800 feet Prodelin 3⅛ inch 50 ohm transmission line with anchor insulators like new, $69.00 per section. WANE-TV, Fort Wayne, Indiana.

Available immediately 200 foot self-supporting cn Blaw-Knox tower. Six years old. WWIN Baltimore, Maryland.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

Used microphones, complete, in good condition, available for inspection and immediate delivery. 20 pieces #44BX microphones @ 50.00 ea, 4 pieces #74B microphones @ 10.00 ea, 25 pieces #88A microphones @ 15.00 ea, 10 pieces #639 Western Electric microphones @ 60.00 ea, 7 pieces #633 Western Electric microphones less stand mounts @ 15.00 ea. Contact Mr. L. A. Murphy, American Broadcasting Company, 7 West 66th St., New York 23, N. Y.

For immediate sale: 1—GE 1-kw final, fm transmitter, type #BF-1-A and 1-2 Bay GE ring-type fm antenna. Priced for quick sale $2,250, delivered anywhere in U.S.A. Write, wire or phone Ernest W. Jackson, Jr., Vice President, Audioland Electronics Corporation, 502 West 13th Street, Austin, Texas, GReenwood 6-7047.

602A Dage monitor, 1" f/1.5 lens, 2" f/1.5 lens. 250A Dage line distribution amp. Dage 101 camera with viewfinder. Conrac 27" Industrial tv monitor. All of the above in operating condition! Price $1,700—plus shipping charges. Write: The Berkshire Eagle, Pittsfield, Massachusetts. Att.: Patricia Lynch.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

200' tower—self supporting Blaw-Knox, type ck, galvanized, dismantled, ready to ship, $2,500.00. F. Stott, 307 West 13th, Kansas City, Missouri.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Energetic proven manager wants to lease or buy station. Not loaded with money, just ambition and hard work. Confidential. Box 897G, BROADCASTING.

Equipment

150 to 200 ft. tower, guyed or self supported. Box 921G, BROADCASTING.

Wanted: GE BA-5A limiting amplifier, any condition cash. KKEY, Vancouver, Washington.

Wanted—working 950 mc 10-50 watt STL transmitter. WPGW Portland, Indiana.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

TV Tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete course and construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

MISCELLANEOUS

The most comprehensive study of fm available. (Television Magazine): the independent recent 52-page review, "What Makes FM Succeed" costs $7.00 prepaid, extra copies $2.00. Lyman Allen, Lincoln, Mass.

RADIO

Help Wanted

REGIONAL SALES REPRESENTATIVE

If you can't make $500 per week selling our radio-tv station package, you are not our man. Must be proven closer. Send resume, references, pictures. P.O. Box 679, Washington 4, D. C.

Announcers

Announcers-Deejays

Swinging independent top ten markets adding deejays-announcers-newsmen. Rush tape, resume and money requirements.

Box 935G, BROADCASTING

WANTED IMMEDIATELY

Air personality for midnight to six A.M. show. First phone, no maintenance. Rush tape and resume to Bill Jay, KENT, Shreveport, La.

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED AT ONCE

Experienced combo man with first phone and selling experience. Good hourly rate for air work, plus commission on sales. Expanding staff. 5000 watts day, 500 night. Rush complete resume, tape, photo, salary expected to General Manager WHVR, P. O. Box 268, Hanover, Pa.

RADIO

Situations Wanted

Announcers

ATTENTION COUNTRY MUSIC STATIONS

Because of a change in format I must loose my top County D.J., Program Director. I am offering you one of the best men in the Country Music Field. If you need a man who can make money for you . . . here he is. Age 29, sober, reliable, energetic, creative, tops in radio production, promotion. Not a hot shot, but a worker. And he is truly a gentleman. I hate to lose him, you're lucky to get him. I will contact you personally. Write Box 936G, BROADCASTING.

Production-Programming, Others

WOMAN WRITER

Top commercial announcer sales and service. Radio or tv, over 15 years experience. Direct, diversified woman's program that will pay. Good appearance, details on request.

Box 931G, BROADCASTING

TELEVISION

Help Wanted

Announcers

Michigan's First Television Station needs:

STAFF ANNOUNCER

WWJ-TV, the Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years television experience and solid references. Send tape, photo, resume and kine if available to: Program Manager, WWJ-TV, The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS **MANAGEMENT**
APPRAISALS **FINANCING**

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

quest to consider the matter on its exceptions filed Nov. 26.

By memorandum opinion and order, Commission granted petitions to enlarge certain issues and denied others in proceeding involving mutually exclusive am applications by Broadcasters Inc., South Plainfield, and Tri-County Bcstg. Corp., Plainfield, N. J., and Eastern Bcstg. Co. (WDRF) Chester, Pa., for operation on 1590 kc. It granted petitions of Broadcasters and the Broadcast Bureau and denied petitions by Tri-County and Eastern. Chairman Doerfer abstained from voting; Commissioner Craven not participating.

Los Banos Bcstg. Co., Los Banos, Calif.—Designated for hearing application for new am station to operate on 1330 kc, 500 w, D; made KCRA Sacramento, KMAK Fresno, and KOMY Watsonville, all California, parties to proceeding.

Robert Burdett & Associates Inc., West Covina, Calif.—Consolidated application for new am station to operate on 900 kc, 500 w, DA, D in hearing previously designated for eight other applicants in that area.

Dale W. Flewelling, KROY Inc., Sacramento, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 102.5 mc.

KHOG (formerly KGRH) Fayetteville, Ark.—Designated for hearing application to change facilities from 1450 kc, 250 w, U, to 1440 kc, 1 kw, D; made KFAY Fayetteville, party to proceeding.

WTRO Dyersburg, Tenn.—Designated for hearing application to increase power on 1330 kc from 500 w, D, to 1 kw D; made WCRR Corinth, Miss., and WDXI Jackson, parties to proceeding.

Routine Roundup

Broadcast Actions
by Broadcast Bureau

Actions of November 28

WDAK Columbus, Ga.—Granted cp to install new trans. to be used as alternate main nighttime and auxiliary daytime (location of main trans.).

WDAK Columbus, Ga.—Granted mod. of cp to change type trans.; conditions.

WFBC-FM Greenville, S.C.—Granted mod. of cp to decrease ERP to 9.9 kw and change type ant.

WSFT Thomaston, Ga.—Remote control permitted.

WYLD New Orleans, La.—Remote control permitted.

WDVL Vineland, N. J.—Granted extension of completion date to 12-31.

Actions of November 26

KLAD Klamath Falls, Ore.—Granted assignment of license and cp to Myer Feldman, et al., d/b under same name.

KJR Seattle, Wash.—Granted cp to install new trans.

KSPC Claremont, Calif.—Granted mod. of cp to increase ERP to 750 watts, decrease ant. height to minus 270 ft., and change type trans.

WHOT Campbell, Ohio—Granted extension of completion date to 3-2-59.

Action of November 25

WAJC (FM) Indianapolis, Ind.—Granted cp to decrease ERP to 5 kw; ant. height 35 ft.

ACTIONS ON MOTIONS

By Hearing Examiner Jay A. Kyle on December 1

Scheduled further prehearing conference for Feb. 16, 1959, and continued without date hearing scheduled for Dec. 8 in proceeding on applications of Jeannette Bcstg. Co., and Carnegie Bcstg. Co., for am facilities in Jeannette and Carnegie, Pa.

By Hearing Examiner Forest L. McClenning on dates shown

Scheduled a prehearing conference for 2 p.m., Dec. 12 in tv ch. 6 proceeding (Gerico Investment Co. [WITV] Miami, Fla., et al.). Action Nov. 26.

Granted motion by Shelby County Bcstg. Co., Shelbyville, Ind., continuance of dates for exchange of preliminary drafts of technical engineering exhibits, for the exchange of direct cases, and for further prehearing conference to Dec. 30, Jan. 15 and Jan. 30, 1959, respectively. Action Nov. 28.

By Hearing Examiner Millard F. French on December 1

Upon oral request by Mid-America Bcstrs. Inc., continued hearing from 4 p.m., Dec. 3 to 9 a.m., Dec. 18, in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp for its standard station at San Mateo, Calif.

By Hearing Examiner J. D. Bond on December 1

Continued further hearing to Dec. 22 in proceeding on am applications of Capitol Bcstg. Co., East Lansing, and W. A. Pomeroy, Tawas City-East Tawas, both Michigan.

By Hearing Examiner Basil P. Cooper on December 1

Evidentiary hearing will be resumed on Dec. 8 in proceeding on am applications of The Monocacy Bcstg. Co., Gettysburg, Pa., et al.

By Hearing Examiner Thomas H. Donahue on December 1

Upon oral request by KEED Inc., Eugene, Ore., continued prehearing conference from 10 am., Dec. 1, to 2 p.m., on that date, in proceeding on its application and that of Liberty Television Inc., for cps for new tv stations to operate on ch. 9 in Eugene.

By Commissioner Robert T. Bartley on November 28:

Granted petition by Standard Bcstg. Corp. for extension of time to Dec. 12 to file opposition to petition to enlarge issues by Clifford C. Harris in proceeding on their applications for am facilities in Oswego, N. Y.

Granted petition by KISD Inc., for extension of time to Dec. 10 to file petition for review of Nov. 20 order of Chief Hearing Examiner in proceeding on application of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D., for transfer of control from James A. Saunders to William F. Johns Jr.

By Hearing Examiner Thomas H. Donahue on on December 1

Granted request of Broadcast Bureau for extension of time from Nov. 24 to Dec. 3 to file proposed findings in proceeding on am applications of Denbigh Bcstg. Co., Denbigh, Va., and Virginia Beach Bcstg. Corp. (WBOF), Virginia Beach, Va.

By Hearing Examiner Millard French on November 26

Continued date for exchanging engineering exhibits in proceeding on am applications of Henderson County Bcstg. Co. (KBUD), Athens, and University Advertising Co., Highland Park, both Tex., from Nov. 28 to Dec. 17.

On own motion, continued without date hearing scheduled for Dec. 8 on am applications of Graves County Bcstg. Co., Providence, and Muhlenburg Bcstg. Co. (WNES), Central City, both Kentucky.

Granted petition by The Riverside Church in the City of New York, to reopen record in proceeding on its application and that of Huntington-Montauk Bcstg. Co. for fm facilities in New York, N. Y., and Huntington, N. Y.; received in evidence "Riverside Exhibit I," and record closed.

By Hearing Examiner Herbert Sharfman on November 26

Scheduled a prehearing conference for Dec. 18 on fm applications of Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, and WKOX Inc., Framingham, both Massachusetts.

By Hearing Examiner Horace Stern on December 1

Issued answers to requests for findings of fact and conclusions of law in Miami, Fla., ch. 10 proceeding.

By Hearing Examiner Isadore A. Honig on November 26

Continued hearing to Dec. 9 on am applications of Standard Bcstg. Corp., and Clifford C. Harris, Oswego, N. Y.

By Hearing Examiner Forest L. McClenning on November 26

Scheduled prehearing conference for Dec. 12 on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By Commissioner Robert T. Bartley on November 25

Granted petition by Historyland Radio for extension of time to Dec. 3 to file reply exceptions in proceeding on its application and that of Star Bcstg. Corp., for am facilities in Fredericksburg, Va.

Granted petition by Broadcast Bureau for extension of time to Dec. 5 to file replies to petition by American Broadcasting-Paramount Theatres Inc. (ABC) for rehearing in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted motion by Northwest Video for dismissal without prejudice of its application and retained in hearing status applications of Liberty Television Inc. and KEED Inc., all for cps for new tv stations to operate on ch. 9 in Eugene, Ore. (Action 11/25).

Continued from Nov. 28 to Dec. 2 (at 9 a.m.) oral argument on Motion of Livesay Bcstg. Co., to defer action on petitions by Prairie Television Co. and Plains Television Corp. for intervention in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license and Livesay for cp for new tv station to operate on ch. 10 in Terre Haute (Action 11/26).

By Hearing Examiner Elizabeth C. Smith on November 25

Granted motion by Broadcast Bureau for extension of time from Nov. 19 to Jan. 12, 1959 for filing proposed findings and conclusions, to Jan. 21, 1959 for filing replies thereto, and from Nov. 19 to Dec. 1 for filling suggested corrections to the transcript in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on November 25

Granted petition by Melody Music Inc. (WGMA), Hollywood, Fla., for continuance of hearing from Nov. 28 to Jan. 5, 1959 in proceeding on its am application, et al.

Removed from hearing am application of The KBR Stations Inc., Keene, N. H.

By Hearing Examiner Charles J. Frederick on November 25

Continued without date further prehearing conference in proceeding on am applications of Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis., pending Commission action on request by Broadcast Bureau to withdraw its opposition to petition by Kankakee for reconsideration and grant of its application without hearing.

By Hearing Examiner J. D. Bond on November 25

Scheduled hearing for Jan. 8, 1959 on application of KOOS Inc. (KOOS-TV), Coos Bay, Ore., to change from ch. 16 to ch. 11 and Pacific Television Inc., for cp for new tv station to operate on ch. 11 in Coos Bay.

By Hearing Examiner Forest L. McClenning on November 24

Granted motion by Broadcast Bureau and set date of Dec. 8 for submission of additional information by Darwin Bcstg. Co. in show cause proceeding on revocation of license of station KHCD Clifton, Ariz.

By Chief Hearing Examiner James D. Cunningham on dates shown

On own motion, ordered that oral argument is scheduled for 9 a.m., Nov. 28 on motion by Livesay Bcstg. Co., to defer action on petitions by Prairie Television Co. and Plains Television Corp., for intervention in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and Livesay for cp for new tv station to operate on ch. 10 in Terre Haute. Action Nov. 15.

By Hearing Examiner H. Gifford Irion on November 20

Scheduled prehearing conference for Dec. 5 on applications of Frank James and San Mateo Bcstg. Co. for fm facilities in Redwood City and San Mateo, Calif.

By Hearing Examiner Annie Neal Huntting on dates shown

Continued hearing from Nov. 24 to Dec. 10 on am applications of James W. Miller, Milford, Conn., et al. Action Nov. 21.

Scheduled further hearing for 9:30 a.m., Dec. 1, on am application of County Bcstg. Co., Clarion, Pa. Action Nov. 24.

By Hearing Examiner Thomas H. Donahue on November 24

Dismissed as both untimely filed and moot petition by Donner Bcstg. Co., Truckee, Calif., for continuance of hearing in proceeding on its am application, et al.

Issued order following pre-hearing conference in proceeding on am applications of Donner Bcstg. Co., Truckee, Calif., et al., and scheduled further prehearing conference for Jan. 26 and hearing for Feb. 17, 1959.

By Hearing Examiner Millard F. French on November 21

Prehearing conference scheduled for 10 a.m., Dec. 3, is continued to 2 p.m. on the same date on am application of South County Bcstg. Co., Wickford, R. I.

UPCOMING

December

Dec. 8-12: CBS Films, Inc., national sales meeting, Plaza Hotel, New York.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, convention committee, NAB headquarters, Washington.
Dec. 17: NAB, ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.
Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 8-14: National Advertising Week.
Feb. 17-20: Audio Engineering Society, annual Western convention, Hotel Biltmore, Los Angeles.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.
March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.
March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.



This is the kind of hold our station has on people

The helping hand is a reality here. A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our *quantity* story (747,640 TV homes in 41 counties of 3 states) never forget the *qualitative* one . . . George P. Hollingbery will show you a realistic, one-price rate-card.

whio-tv
CBS
channel **7** *dayton, ohio*

JULY PULSE – 12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

MONDAY MEMO

from **RODERICK A. MAYS,** *owner-manager, Mays & Co., and president, Western States Advertising Agencies Assn.*

What does the 15% really mean to media?

The customer-seller idea has come to dominate agency-media relations to a point where the two may be losing sight of their real partnership. This is a working relation rooted in their financial partnership and expressed in the commission system.

The Western States Advertising Assn. has set out to put things back in perspective in its current Media Relations program. The subject is up for primary examination as the association follows its major objective of putting special emphasis on basic functional aspects of the agency business.

A recent meeting in Los Angeles of the WSAAA consisted of a Media Relations Night, in which a panel of advertising agency and media executives discussed the key role of the advertising agency in building media business. At the conclusion of this meeting a four-point policy was outlined:

(1) Renewing the close association with media which has marked the organization's history; (2) requesting opportunities to make presentations of the agency business to media personnel; (3) inviting the establishment of an Agency Relations Committee by each medium to work with members of the agencies' media groups, and (4) giving leadership to the formation of an overall media-agencies program to explore and develop common interests.

The response to these proposals was immediate and unanimous. Major media, speaking through their associations and on their own behalf, expressed enthusiastic support of the entire program. First to turn its expression into action was the Southern California Broadcasters Assn., which within 24 hours following the meeting issued an invitation for the agencies' association to make its first media presentation. This was done at a well attended meeting of radio executives in Hollywood on Nov. 20, and an Agency Relations Committee was appointed by the broadcasters to work with the WSAAA.

It is the opinion of our association that the value of agencies to media should not be taken for granted. The agency commission system would not have survived and grown, spreading through the newer media of radio and television far more predominantly than the older medium of newspapers, if this were not an empirically successful system, yielding productive benefits to media, agencies and advertisers. But this is no sign that the agency system and its basis in the financial relationship with media no longer need selling.

The responsibility for such selling belongs to the advertising agencies. The need for it goes beyond the generalization that any good and continuing thing should go on being sold. Despite the success story of advertising agencies in the distribution economy of the nation, there are chapters being written in that story that provide less than glowing accounts of progress. And I am not referring merely to the finger-pointing of current novels and the generally poor public-opinion "image" our business has been acquiring. I am referring rather to more immediate concerns:

(1) The increasing criticisms in the past few years within the advertising industry of the commission system;

(2) The willingness on the part of some individual media to pay commissions to anyone who asks for them if he can deliver a piece of business;

(3) The noncommissionable trade arrangement;

(4) The non-commissionable program package. This list could be extended, and unfortunately is.

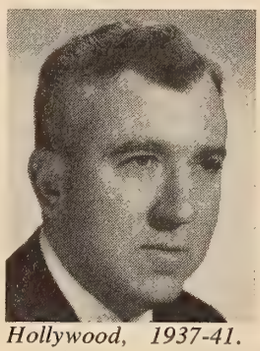
If these practices don't hurt agencies much, this is another tribute to the inherent strength of the agency business. They could hurt more and in certain cases do. Certainly they provide specific reasons, if any were needed, why the whole agency industry should be selling itself to media to a greater extent than it is presently doing. They also offer basis enough for the presentations of the agency business and the selling portion of the media relations activity in which our association is engaged.

The value of advertising agencies to media is basically the same as their value to advertisers: namely, a highly developed creativity in the area of action-producing communication. In their service to clients, advertising agencies are "think tanks" for getting people to do things, in other words, for more successful marketing. In their service to media, advertising agencies are creative to a varying and sometimes critical degree in determining what is to be advertised and why. They are directly charged with the responsibility of creating the physical form of the advertising. On the correctness of their creative application on these points rests the results of advertising, by which the continued use of a medium stands or falls. With media dependent on the creativity of advertising agencies, it behooves them to do all they can to see to it that agencies remain in good creative health, retaining, developing and attracting to the business the best possible talent.

The broadcast media have been born, have grown up, and in the case of radio attained metamorphosis, all within the framework of the advertising agency system. The degree to which their development has been shaped by this system must be open to some variety of interpretation. But few could declare that the effect has not been considerable.

If this much has happened this fast, what does the future hold? Much more, to be sure, if advertising agencies can grow in creative capacity with the media they have helped to nurture. This means money: to keep, develop, and attract the best creative brains in a new, very unusual, and highly critical profession. Money? For all the discussion that has taken place recently on the subject of 15%, most agency studies show that this traditional commission isn't enough and must be augmented by fees.

Should this fact be of interest to media? I think it should, if media want to serve their own interests and to maintain and strengthen their traditional relationship with the creative nerve-centers of the advertising industry. In this most dynamic segment of our highly dynamic economy, advertising agencies can produce a lot more for advertisers, media and themselves if they can get media to recognize their worth more fully, and to act accordingly.



Roderick A. Mays, graduate of U. of California. Entered radio as announcer, writer and producer, first at stations in San Francisco, then in Los Angeles including CBS, Hollywood, 1937-41. Established Los Angeles advertising agency, Mays & Co., in 1941; has handled major retail and appliance accounts in Southern California, including Barker Bros., Western-Holly, General Electric Appliances, Philco and Kelvinator. As president of Western States Advertising Agencies Assn., has inaugurated media relations activity in present form.

Is This Army Necessary?

NO responsible broadcasters or broadcast advertisers will object to the principle behind the Federal Trade Commission's intensified monitoring of radio and tv commercials. The enlistment of 350 FTC staff members in a radio-tv monitoring force is for a commendable purpose—to drive illegal and misleading advertising off the air.

But the creation of so large a force suggests that bad advertising must be rampant. It isn't. Indeed the quality of broadcast advertising is infinitely better today than it was a few years ago. Bait and switch accounts, which were widespread in the early days of television, are virtually non-existent now. The extravagances of pitch advertising have almost disappeared.

The 350 FTC monitors will find little on the air that needs correction. The danger is, of course, that the monitoring force will seek to justify its perpetuation by making trouble where no trouble is deserved. It is that development which the broadcast media must do what they can to discourage.

For Posterity

THERE is merit in the project formally initiated last week to raise $10,000 in seed money to explore ways and means of establishing a Broadcasting Hall of Fame.

Originally proposed last year by John F. Patt of WJR Detroit, during his tenure as president of Broadcast Pioneers, the initial move is being made under NAB auspices. Appropriately, Mr. Patt is chairman of the advisory committee.

Broadcasting is one of the phenomenons of this century. It has become part of our way of life to a greater extent than perhaps any other development of the era. It was born, nurtured and developed in the U. S. A. It deserves the recognition that would be accorded it through the Hall of Fame-Museum-Library project. And it should be undertaken while many of the pioneers who contributed to the development of broadcasting are still with us, and while old gear, recordings, scripts and other invaluable data are still available.

Option Time Dilemma

THE FCC, which moves from crisis to crisis, has reached the point of no return on its tv network study. Between now and the convening of Congress in January, it is obliged to decide how far it proposes to go in revising existing network regulations, with the crucial question whether option time is or is not to be.

The punitive Barrow Network Study Report of October 1957 held, in essence, that networks are essential in tv broadcasting. But it concluded that option time is not essential, despite the unanimous contention of networks, affiliates and station representatives that without guaranteed clearances no network could survive, much less thrive.

There are other Barrow recommendations of course—37 of them. The most onerous, that on multiple ownership which would have cut the quota to three vhf stations in the first 25 markets, as against five anywhere, was to all intents dealt with when the FCC last July approved the $20 million transfer of the WCAU stations in Philadelphia to CBS, giving it its fifth owned vhf outlet.

That left option time, among all the others, as the critical issue. And here the FCC's dilemma is compounded. The Dept. of Justice has already concluded in an unusual departure from normal procedures, that option time (and must buys) appear to constitute violations of the antitrust laws. It also exacted from the FCC a commitment that it have an opportunity to examine the FCC's proposed findings before the final decision is issued.

And now, as reported by us last week, the FCC's special network study staff has drafted a document which, instead of being an objective analysis of all the testimony adduced at last spring's hearings on the Barrow Report, turns out to be a partisan opinion supporting the Barrow findings by putting into the FCC's mouth words that summarily would eliminate option time as non-essential. It dismisses the testimony of affiliates and representatives as prejudiced and as having been influenced by the networks.

Which prompts the question: Who's running the FCC anyway? It is not for the Dept. of Justice to insinuate itself into legislative proceedings. Its recourse is to the courts, if it feels that the anti-trust laws are being violated. It is not for the staff attorneys and economists to lead the FCC, as they did during the height of the New Deal, by initiating policy through clever paper work.



Drawn for BROADCASTING by Sid Hix

". . . and what type of show do you prefer?"

The responsibility for policy under the law originally written 31 years ago devolves upon the members of the FCC. It was because Congress thought the FCC and other administrative agencies had become pawns of the executive branch that the House Oversight Committee avowedly was created. That it went far afield into headline hunting by way of exposing influence peddling was not the fault of the House leadership.

The FCC must assert its jurisdiction if it is to fulfill its legislative duty. It cannot ignore the unanimous view of networks and affiliates that option time is essential. That is not to say that the existing segments must remain inviolate. Nor can it accept without challenge the Barrow-Justice-Staff party line. It must assert its independent judgment on the basis of all the testimony.

The next formal step is for announcement of proposed rule-making. But before that happens, the FCC is committed to submit its proposed findings to the Dept. of Justice—an extraordinary procedure probably without precedent in government. Lest there be false and dangerous conclusions based on false premises, it would only be fair for the FCC simultaneously to make public the document it submits to the Dept. of Justice so that the public's best interest may be served by comments and rebuttal from all parties in interest.

Ready and Able

FRANK BARTHOLOMEW, president of United Press International, last week proposed the creation of a reserve corps of war correspondents who would be kept informed of military developments and would be ready for assignment in case of action.

The proposal makes sense, especially for broadcasting. In the unhappy event of war, it would be radio and television to which the people would turn for the fastest news coverage.

No correspondent can provide knowledgeable coverage of military action unless he has an adequate education in military principles and techniques. This is not the sort of education that can be acquired overnight.

In the company of radio and television newsmen there are many who have had personal experience in war and so already have at their command a fund of basic knowledge about military matters. But how many, we wonder, are fully informed about modern weapons and modern tactics? The M-1 warfare of World War II or Korea is obsolete.

We are certain that broadcasting would be glad to bear the slight expense in money and man-hours that would be involved in the creation of a stand-by-corps of correspondents.

Only Santa Claus
reaches more
northwest homes
than

KSTP Radio
and
KSTP-TV
MINNEAPOLIS-ST. PAUL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Season's GREETINGS



Select any program or announcements from these Friendly Group stations—WSTV-TV, WBOY-TV or KODE-TV on a 13-week budget—and our exclusive "Shopper-Topper" merchandising service is yours at no extra cost in the important Steubenville-Wheeling, Central West Virginia and Joplin markets. In these three rich markets—with combined food sales of $167,562,000—only these stations offer advertisers this unique merchandising support. Find out today how "Shopper-Topper" can move the goods for you.

The Shopper-Topper* Merchandising Plan guarantees:

- in-store displays, placement of point-of-sale material, shelf stocking, checks on prices, exposure and activity of major competitors, obtaining comments from stores—in 170 high-volume supermarkets
- merchandising activity report every 13 weeks to advertisers and agencies
- complete direct mail service
- product highlighting on popular local shows, including live demonstration

For more details ask for our new "Shopper-Topper" brochure

WSTV-TV
CHANNEL 9 • STEUBENVILLE-WHEELING • CBS-ABC

WBOY-TV
CHANNEL 12 • CLARKSBURG, W. VA. • NBC

KODE-TV
CHANNEL 12 • JOPLIN, MO. • CBS

Members of The Friendly Group Represented by Avery-Knodel, Inc.

Rod Gibson, Nat'l Sls. Mgr. • 52 Vanderbilt Ave., New York • 211 Smithfield St., Pittsburgh. • *Copyright applied for

FS4R

DECEMBER 15, 1958

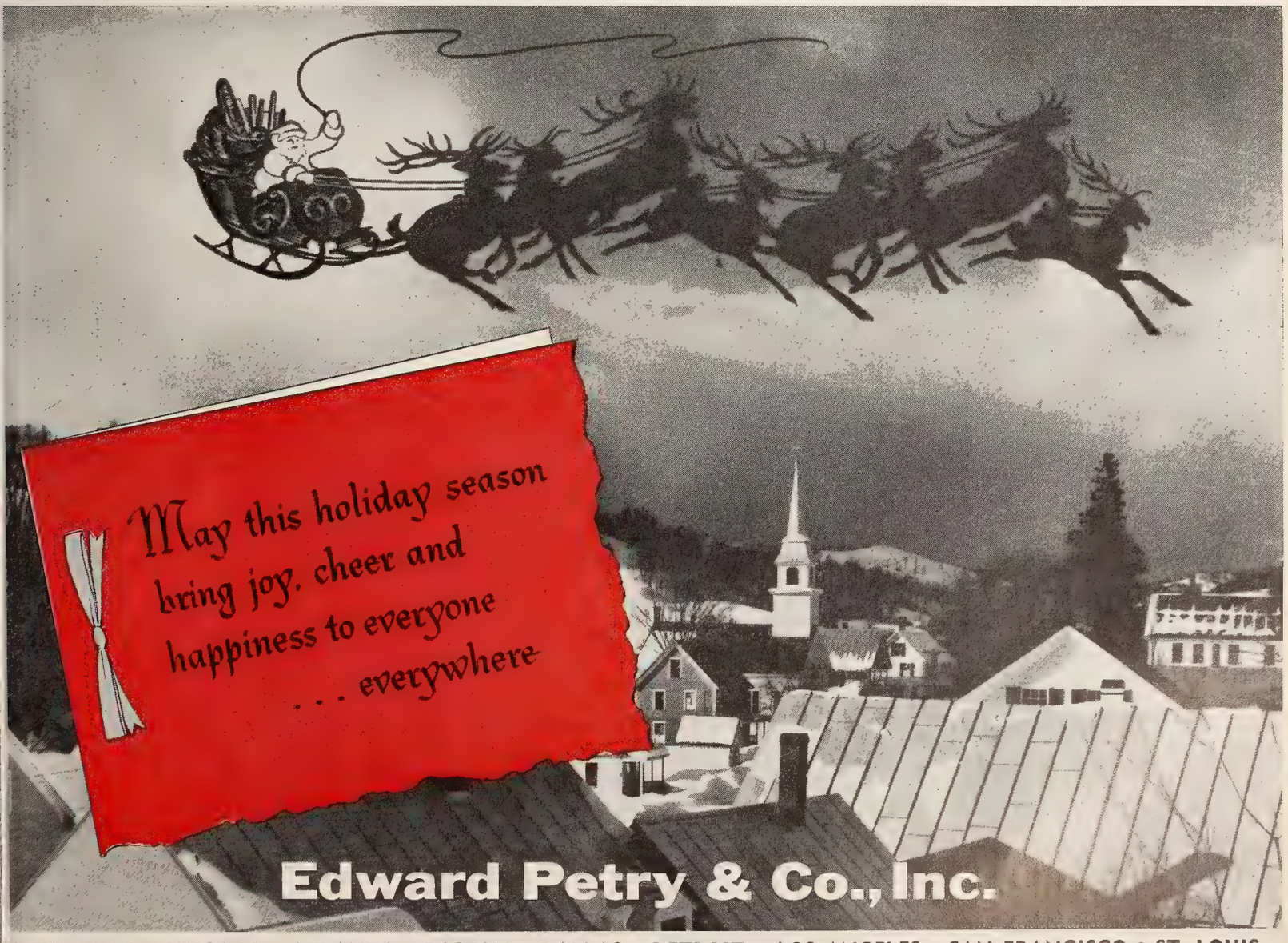
THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Coffee breaks that break you up send Wilkins' sales zooming	Page 32
20th Century-Fox's $15 million change-of-heart in favor of tv	Page 46



50,000 watts
1130 kc.



Facts Of Broadcasting — DETROIT

In the Home
of the Automobile . . .
Where advertising people
. . . . know their Market, and
. . . . know their Media
. . . . along with their Motor Cars . . . .

A top national agency's
own 1958 private survey
disclosed

W-CAR carrying more
Automobile Advertising
–regional, national and dealers–
than any other
Detroit Area station

★ ★ ★

Your '59 Budget will GO Farther on W-CAR
Lowest Cost Per Thousand in Detroit Area

Detroit Sells Cars–and Buys W-CAR!

W-CAR–Detroit . . . . 50,000 Watts on 1130



RUSS VAN DYKE's news ratings are high as 50.8 ARB.

PAUL RHOADES reports the news, sells the viewer.

MARY JANE CHINN leads the Iowa fashion parade.

AL COUPPEE, high-rated, highly regarded sportscaster.

WIN DOUGLASS reports the sports, sells the goods.

BILL RILEY, veteran air salesman, leading TV personality.

RON SHOOP covers the sports beat; good salesman.

DON SOLIDAY knows the news; does a great job as m.c.

GORDON GAMMACK, newspaper columnist, newscaster.

WALT RENO, man in motion, salesman extraordinary.

BILL JOHNSON, news reporter, able air salesman.

TED HAZARD sells so hard because he's so believable.

Man Alive!

THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station survey-proven most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales $1,229,-064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

You've Got A Live One When You Buy

KRNT CBS TV CH. 8

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV IS FIRST

FIRST IN AUDIENCE: ARB's latest Dallas - Fort Worth report shows KRLD-TV dominating in audience share from sign-on to sign-off, with 27.2% more viewers than the second station, 48.1% more than the third, and 134% more than the fourth.

FIRST IN POPULARITY: 15 of the 18 top once-a-week shows in the latest Dallas Telepulse are on KRLD-TV, and seven of the top ten multi-weekly shows.

FIRST IN ITS AREA OF COVERAGE: Nielsen Coverage Service No. 3 shows KRLD-TV with its low channel, maximum power, and tremendous tower has an area of coverage larger than any other station in the southern United States.

KRLD-TV The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

TOTAL TRADING • It looks like complete changeover in Providence, R. I., television station ownership, if present purchase plans go through. In addition to Zeckendorf-Mullins purchase of Outlet Co. and its WJAR-AM-TV (see page 64), negotiations reportedly near completion for Capital Cities Television Corp. to acquire WPRO-AM-FM-TV from Cherry & Webb Broadcasting for estimated $6 million. Capital Cities owns WROW and WTEN (TV) Albany, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. William S. Cherry of Cherry & Webb is principal owner of WDBO-AM-TV Orlando, Fla. WPRO-TV (ch. 12) and WJAR-TV (ch. 10) are only tv stations on air in Providence. WPRO is on 630 kc with 5 kw, WJAR on 920 kc with 5 kw.

•

Look for build-up of attack against current FCC policy requiring stations that editorialize to "affirmatively" seek out expressions of opposing views. This requirement, leading broadcasters say, makes consistent editorializing almost impossible. At meeting of NAB editorializing committee in Washington this week, there'll be serious talk about how to get FCC to adopt more realistic policy.

•

OPTION TIME • FCC had another go-round Monday (Dec. 8) on option time, instructed staff to draft proposed findings saying option time necessary for efficient networking. First draft, which caused furore [GOVERNMENT, Dec. 1], had networking essential to tv, but option time not required. Staff was told to return with final document before end of year, probably last day. There is also move to have proposed findings issued publicly to permit rebuttal by networks, Justice Dept., and other interested parties.

•

Because FCC majority (five of seven commissioners) maintains option time is "reasonably necessary" in proper conduct of networking, it can't be assumed present option hours are sacrosanct. There might very well be some changes proposed. Understood Commission told staff to reduce option hours from present three hours in each of four segments of broadcast day to not more than two and a half hours in each segment. Will half-hour reduction in option time meet Justice Dept. complaint that option time may be per se *antitrust violation? That's good question. It's pointed out, FCC has responsibility for determining public interest, and can still approve principle of option hours even if Justice lawyers don't like it.*

•

EMPIRE BUILDING • How big is big in film tv? Independent Television Corp., film house that Jack Wrather built, reportedly has following in the works for next fall: syndication of some seven new film series, another two off network first run series (all of which represent minimum of $8.5 million investment); and as many as 8-10 pilots for network sale or syndication, representing $3 million-plus investment. It's known ITC aims to become colossus in tv, with film essential to plan.

•

Members of President Eisenhower's recently appointed Special Advisory Committee on Telecommunications last Wednesday called on House Commerce Committee Chairman Oren Harris to get his views on overall spectrum problem. It's understood Mr. Harris advised group that sentiment on his committee favors creation of joint congressional committee on spectrum utilization and allocations, with consideration likely early in next session.

•

HILL ACTION • Although upcoming report of Legislative Oversight Subcommittee will recommend several changes in Communications Act, it will not go so far as to recommend drastic changes in FCC physical structure. However, "ripper" legislation may be forthcoming elsewhere. Senate Commerce Committee had measure drafted, but never introduced, last winter [GOVERNMENT, March 17] slated to receive serious consideration during 86th Congress. "We've just got to have some kind of bill on these commissions [FCC as well as others]," Senator Magnuson, Commerce Committee chairman who ordered bill drafted, has said privately.

•

In addition, at least one other Democratic senator re-elected in November reportedly is considering bill abolishing FCC, and member of Oversight Subcommittee stated he leans heavily toward idea of communications administrator and three-man court of appeals. Congressman said, however, he has no plans at this time to introduce legislation along this line. Legislation planned would eliminate loopholes on ex parte *contacts with commissioners.*

•

YES AND MAYBE • Tallying results to date, CBS Radio officials estimate that 130 of their 200 affiliates, representing 70% of network rate card, have signified they'll go along with new Program Consolidation Plan [LEAD STORY, Nov. 3], set to start Jan. 5. Minimum target: 85%. They say they've received only two cancellations thus far: WJR Detroit and WSAN Allentown, Pa. (see page 71). In addition they report 30 requests for new affiliations, including bids by two 50 kw outlets, have come in since PCP was announced.

•

But critics of PCP take less rosy view. It's reported some affiliates (12 to 15, in some estimates) who don't like it plan "passive resistance"—that is, sit still and neither sign new PCP contract nor cancel current affiliation. This, they figure, will toss ball to CBS, giving it option of taking cancellation action itself or doing nothing and continuing station payments to them. Since current contracts are cancellable on six months' notice by either party, even cancellation presumably would require network to continue payments for that length of time—if stations held network to letter of contract—despite fact that PCP substitutes programs for money as basic means of compensation.

•

Meanwhile, back at CBS Radio, there's good news for staff people who've been wondering what PCP will mean to their jobs. Latest word, from authoritative sources, is that about 10 staffers will be affected—and most of them will be absorbed in television and other CBS divisions over period of few months after PCP starts Jan. 5. People being let go are virtually all in production and talent area, it's understood, and as free-lancers also have in's elsewhere. It's now practically certain, they say, that overall CBS Radio Div. will wind up with more employes than before, result of local program additions at CBS-owned radio stations.

•

SHORT HOLIDAYS • Because of workload, FCC won't recess this year over Christmas-New Year's weeks. Next regular Wednesday meeting will be held Tuesday, Dec. 23, with holiday to extend to Monday, Dec. 29. Pre-New Year's meeting will be held Tuesday, Dec. 30, but FCC will work last day of year and return on Friday, Jan. 2.

•

Increasing demands by stations for telephone beeper feeds from outlets in area where major disaster story erupts is causing consternation. Local newsrooms want to cooperate but naturally are under pressure to handle their own news assignments. Most recent example was Chicago school fire past fortnight when most all stations there were besieged for beeper reports from scores of other midwestern stations. (CBS' WBBM and WGN alone supplied feeds to 25-40 stations.) Many requests were pegged on network affiliation grounds. One solution: possible tape operation for feeding reports, felt not to be too prohibitive costwise.

•

SPORTING CHANCE • Colgate-Palmolive Co., New York, is reported ready for renewal of its two five-minute, across-the-board sports programs with Bill Stern on Mutual during early-morning hours for Instant Shave, with C-P officials crediting Mutual sportscasts primarily for 20% increase in sales in 1958 for Instant Shave. Renewed campaign through John W. Shaw Adv., Chicago, to begin Jan. 4, 1959.



Outstanding

ON THE DETROIT SCENE

AMBASSADOR BRIDGE

Familiar landmark to Detroiters, the Ambassador Bridge, world's longest international suspension bridge, links Detroit and Canada. Almost 3,000,000 cars traversed its 1,850-ft. span in 1957.



CHUCK BERGESON

Genial Host of WJBK-TV's

"Ladies' Day"

On the air continuously for over 8 years and the only show of its kind in Detroit, Chuck Bergeson's "Ladies' Day" (Monday thru Friday, 1:00-1:30 P.M. is a consistent daytime favorite in the 1,900,000 TV homes served by WJBK-TV. Celebrities ask to appear on "Ladies' Day," and women's clubs book months in advance to join the fun in person. More than 200,000 women have participated in the studio audiences during the program's 2,080 consecutive telecasts since 1950.

One in a series of local personalities and features, complementing the fine CBS program lineup, that make WJBK-TV a vital force in Detroit.

WJBK-TV

CHANNEL 2 DETROIT

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

THE WEEK IN BRIEF

Radio Serves a City—Pittsburgh's United Fund feared worst in 1958 fund drive in view of bad slump this summer, but 13 Allegheny County radio stations join forces in defiance of bitter intra-media rivalry and helped push campaign over top. Page **27.**

New Year's Resolution—Geyer and Morey, Humm & Warwick together plan billing excess of $30 million in 1959, $9 million in broadcast media, as merger is announced. Page **29.**

More on Midget Motorcars—Volkswagen's agency is cramped by size of car (account), gives it up, as Renault's agency steps on broadcast accelerator. Page **30.**

McCann-Erickson Beckons Weaver—Former NBC Chairman Pat Weaver is near agreement with agency to act as television consultant. At the agency, he'd work with Clyne, McAvity and Haight. Page **31.**

Fido's Freudian Frustrations—Rival Dog Foods is responsible for psychiatry going to the dogs. That is, advertiser offers humorous commercial on the plight of modern-day canines who become inhibited by lack of exercise and turn to the couch for a probe of the sub-conscious. Page **31.**



HERO



VILLAIN

They're Wild About Wilkins — Coffee firm, which has fractured funny-bones of Washington tv audience with 7¼-second commercials featuring a pair of "muppets" named Wilkins & Wontkins, now puts the two characters to work as premiums—and off-the-air salesmen—by viewer demand. Page **32.**

Faulty Use of Ratings—K&E's Sherak sounds alarm bell, gives advice and points up pitfalls; Adam Young criticizes buying by "emotion" rather than by statistics. Page **42.**

If You Can't Lick 'Em, Etc.—20th Century-Fox reverses itself after seven months, stakes $15 million production bankroll on "most extensive tv production program" yet undertaken by major film company. Page **46.**

ITC Rounds Out Sales Units—DuBois and Frieberg receive new executive posts; regional sales division created, and Blumberg, Russell promoted at film firm. Page **46.**

CBS Films Split in Two—Production, headed by Harris, and business under Digges, are set up as separate units to spread workload under "broad expansion plans." Shakespeare succeeds Digges as manager of WCBS-TV New York. Page **50.**

Tough Treatment Promised—Legislative Oversight report considered by committee. Definitely approved: stiff penalties for ex parte contacts, no more honorariums, criticism of FCC on patent-antitrust matters and other points, code of ethics, change in selection of chairman (although just how is undecided). Page **52.**

FCC Sets Aside Seattle Ch. 7 Grant—Commission revokes ch. 7 grant to KIRO because Comr. T.A.M. Craven didn't hear oral argument—same reason appeals court remanded Indianapolis ch. 13 grant. Oral arguments set for Seattle case Jan. 30 and for Indianapolis case Jan. 23. Page **54.**

Philadelphia-Cleveland Swap—U.S. Supreme Court hears arguments on Justice Dept.'s right to bring antitrust suit against RCA-NBC over 1955 exchange of stations. Solicitor General warns FCC not responsible for determining Sherman Act violations, whereas RCA-NBC contends FCC's approval bars government from suing on same matters. Page **58.**

AFTRA'S 'Final' Offer—American Federation of Television & Radio Artists makes what it considers its "final package" proposal for a new contract with networks. Page **60.**

ASCAP Rates Head for Court—All-industry radio committee votes unanimously to ask court to fix reasonable fees as a result of break in negotiations for new contracts. Page **63.**

Providence Puzzle—It deepens as Broadway producer Roger Stevens vanishes from combine buying Outlet Co. and William Zeckendorf's Webb & Knapp and broadcaster John C. Mullins are remaining principals. Confirmed: Zeckendorf-Mullins to expand broadcast investments. Page **64.**

CBS-TV Goes to 'Minimum Buys'—Must-buy policy to be dropped March 1, replaced by new requirement that advertiser buy equivalent of 80% of network rate card at night, 75% in daytime, or be subject to bumping if another advertiser wants the time and does meet those minimum standards. Page **71.**

CBS Radio Loses Two—KTUL Tulsa, Okla., severs 25-year tie, claiming no network is doing proper programming job. WSAN Allentown, Pa., goes to NBC in move attributed to unhappiness with CBS Radio's Program Consolidation Plan. Page **71.**

It's a Good Radio Year—Audiences rising in many spots but there are plenty of operating problems, NAB Am Committee members indicate. Delay in filing of replies on revision of FCC license forms is urged; NAB ban on liquor advertising endorsed. Page **74.**

Fair Trial Asked in Florida—Broadcasters want State Supreme Court to see demonstration of modern electronic reporting in courtrooms. Court upholds contempt convictions of two Miami tv cameramen who shot film in courthouse corridor. Page **75.**

Cagey Quarry—You can't stalk the "Good Music" audience with a slide rule, Joe Gans found out. Nevertheless, the New York agency head, who deals only in broadcast media, has been making impressive catches with his "response advertising" campaigns. Mr. Gans sounds the call for a better-organized hunt in MONDAY MEMO. Page **93.**



MR. GANS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Another TREMENDOUS VOTE of CONFIDENCE FOR Radio WOW OMAHA!



3,000 families voted at the Nebraska State Fair — It was a clean sweep for Radio WOW!

☒ **Most Popular Newscaster**

Ray Clark and Merrill Workhoven. These two WOW stars polled 59% of total vote . . . ran 1 - 2!

☒ **Most Popular Disc Jockey**

Joe Martin of Breakfast Bandstand, of course! WOW disc jockeys got 40.6% of the total vote.

☒ **Favorite Farm Service Broadcasters**

WOW men by a country mile!

☒ **For Radio** — 32% of adults said Radio helps most in day-to-day farm operation — away ahead of television, newspapers, farm magazines and newspapers.

☒ **For WOW** — If only one of all leading stations listed could stay on-the-air, 36% would choose WOW! This proves believability . . . and listener loyalty!

A summary of the complete vote is now available for Agencies and Clients. Write Bill Wiseman, Sales Manager, Regional Radio WOW, Omaha, Nebr.

REGIONAL RADIO WOW Omaha

CBS AFFILIATE

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

A MEREDITH STATION

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

FCC SWITCHES STAND ON CLEARS

FCC has taken radically new approach to aged clear channel issue by instructing staff to prepare proposed reclassifications of all 24 1-A clears to 1-B status, retaining maximum power at 50,000 w.

At special meeting Thursday, FCC turned thumbs down on so-called "super-power" (increase of limit from 50 kw to 750 kw) and reversed its previous proposal whereby 12 of present 1-A clears would be duplicated with remaining 12 (independently-owned) to retain fully clear status, but with higher power held in abeyance.

Specifically, staff was told to be ready in about month with plan whereby all 1-A's would be duplicated by stations plotted at specific locations to assure continued skywave service. Suppressing action came after FCC lawyers agreed there was merit to contentions of Clear Channel Broadcasting Service, networks and other who would have been reduced to 1-B under 50-50 split, that they were discriminated against and decision probably would be reversed by courts.

Previous proposed ruling was issued last April [LEAD STORY, April 21].

In its rulemaking last spring, FCC proposed following:

• Five Class 1-A channels would have second 50 kw station assigned at specified western areas.

• All 12 of Class 1-A channels would be opened for full-time Class II stations.

Five clear channel frequencies were listed for 50 kw duplication as follows:

660 kc (WRCA New York), in Montana.

770 kc (WABC New York), at western state to be determined. This involves 17-year-old KOB Albuquerque, N.M., case.

880 kc (WCBS New York), in Wyoming.

1100 kc (KYW Cleveland), in Arizona.

1180 kc (WHAM Rochester, N.Y.), in Idaho.

Clear channel case began in 1945 when FCC put out potice it was considering whether to duplicate all or some of 24 Class 1-A channels and also whether any should be permitted to boost power to 750 kw. Hearings were held in 1946 and 1947. Tied in with clear channel case are two other radio problems: daytime skywave and daytime broadcasters.

Wilson Says FCC Lacks Power To Accept New Ch. 10 Applicants

L. B. Wilson Inc., applicant in Miami ch. 10 case, in filing with FCC Friday sharply criticized petition filed week before by Elzey Roberts, former stockholder in KXOK and KWK-AM-TV St. Louis, asking that new parties be permitted to file for ch. 10 if license held by National Airlines is revoked. [AT DEADLINE, Dec. 8].

Wilson Inc. called Roberts proposal "violation of rules" and "attempt to subvert the orderly administrative processes of the FCC." FCC is without power to act on Roberts request, Wilson said, because present applications are being considered by U.S. Court of Appeals for District of Columbia. Proceeding being held by FCC, Wilson said, is only on four "limited" issues, while basic issues are still before court. Wilson called Roberts proposal "radical," and said that to extent case is under judgment by court, any "interference" would be "unwarranted diversion" of court.

Roberts proposal, Wilson said, is contrary to FCC's rules providing cutoff dates for applications. Wilson added that principal thing before court is whether court will announce principles of law to be used by FCC to set aside grant to National Airlines subsidiary. Wilson Inc. said it also "should be mentioned" that Roberts is "guilty of laches" (undue delay).

Publicity Men Being Recruited By SPG to Organize Labor Union

Screen Publicists Guild of AFL-CIO has announced it will make concerted effort to recruit publicity personnel in radio-tv networks, stations and advertising agencies.

SPG, with some 30,000 members in New York alone, wants to "organize unorganized," pointing out that "it's high time the creative people in advertising and publicity had the benefits of a strong labor union."

Crafts involved include agency copywriters, artists, publicity writers, contact men and promotion specialists. SPG says that should its program win wide acceptance, it will be able to lend "stability" to a "shaky" business.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

NOT A BOLD APPEAL • Wildroot Co. (VAM hair formula and cream oil), Buffalo, N.Y., is breaking out with 13-week spot tv campaign that will cover as many as 102 markets in U.S. Starting date is week of Jan. 4 with time breaks and minutes included in Wildroot's buying pattern. BBDO, N.Y., is Wildroot's agency.

SILVER DUST LINING FOR TV • Lever Bros., N. Y., on behalf of its Silver Dust product is coming in throughout country (70 markets) with flights of varying length and frequency. Tv campaign is substantial with as many as 12 spots per week placed in certain markets, starting on different dates. Sullivan, Stauffer, Colwell & Bayles, N. Y., is handling campaign.

AND FOR RINSO, TOO • Lever, meantime, is buying spot tv for 52-week basis on behalf of Rinso, through J. Walter Thompson, N. Y. Number of markets not revealed.

ONE WEEK OF FLOWERS • Florists Telegraph Delivery Assn., Detroit, urging major market radio listeners to "send flowers by wire" this Yuletide. Saturation campaign starts today (Dec. 15), runs through Friday. Agency: Keyes, Madden & Jones, Chicago.

RADIO FOR TONIC • S.S.S. Co. (Health tonic), Atlanta, reported to be lining up stations in major markets throughout country for spot radio campaign, starting Jan. 5 and lasting 35 weeks (49 weeks on stations appealing to Negro listeners). Agency: Marschalk & Pratt Div. of McCann-Erickson, Atlanta.

REALLY NATIONAL NOW • General Foods (Tang breakfast drink), White Plains, N. Y., kicks off Jan. 1 with 13-week spot tv campaign throughout western region to round off its national advertising for prod-

ABRITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Dec. 5-11 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Dec. 5	*Person to Person* (10:30 p.m.)	CBS-TV	24.7
Sat., Dec. 6	*Perry Como* (8 p.m.)	NBC-TV	29.8
Sun., Dec. 7	*Loretta Young* (10 p.m.)	NBC-TV	31.1
Mon., Dec. 8	*Desilu Playhouse* (10 p.m.)	CBS-TV	31.8
Tues., Dec. 9	*Rifleman* (9 p.m.)	ABC-TV	25.6
Wed., Dec. 10	*Jerry Lewis* (9 p.m.)	NBC-TV	32.8
Thurs., Dec. 11	*Zorro* (8 p.m.)	ABC-TV	25.4

at deadline

Tv Absolved of Harmful Effects On Children by British Study

Television viewing causes no harmful effects on children and provides "a certain gain in knowledge," according to two-year study by Nuffield Foundation in England, and published by Oxford U. Press. Study was based on 4,500 interviews with children 10-14 plus teachers and parents. Medium was found to have about same effect on children as books, radio, magazines and motion pictures.

Study dismissed commonly heard charges against tv, finding: It doesn't make children do badly at school; doesn't make them captive viewers; doesn't cause listlessness, loss of sleep, bad dreams, lack of concentration or eye strain; doesn't make children either more passive or more aggressive; doesn't make them read less. "There is little truth in stereotyped image of the mesmerized, voracious child viewer," report found. Gain in knowledge from watching tv is very slight, being most marked in younger, duller children, it added.

Walker and Associates Buy WOSH for $144,500 From Johns

Application for sale of WOSH Oshkosh, Wis., by William F. Johns family to corporation headed by William E. Walker for $80,000 plus assumption of $64,500 in obligations was filed at FCC Friday. Proposed new owners are William E. Walker, 21.05%; William R. Walker, 21.05%; Charles R. Dickoff, 21.05%; Benedict F. Hovel, 15.79%; John D. Harvey, 10.53%, and Harold Holman, 10:53%.

Johns group owns WOSH, WMIN-AM-FM St. Paul, Minn.; KRIB Mason City, Iowa, 49% of KIHO Sioux Falls, S. D., and minority in WSPT Stevens Point, Wis. Proposed purchase of remaining 51% of KIHO by William F. Johns Jr. has been designated for hearing by FCC (see story below).

William E. Walker and associates own WBEV Beaver Dam and WSHE Sheboygan, both Wisconsin; KCLN Clinton, Iowa, and their purchase of WSJM St. Joseph, Mich., was recently approved by FCC.

WOSH is 1490 kc with 250 w.

KISD, KIHO Protest Decision

Protestant and object of his protest joined hands Friday in asking FCC to review ruling of Chief Hearing Examiner James D. Cunningham in refusing to permit protest to be withdrawn. KISD Sioux Falls, S.D., had protested FCC grant last summer of sale of 51% of KIHO Sioux Falls by James A. Saunders to William F. Johns Jr. for $9,000, giving Mr. Johns full ownership of station.

Protest set for hearing, but in September both parties settled out-of-court suits. Among provisions of settlement was that Mr. Johns pay KISD $10,000 and that KISD withdraw protest. Last month, Mr. Cunningham denied KISD's request to withdraw [AT DEADLINE, Nov. 24; GOVERNMENT, Dec. 1]. All parties submitted petitions Friday asking FCC to reverse examiner's decision.

WIP's Pyle Heeds Male Plea; Forms Club for Salesmen

Jack Pyle, WIP Philadelphia daytime personality, in past has slanted his programming toward housewives, but announced Friday (Dec. 12) henceforth 15-minute daily segment would be devoted to "Salesmen's Corner." It all began when traveling salesman wrote Mr. Pyle complaining he ignored male segment of audience and suggested that club of salesmen-listeners be formed.

Mr. Pyle mentioned idea on air and WIP switchboard immediately was swamped, station reported. Result: Over 500 bona fide traveling salesmen attended Tuesday organizational meeting of "Traveling Salesmen of America" Club, featuring Philadelphia Phillie pitcher Robin Roberts. Salesmen immediately dubbed themselves "Pyle Drivers—A Club Without a Cause." Mr. Pyle, who received hundreds of letters from all over U.S., and salesmen plan to put their club on permanent basis.

Wolfson Joins Ratings Critics

New demand for abolishing rating weeks comes from Mitchell Wolfson, president of WTVJ (TV) Miami, who so urges in speech being prepared for delivery tomorrow (Dec. 16) at Radio & Television Executives Society's timebuying and selling seminar in New York. He charges that rating week promotions distort ratings, making them unsuitable for the job intended. Gene Accas, associate media director, Grey Adv., will appear with Mr. Wolfson on topic of "Hypoed Ratings" at Lexington Hotel luncheon.

JOHNSTONE WAITS

Future berth of Edmund J. Johnstone, who resigned last week from Dowd, Redfield & Johnstone [AT DEADLINE, Dec. 8] said to depend on merger plans now close to fruition at Edward H. Weiss & Co., Chicago. Mr. Johnstone reportedly will join new combine as top man in New York. Should this come about, don't expect Revlon billing yanked out of DR&J to follow, because Weiss handles Helene Curtis cosmetics account. Apparently Revlon's got the word; it's set to distribute products (billing $1 million) among its present agency lineup.

PEOPLE

GERALD T. ARTHUR, vice president-media director, Fuller & Smith & Ross (N.Y. office) given additional duties of developing corporate radio-tv campaigns for all F&S&R clients, reporting to **ART DURAM,** senior vice president of tv-radio. Other F&S&R appointments: **WARREN ERHARDT** to manager of New York media department; **HENRY J. MAZZEO JR.,** Norman, Craig & Kummell copywriter, to F&S&R broadcast copywriter.

THOMAS H. CALHOUN, manager of program and production department, N.W. Ayer & Son, Phila., elected vice president and manager of tv-radio program and production.

CARVEL NELSON, manager of Compton Adv.'s Portland, Ore., office, elected vice president.

BUSINESS BRIEFLY CONTINUED

uct. Up to now, spots have been running "national" except for western markets. Young & Rubicam, N.Y., is agency.

FLORIDA IN NEW ENGLAND • Seald-Sweet Sales Inc. (Florigold orange-grapefruit juice), Vero Beach, Fla., buying daytime spots on eight radio stations in Pittsburgh and New England. Campaign starts first week of January, runs through May. Agency: Joseph Jacobs, N.Y.

HAM ON TV • Armour & Co. (hams), Chicago, began spot tv campaign last week in 15 scattered markets to continue through holiday season. Agency: N. W. Ayer & Son, Philadelphia.

FCC to Deny KSLM-TV Extension

FCC staff is preparing order to deny sixth extension of time to construct ch. 3 KSLM-TV Salem, Ore., and petition of WSAY Rochester, N. Y., for reconsideration of March 21 decision which affirmed 1953 grant of ch. 12 to share-time stations WHEC-TV and WVET-TV Rochester, N. Y. Commission ordered both actions in directions to review staff.

KSLM-TV was granted ch. 3 in 1953. After five extensions of construction dates, Commission ordered application for sixth to hearing. Hearing examiner recommended disapproval on ground grantee had not been diligent and fact that delay was not caused by conditions beyond his control.

CBS Expands Record Division

Expansion of CBS Inc.'s phonograph marketing and manufacturing operations is being announced today (Dec. 15) by President Dr. Frank Stanton. First step in that direction is to transfer Columbia Phonograph Dept. from Columbia Records Div. to CBS-Hytron, CBS manufacturing division at Danvers, Mass. Sales will be centered out of CBS headquarters at 485 Madison Ave., New York. Dr. Stanton explained decision to step up phonograph activities was based on "the great popularity of the Columbia phonograph line, and the growth potential in both high fidelity and stereo reproducing equipment."

IN OKLAHOMA CITY,

KOMA

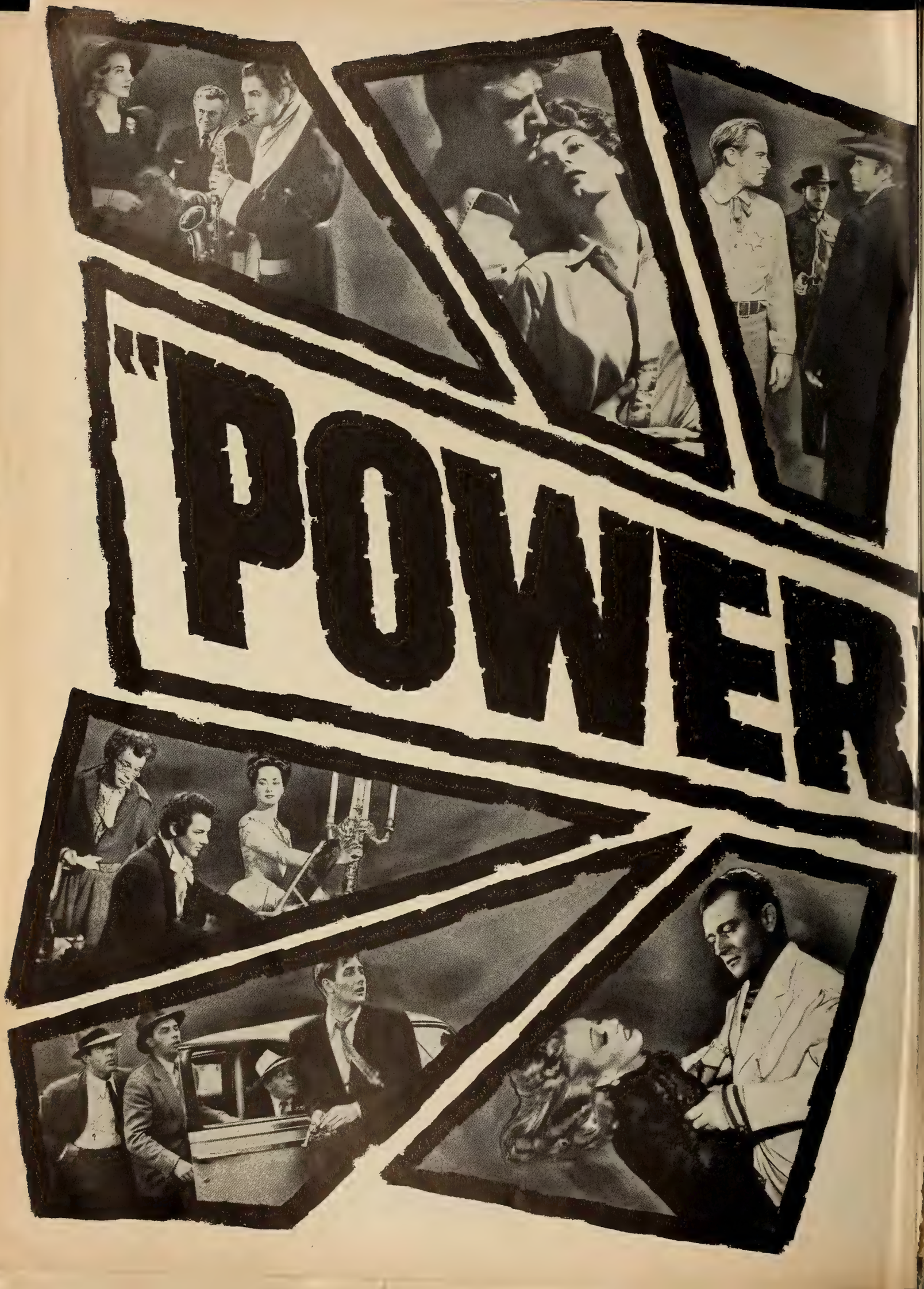
50,000 WATT VOICE OF THE BLACK-GOLD EMPIRE

appoints

JOHN BLAIR & COMPANY

as National Representative effective January 1, 1959




POWER

YOU'VE BEEN WAITING FOR THESE BLOCK-BUSTERS...AND HERE THEY ARE!

SCREEN GEMS' "POWERHOUSE"

PACKAGE OF 78 SMASH COLUMBIA AND UNIVERSAL FEATURES WITH TOP-NAME STARS AND TOP-EXCITEMENT STORIES!

Look at the kind of hard-hitting hits that are included:

"POWERHOUSE"

"Here Comes Mr. Jordan"
Robert Montgomery and Claude Rains

"The Killers"
Burt Lancaster and Ava Gardner

"The Man From Colorado"
Glenn Ford and William Holden

"A Song To Remember"
PAUL Muni · CORNEL Wilde · MERLE Oberon

"The Naked City"
Barry Fitzgerald

"Seven Sinners"
John Wayne and Marlene Dietrich

...and more mighty attractions than ever packed a wallop together in one big package before!

For more information on the "POWERHOUSE" group, write, wire or phone:

SCREEN GEMS INC. Television Subsidiary of Columbia Pictures Corp.

NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

$TOO

"THE 3 STOOGES"

in NEW YORK!

—FROM FIFTH PLACE TO FIRST PLACE IN FIVE WEEKS!

MONDAY-FRIDAY 5:30-6:30 P.M. SOURCE: ARB OCTOBER 1958

WPIX	THE 3 STOOGES	Week 1 4.2	Week 2 2.4	Week 3 5.2	Week 4 6.8	Week 5 10.4
Station A	Movies	6.6	5.6	8.1	6.7	8.1
Station B	Movies	11.7*	12.3*	7.0	5.3	4.9
Station C	Live Music Show	4.5	4.9	3.9	2.8	3.5
Station D	Network Variety Show	4.3	3.7	5.7	5.1	6.6
Station E	Movies	2.6	1.0	1.8	1.6	1.8
Station F	Syndicated Films	1.4	1.1	1.4	2.4	1.6

*(World Series Telecast in these weeks)

in PHILADELPHIA!

...they're knockin' 'em silly—with a rip-roaring rating *more than 3 times the size of nearest competitor!*

MONDAY-FRIDAY 6:30-7:00 P.M. SOURCE: ARB NOVEMBER 1958

WFIL	THE 3 STOOGES	M 25.5	T 25.2	W 25.3	Th 23.7	F 24.5
Station A	News & Weather	5.1	6.5	6.8	6.7	4.2
Station B	Movie	8.9	9.4	7.6	8.1	7.9

in CHICAGO!

...a steady rise day by day—*and the standout leader in its slot!*

MONDAY-FRIDAY 4:30-5:00 P.M. SOURCE: ARB NOVEMBER 1958

WGN	THE 3 STOOGES	M 8.5	T 8.8	W 8.4	Th 10.2	F 10.7
Station A	Movies	6.7	6.4	3.6	4.7	5.3
Station B	Movies	2.8	1.8	3.6	2.8	3.0
Station C	Network Music Show	9.6	7.7	9.7	8.0	8.1

in PITTSBURGH!

...maintaining its outstanding leadership—*with top ratings every day in the week!*

MONDAY-FRIDAY 6:00-6:30 P.M. SOURCE: ARB NOVEMBER 1958

WTAE	THE 3 STOOGES	M 14.5	T 14.7	W 12.9	Th 14.2	F 14.2
Station A	Movies	14.5	10.8	10.6	13.7	11.7
Station B	Syndicated Films	6.4	7.5	4.4	5.5	4.2

78 filmed howleroos for you to program——and profit from!

PENDOUS!!!

ARE TOP-RATED IN 5 TOP MARKETS!

(stripped across the board or on individual days)

in DETROIT!

...tops in its time spot—with more viewers tuned in than any competing show!

FRIDAY 6:00-6:30 P.M. SOURCE: ARB NOVEMBER 1958

WXYZ	THE 3 STOOGES	Friday 14.5	(VPS* 3.1)
Station A	Syndicated Film	6.7	
Station B	News & Weather	6.0	
Station C	Cartoons	14.5	(VPS* 2.6)

*(Viewers per set)

.... and on a ratings rampage everywhere they play!

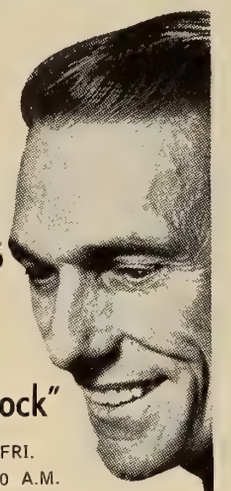
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

For the funny-business that means money-business, **CALL**



The laffiest, daffiest 2-reelers ever to set the TV world reeling!

You'll sell more
in the nation's 14th
largest
market
because



LASCELLES
SELLS
on
"Musical Clock"
MON.-FRI.
6:15-10:00 A.M.
SATURDAY
6:15-8:50 A.M.



DILL SELLS
on "SOUND ON"
MON.-FRI.
11:00 A.M.-3:00 P.M.
SATURDAY
12:00-3:00 P.M.



KELLY
SELLS
on "MIKE 55"
MON.-FRI.
8:05 P.M.-MIDNIGHT
SATURDAY
9:30 P.M.-MIDNIGHT
SUNDAY
NOON-300 P.M.

• Experienced Record Show Hosts — mature in voice, judgement and Salesmanship. Write for availabilities.

WGR
RADIO
BUFFALO'S FIRST STATION
Reps.: Peters, Griffin, Woodward, Inc.

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

Bemused but Bewildering

EDITOR:

Many thanks for your coverage of my address [ADVERTISERS & AGENCIES, Nov. 24] at the Radio & Television Executives Society.

One line in your story, however, disturbs me somewhat only because I believe its interpretation by your readers may possibly run counter to the meaning I intended to convey. I refer to the line which states that I was " 'amused' at the [Miles A.] Wallach contention that 'fewer people are watching tv than is claimed'."

Your readers may interpret that remark out of context as indicating that my bemusement means I dispute Mr. Wallach's contention. The fact is that I am amused only at the coincidence of having him say what I have said a number of times. Obviously I am in complete agreement with the specific conclusion drawn by Mr. Wallach.

Emil Mogul, President
Emil Mogul Co.
New York

Basic Tool at Agencies

EDITOR:

. . . The 1958 YEARBOOK is very complete and is constantly within arm's reach of all our buyers and supervisors.

A. C. DePierro, V. P., Dir. of Media
Lennen & Newell
New York

EDITOR:

Your 1958 YEARBOOK is one of the most interesting and valuable documents I have ever seen. I would very much like to have a copy for my own personal use.

John M. Tyson Jr., Account Supervisor
McCann-Erickson
Chicago

EDITOR:

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

EDITOR:

. . . I find the YEARBOOK a valuable reference and . . . will be referring to it constantly.

William King, Jr., Vice President
Kenyon & Eckhardt
Los Angeles

EDITOR:

. . . Find it very helpful.

Kai Jorgensen
Hixson & Jorgensen
Los Angeles

EDITOR:

. . . I've leafed through the YEARBOOK from cover to cover. It's a storehouse of real information. Congratulations on making it better every year.

Harry W. Witt, Vice President
Reach, McClinton & Co.
Los Angeles

Radio Sales Ammo in Canada Too

EDITOR:

Kindly forward us 200 reprints of "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20]. In our opinion this is the best story that has ever appeared on the use of radio by a department store and we are anxious that all our stations have a copy. We have also written to the agency involved to see if we can get copies of the manual they prepared on the do's and don't's of radio for department stores.

Charles W. Fenton, Sales Director
Broadcast Advertising Bureau
Toronto, Ont., Canada

'Open Mind' for 'Open End'

EDITOR:

I obviously have a viewer at BROADCASTING. This [erroneous reference to *Open Mind,* instead of *Open End,* ADVERTISERS & AGENCIES, Dec. 1] is the funniest possible commentary on the fact that they have lifted my guests (all except Bob Foreman), my subject and almost my title.

I hope the real *Open Mind* can get quite a ride in BROADCASTING.

Richard D. Heffner, Programs Director
Metropolitan Educational Tv Assn.
New York

Time Flies Department

EDITOR:

Your item Nov. 17 issue in "People" column is incorrect concerning Charles E. Treanor incorrectly stated as "most recently manager of Forjoe Atlanta office." Mr. Treanor has not been with our firm for over one year. He has been manager of the Dixie Network during this year, leaving to go with Adam Young. Bernard I. Ochs has been manager of Forjoe Atlanta office this past year.

Joseph Bloom, President
Forjoe Co.
New York

A Wronged WYFE

EDITOR:

Shame on you for misplacing my WYFE! You report her as being on 1600 kc in New Orleans [STATIONS, Dec. 8]. She is a much more powerful WYFE than that, because the dial position is 600 kc. Incidentally, she is really gorgeous because she is staffed with four beautiful d.j.'s who have taken the Crescent City by storm.

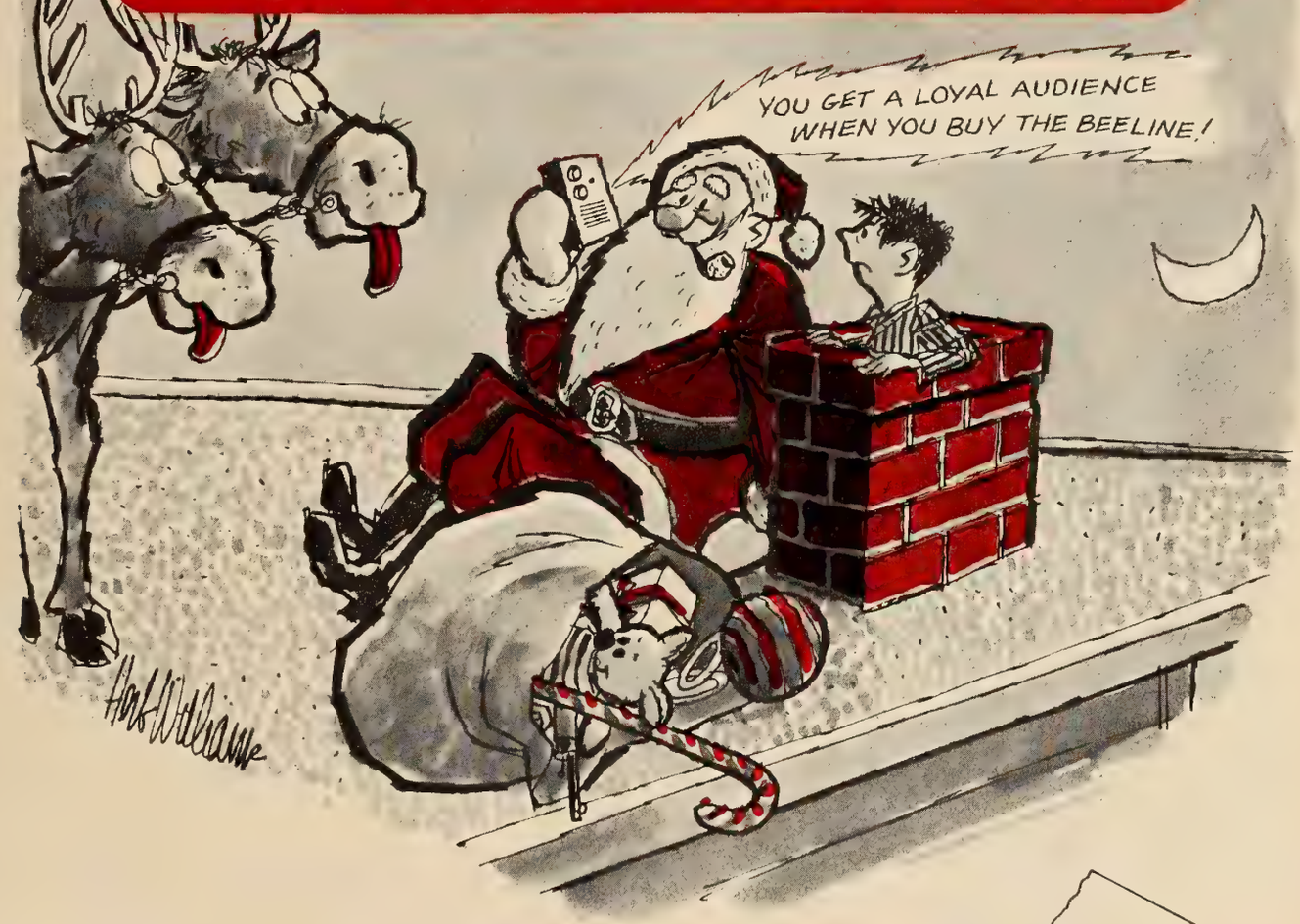
Connie B. Gay, Chmn. of Board
Town & Country Network
Arlington, Va.

[EDITOR'S NOTE: Last issue's story, in which the typographical error occurred, reported Town & Country Network's opening of WYFE in New Orleans as 1 kw daytimer and should have correctly given the frequency as 600 kc.]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



You get a loyal audience when you buy the Beeline. Listeners tune in their favorite Beeline stations — and respond to the advertising messages they hear.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative



WILS
5,000
LIVELY WATTS
LANSING

FIRST IN AUDIENCE
. . . more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER



WILS
music news sports

ASSOCIATED WITH PONTIAC'S
WPON

82

OUR RESPECTS

to William Dean Pennington



"THERE's really no 'last voice' on what is right for a radio-tv commercial. In fact, more than one winds up all wrong because somewhere along the line, the creative chain was broken and the end product was short of its goal."

The voice here is that of Dean Pennington, vice president in charge of radio-tv commercials at Gardner Advertising Co., St. Louis. He calls his concept "across the board creativity" and its implementation has won him high honors in an area susceptible to frequent criticism. His most recent awards: for Ralston Purina Dog Chow and Duncan Hines pancake spots in the fifth annual Venice Advertising Film Festival.

Actually, the Pennington touch is apparent in all commercials prepared by the Gardner agency for its blue-chip accounts—Anheuser-Busch (Busch Bavarian beer), Pet Milk, Procter & Gamble's Duncan Hines baking mixes, Monsanto Chemical. Believability in commercial copy takes a front seat at Gardner, which bills in excess of $22 million annually, about half in broadcast media. And its creativity stems in large measure from Mr. Pennington, who rose through the ranks, touching all functional bases.

William Dean Pennington (born in St. Louis on June 11, 1914) wanted most to be an artist after being graduated from high school in 1930. He obtained a sound knowledge of layout, lithography and printing and became a freelance commercial artist. Young Mr. Pennington was finding it rough going in a field not yet fully developed, when he went into service in 1942. He served in aviation ordnance as a petty officer and was discharged in September 1945.

The opportunity to join Gardner Adv. Co. brought experience in production, account work, copywriting and copy contact. Little by little, Mr. Pennington started doing more writing for print advertising (Union Electric, First National Bank, other accounts) and also worked on Day-Brite Electric Co., Army Air Force recruiting and Southwestern Bell accounts in the late '40s. His first brush with radio (and some tv) came in copy contacts with account executive responsibility on Southwestern Bell.

HE was named Gardner copy group supervisor in 1953 and copy chief the following year. In 1955 he was asked to turn his considerable creative talents to broadcast copy.

Creating broadcast advertising that rings true, particularly in television, is an exacting task, Mr. Pennington points out, because unlike in a printed ad, the original concept for sight, sound and motion can get out of line between the creative and production stages. Sustained creativity from story board to finished print is the criterion of a successfully produced commercial, he claims.

"There are a lot of obviously bad commercials," he muses. "They are done cheaply with nothing to recommend them beyond getting on the air. But we do a whole lot better job in tv than we're credited with. People are bombarded with commercials—quantity more than quality. We must remember that our primary job is to sell a product or service."

He told a Gardner sales meeting last fortnight that the basis of a good commercial is "what we call the distinctive difference that sells—a straight product claim . . . a strong 'reason why' demonstration approach . . . an emotional feeling built around the product."

As vice president in charge of Gardner's radio-tv commercials department [AT DEADLINE, Aug. 18], Mr. Pennington was promoted from copy chief in an agency realignment designed to effect closer coordination of radio and television commercials in St. Louis, New York and Hollywood. During the past year he has been responsible for the copy approach in spots for Busch-Bavarian in select markets and on Cardinals regional network baseball broadcasts, for Pet Milk on NBC radio's *Grand Ole Opry,* and for Monsanto on *Conquest* network specials. For Purina Dog Chow [ADVERTISERS & AGENCIES, Sept. 8], the "eager eaters" theme has won commendation in the U.S. and abroad.

Mr. Pennington, regarded by his colleagues as a studious perfectionist, takes an avid interest in sports and works actively for United Fund and other civic drives. He is married to the former Kay Ellison. The Penningtons—including Dick, 12, Gary, 10 and Craig, 1, all boys, and a daughter Gail, 3—live in Harwood Hills in suburban St. Louis County.



may the

spirit of Christmas prevail

and may the good Lord

guide us all in 1959

KNORR BROADCASTING CORPORATION

FRED A. KNORR, President

WKMH	WKMF	WKHM	WSAM	WELL
Dearborn-Detroit	Flint, Michigan	Jackson, Michigan	Saginaw, Michigan	Battle Creek, Michigan
John J. Carroll	*W. Eldon Garner*	*Nathan H. Alberstein*	*George M. Millar*	*Paul J. Haller*
Managing Director	*Managing Director*	*Commercial Manager*	*Vice President*	*Managing Director*

A STATION WITH "BOTH FEET" IN THE DOOR!

WWTV—

SERVING THE

"Solid Gold Cadillac"

MARKET!



NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes, nighttime weekly in 106,130 homes in 36 Michigan counties.

WWTV, Cadillac, covers more area and *reaches more people* in Northern Lower Michigan than any other medium, including TV, radio and newspapers!

In fact, you'd have to use 13 newspapers and 16 radio stations to *approach* WWTV's coverage!

Popularity? Pulse rates WWTV "tops" in 152 of 168 quarter-hours surveyed!

Add WWTV to your WKZO-TV schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

The Felzer Stations

WKZO-TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM—TV—FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

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*Reg. U. S. Patent Office

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Important scoop at Telestudios!

In the monitor: a **SEALTEST ICE CREAM** *"take." In TELESTUDIOS' control room: astute N. W. Ayer executives take all the second looks they like to assure top quality results for their quality-conscious client. It's all done in minutes while the crew stands by to shoot another "take." That's because it's done with "tape" at TELESTUDIOS, playing back instantly, on command. And at TELESTUDIOS you also command 13,000 square feet of videotape plant... 4 complete broadcast camera chains... new 70-position dimmer board... top notch technical staff. All this plus custom service treatment... top management personalized treatment. That's why more and more, big selling names such as Sealtest and N. W. Ayer take to the live quality look, the low cost you get with "tape" at TELESTUDIOS. That's the scoop—"tape" at NTA's* TELESTUDIOS.

1481 Broadway, New York, N. Y., LOngacre 3-6333

Local in management...

The Corinthian stations are first and foremost local in character... for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

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The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field...Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* Director of Research, *Charles H. Smith;* and Director of Promotion & Advertising, *Robert J. Sullivan.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

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SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

ATLANTA

Pulse, June, 1958

SERGEANT PRESTON	20.0
State Trooper	19.5
Honeymooners	19.5
Silent Service	12.5
Sea Hunt	11.7

BOSTON

Pulse, March, 1958

SERGEANT PRESTON	24.5
Harbor Command	23.5
Sheriff Cochise	22.5
Highway Patrol	22.2
State Trooper	21.2

BURLINGTON

ARB, April, 1958

SERGEANT PRESTON	43.8
Whirlybirds	34.4
Sea Hunt	29.3
Highway Patrol	29.1
Silent Service	13.8

DAYTON

Pulse, May, 1958

SERGEANT PRESTON	31.0
Highway Patrol	29.5
Silent Service	29.3
State Trooper	27.8
Sea Hunt	19.8

JACKSONVILLE

ARB, March, 1958

SERGEANT PRESTON	39.1
Sea Hunt	32.6
Sherift of Cochise	31.6
Whirlybirds	24.9
Silent Service	21.3

LOS ANGELES

ARB, April, 1958

SERGEANT PRESTON	15.3
Honeymooners	13.0
Sea Hunt	12.4
Highway Patrol	9.0
Silent Service	4.6

SAN LUIS OBISPO

ARB, March, 1958

SERGEANT PRESTON	44.4
Harbor Command	43.8
Highway Patrol	41.9
Sheriff of Cochise	35.0
Sea Hunt	31.9

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. · N.Y. 22 · PLaza 5-2100

THE GIFT OF THE MAGI

In the sentimental yet gently ironic world of O. Henry, a suffragette calls her fellow women, "cringing lackeys of the kitchen," a quartet of singing waiters entertains a saloon with "My Sugar Is the Salt of the Earth" and two lovers settle their quarrel with a kiss.

It is a world little remembered and less cherished by modern writers, but its unpretentious charm was captured for a brief hour Tuesday, Dec. 9 on CBS-TV's musical version of "The Gift of the Magi." Richard Adler's music and lyrics surrounded the simple plot with an aura of warmth and tenderness. Gordon MacRae was particularly effective as the young husband, and Sally Ann Howes was as pretty as a picture of grandmother at 19. Tart contrasts were offered by John St. John and Bibi Osterwald, whose duet with Miss Howes in "Madame, Will You Buy My Hair," was wonderfully sharp and sly.

The final scene of the boy and girl exchanging their gifts caused some slight disappointment. Composer Adler had no soft duet and producer-director George Schaefer had no embrace for the couple, and the odds are good that O. Henry would have asked for both if he could have been reached.

'Production costs: Approximately $200,000. Sponsored by W. A. Sheaffer Pen Co. through BBDO on CBS-TV, Dec. 9, 9-10 p.m.

Executive producer: Albert Selden for Talent Assoc. Ltd.; adapted by Wilson Lehr; musical director: Hal Hastings; assoc. producer: Murray Susskind.

OMNIBUS

The reasons for Peter Ustinov's success and failure as a playwright are capsuled in the curtain line of his play, "The Empty Chair," presented on NBC-TV's *Omnibus* Sunday, Dec. 7. "Ideas," proclaims a character, "are greater than men."

Believing this, Mr. Ustinov is successful when he deals with ideas as in the first two acts of his drama about the after-effects of the French Revolution. The contrast between Hebert, the atheistic fanatic, Danton, the hot-blooded man of emotion, and Robespierre, the man of logic and reason, is sharp and intriguing because they are not men but symbols. The dialogue is witty, eloquent, often poetic.

But Act Three begins unconvincingly with lacklustre speeches by Mme. Danton and Robespierre's mistress and never attains the intellectual excitement of the play's first two thirds. Ustinov the author attempts to humanize his symbols and fails, perhaps not so much because it is beyond his abilities but because he clearly believes it is not important to do so.

Technically, the production was nearly flawless. Film clips and close-up street scenes were smoothly integrated. George C. Scott as Robespierre was chillingly statuesque as the man of reason while Mr. Ustinov conveyed warmth as Danton although a few of his tricks—the sudden bark like a seal and the fluttering gesture of the hands like an apologetic bankrupt—recalled earlier appearances on television and the stage.

If the play fell short of its goal, it was because its goal was so high. The difference between "The Empty Chair" and standard tv dramatic fare is the difference between a roman candle and a safety match.

Production costs: Approximately $90,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson Co. on NBC-TV, alternate Sundays, 5-6 p.m.

Produced by Robert Saudek Assoc. (Robert Saudek, George M. Benson, Mary V. Ahern, Walter Kerr, Alistair Cooke, Richard H. Thomas, Henry May); costume design: Saul Bolasni; co-directors: Mr. Ustinov and William A. Graham.

PLAYHOUSE 90

Tv dramatists who confuse canons of good taste in tv with "inhibitions" placed on them by networks, agencies and clients may someday discover that somewhere between these extremes are normal people with problems. And someday some writer might characterize rather than caricature them.

The black-or-white approach was typified in *Playhouse 90's* offering of "Free Weekend." The plot, designed to point up the competitive rivalries and conflicts of adults with children, came off as a superficial unrealistic indictment of mixed-up adults—high in drama but lacking in story substance. It depicts the efforts of several parents, including syndicate gambler Guy Cato (James Whitmore), to influence awards for their offspring at Camp Mojave. Mr. Cato's only claim to fame, it's intimated, is his appearance before a congressional committee on racketeering.

The show's other human ingredients: the mink-shrouded Mrs. Cato, a father who lies once too often to his son about his athletic prowess, old flames among visiting married couples who once again cross paths, a kindly but sometimes stern camp leader Marvin (Charles Bickford), who quite pertinently points out, "parents expect us to do in two months what they can't do in 10 months."

Celebrity Cato is chagrined to learn his son Richard has won the camp trophy despite —not because of—his bribe to a counselor. By that time, despite some high histrionics, both parents and televiewers, put off by several separate and meaningless plots, couldn't have cared less.

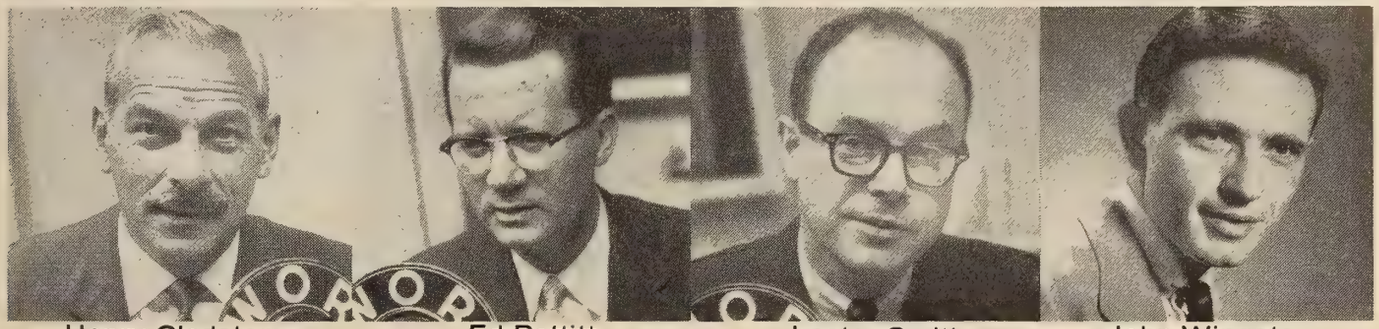
As a result, "Free Weekend" emerges as a kind of controversial "Lifeboat" that somehow drifted ashore into a boys' camp. Far beyond the stage of doctoring, the storyline seemed more in need of a minister's last rites.

Production costs: Approximately $75,000.

Sponsored by Allstate Insurance Co. through Leo Burnett Co., American Gas Assn. through Lennen & Newell, Elgin Watch Co. through J. Walter Thompson Co. and Kimberly-Clark through Foote, Cone & Belding on CBS-TV Dec. 4, 9:30-11 p.m. "Free Weekend" written by Steven Gethers.

Producer: John Houseman; director: Fielder Cook; associate producers: Charles H. Schultz, Russell Stoneham; associate director: Robert Butler.

On January 1, 1959 these WOR radio newscasters will inaugurate another year as New York's most popular news team...



Henry Gladstone | Ed Pettitt | Lester Smith | John Wingate



Prescott Robinson | Harry Hennessey | Westbrook Van Voorhis | John Scott



Lyle Van

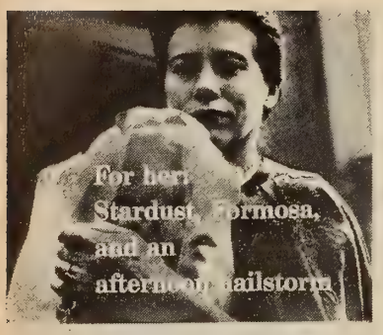
They were re-elected on ELECTION NIGHT 1958 when. . .

46% MORE LISTENERS TUNED TO WOR RADIO THAN TO ANY OTHER RADIO STATION IN NEW YORK

In reality these results reflected an overwhelming vote of confidence for the performance of WOR newscasters throughout 1958 . . . a performance that makes WOR radio the most popular news voice in New York, week after week and year after year. It is one of the important reasons why WOR radio is elected and re-elected by more advertisers than any other station in New York.

WOR Radio 710 fm 98.7

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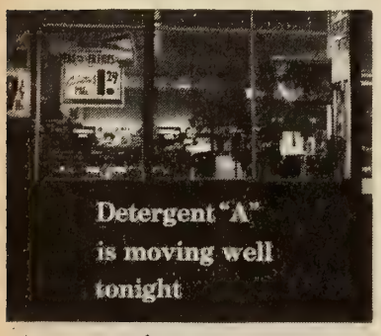
WIND Chicago
WESTINGHOUSE BROADCASTING COMPANY, INC.



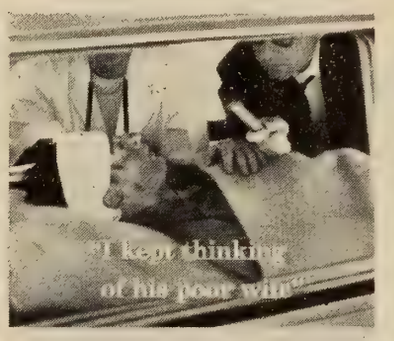
WBZ Boston + WBZA
WESTINGHOUSE BROADCASTING COMPANY, INC.



WOWO Fort Wayne
WESTINGHOUSE BROADCASTING COMPANY, INC.



KYW Cleveland
WESTINGHOUSE BROADCASTING COMPANY, INC.



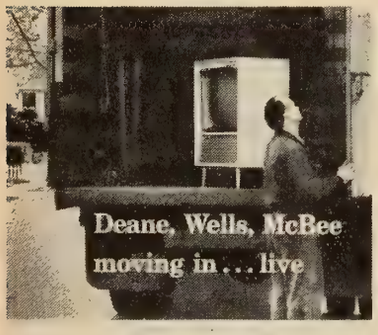
KDKA Pittsburgh
WESTINGHOUSE BROADCASTING COMPANY, INC.



KYW-TV Cleveland
WESTINGHOUSE BROADCASTING COMPANY, INC.

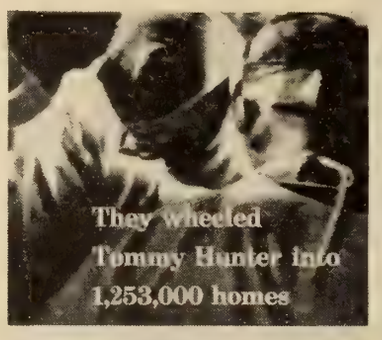


KDKA-TV Pittsburgh
WESTINGHOUSE BROADCASTING COMPANY, INC.



WJZ-TV Baltimore
WESTINGHOUSE BROADCASTING COMPANY, INC.

What makes eleven firsts?



KPIX San Francisco
WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-TV Boston
WESTINGHOUSE BROADCASTING COMPANY, INC.

Ratings. Sales. Showmanship. A community's belief in a station. The people behind the mikes and the cameras. The people behind the desks. These are some of the reasons why Westinghouse Broadcasting Company stations are leaders in their markets. Beyond these, and basic to the operation of each station, is the WBC business creed; a point of view and a policy on:

LOCAL OPERATION . . . to assure intimate knowledge of local tastes and problems so that programming can best serve local needs. **GROUP ASSISTANCE** . . . to maintain high creative standards through the inter-change of ideas among the stations and the corporate staff of broadcasting specialists. **COMMUNITY LEADERSHIP** . . . to participate actively and effectively in civic affairs. **PUBLIC SERVICE** . . . to develop the same creative attention and showmanship to public service as required for all programming. **FAIR COMPETITION** . . . to sell aggressively, offering fair and identical terms – as published – to everybody, guaranteeing the quality and integrity of our product to all advertisers.

In short . . . a continued dedication by management, staff and talent to advancing the techniques and standards of broadcasting as dynamic instruments for educating, entertaining and selling. *Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

Westinghouse Broadcasting Company, Inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 24 December 15, 1958

IF ANYONE'S WONDERING ABOUT RADIO...

- **Pittsburgh stations given major credit for United Fund success**
- **Against recession handicap, radio boosts campaign over quota**
- **Top industrial leaders (and advertisers) call it "magnificent"**

Industrial Pittsburgh, fighting its way out of a tough recession, has discovered a powerful new source of energy.

The city and its business leaders are gazing with astonishment at the cumulative might of its 13 radio stations.

Working cooperatively, these stations have just accomplished a promotional miracle:

The 1958 United Fund campaign, with an optimistic near-$10 million goal, was pushed over the top by $50,000 despite economic troubles.

UF campaign officials, comprising the elite of the city's industrial leaders, give the joint radio push much of the credit.

• "Radio was magnificent," said Frank McGee, president of Aluminum Co. of America and chairman of the UF campaign.

• "There has never been anything like it before," added Bennett S. Chapple Jr., an administrative vice president of U. S. Steel and chairman of the UF public relations advisory committee.

It was a tough situation that faced officials of the United Fund of Allegheny County last summer as they met to set the goal for the 1958 fund raising campaign Oct. 6-Nov. 6.

Business activity, which had held at an index high of 110-120 from late 1956 to mid-1957, had slumped alarmingly. The U. of Pittsburgh index, using 1947-49 as 100, showed business activity at a nadir of less than 80 in March.

Unemployment was at a record high. In July 12% of greater Pittsburgh's working force was out of work. The idle numbered 117,700.

There was no question that people were not going to be in a giving mood. "Charity begins at home," would be the refrain.

Yet the United Fund decided to "go for broke." It set the money raising goal at $9,715,907—the same as the year before.

The campaign Oct. 6-Nov.6 actually not only attained this goal; there was about $50,000 to spare.

It was, everyone agreed, a miracle. How did it happen?

When the fund raisers had time to sit back and collect their thoughts, it was obvious there were two reasons:

• The economy had climbed back. Unemployment had declined. In October at the start of the UF drive it was back to a more normal 6.6%—61,200 people out of work. Business had improved. The U. of Pittsburgh's business index stood at 99.8 in November.

• The combined power of Pittsburgh's 13 radio stations had been thrown into the fight. Every am and fm radio outlet in the nation's eighth market had been enlisted and had delivered—in spades.

This was a unique experience for the radio stations as well as for the people of Pittsburgh.

Just a few months earlier an attempt had been made to coordinate all of Pittsburgh's radio stations for National Radio Week. It failed. Too few radio managers were willing to submerge their competitive individualism, even for the benefit of radio as a whole.

United Fund officials' eyes opened wide at the heft radio put into the drive. Burt Wallace, UF public relations director, observed recently that radio alone, he is convinced, accounted for at least half of the final $200,000 that put the campaign over the top.

This was the amount fund authorities estimated the campaign would fall short during the closing weeks.

How can Mr. Wallace be so sure? Simply this. In the final weeks of the drive, the only activities left were two radio-sponsored events: a talkathon and a jazz festival.

Pittsburgh bigwigs—many of whom control or administer national advertising accounts—got to know at first hand, personally, what radio can do. For the 1958 UF campaign was staffed by leaders of national and international corporations.

The United Fund numbers among its officers and directors, besides Messrs. McGee and Chapple, such business giants as E. J. Hanley, president of Allegheny Ludlum Steel; Fred C. Foy, president-chairman, Koppers Co.; H. B. Higgins, director, Pittsburgh Plate-Glass; I. W. Wilson, chairman, Alcoa; H. H. Heinz III, president, H. J. Heinz Co.; Clifford F. Hood, president, U. S. Steel; Allison R. Maxwell Jr., president, Pittsburgh Steel; A. King McCord, president, Westinghouse Air Brake Co.; Gwilym A. Price, chairman, Westinghouse Electric Corp.; William K. Whitford, president, Gulf Oil Co.

What they saw at first hand was radio

TWO TELLING TESTIMONIALS



MR. McGEE

Here's how Frank McGee, president of Aluminum Co. of America and chairman of Pittsburgh's UF campaign, and Bennett S. Chapple Jr., administrative vice president of U.S. Steel and chairman of the UF public relations advisory committee, described radio's importance in the UF drive:

Mr. McGee: "I was personally impressed with the way radio has come back. You know, my advertising people have told me this, and we have used radio for our Alcoa Wrap and we found it boosted sales. But now I know from first-hand experience . . . Radio was magnificent."

Mr. Chapple: "Couldn't beat it. This year we pulled out all stops on radio. We knew radio pulls. Now we know what happens when 13 stations got on one horse. They rode like Paul Revere."



MR. CHAPPLE

WHAT TV DID IN PITTSBURGH

There's something electric about the broadcast media—particularly when it's necessary to arouse the whole populace. This is the attitude of Pittsburgh United Fund officials when discussing their 1958 money-raising drive last fall.

Radio was used as an all-embracing medium. Tv was used, as in past drives, for its emotional impact. "The impact of television cannot be underestimated," Burt Wallace, UF staff public relations director, commented not long ago. He was echoed by Frank McGee, Alcoa president, and Bennett S. Chapple Jr., U.S. Steel administrative vice president, who were campaign chairman and public relations chairman respectively of the drive completed so successfully this year.

Even before the UF drive got underway, a special advance promotion was instituted by the Westinghouse stations in Pittsburgh. For three days before the official opening of the campaign, KDKA-AM-FM-TV ran a spot announcement campaign on glaucoma. This was to publicize the UF agency dealing with the blind. Free glaucoma tests were offered in 23 hospitals in the area. More than 20,000 people lined up for these eye tests. Over 1,000 cases of potential glaucoma were found, plus almost 500 other eye diseases unknown to the people involved.

On Oct. 5, the eve of the 1958 campaign, the three tv stations (KDKA-TV, WTAE [TV], WIIC [TV]) sponsored—as they have in the past—the hour-long kickoff show. This was an all-star show from the 4,000-seat Syria Mosque and it was broadcast simultaneously by all three tv outlets.

The finals of the Miss Torch contest—in which the last six of the 95 contestants made their bows before the judges—was carried live by WIIC on Sept. 26. The girl chosen, a Pittsburgh Plate Glass Co. secretary, represented UF and lit the symbolic torch on opening day.

Tv was used intensively for an intramural program on Oct. 2, when KDKA-TV put on a dramatic, closed-circuit selling job for the UF's thousands of house-to-house solicitors.



Chairman of tv activities in the Pittsburgh United Fund campaign was Jerome R. (Tad) Reeves, general manager of KDKA-TV.

using its immense, all-embracing power to push the campaign over.

Fund officials estimate that the final figure of $9,766,222 represents at least $1.5 million in new money.

There's another element in the success of Pittsburgh's 1958 UF drive. It goes by the name of Pittsburgh renaissance.

This is a spirit, also a material thing, pervading the city that sits at the confluence of the Monongahela and Allegheny rivers.

Pittsburgh is different these days. The smoke is gone. The office buildings are ungrimed. The narrow, sooty streets are being remade.

There is a plaza now in downtown Pittsburgh. The new Mt. Washington tunnel and the Fort Pitt Bridge are almost completed. A network of freeways stands ready to carry jammed traffic smoothly through Golden Triangle Park.

Even the fiercely-competitive radio stations in Pittsburgh must have felt that new spirit. For the first time in the memory of the oldest account executive the 13 am and fm radio outlets joined forces.

What the radio stations did was quite simple. In a combined effort, they sponsored three major promotional events during the month-long drive. They also maintained their joint approach in programs and spot announcements—driving home to all of the 2.5 million people in the greater Pittsburgh area the need for funds.

Truly radio was everywhere.

And it was good that there is such a medium, Mr. McGee said the other day.

Publicity was a top requirement for the campaign this year, observed Alcoa's president, whose gentle demeanor belies the giant corporation executive. Aside from the fact that the UF campaign could not be allowed to fail—everything else in Pittsburgh has been a success in recent years—there had to be a greater push this year than in previous years to overcome effects of the recession.

"I was personally impressed with the way radio has come back," Mr. McGee said. "You know, my advertising people have told me this, and we have used radio for our Alcoa Wrap and we found it boosted sales. But now I know from first hand experience. Not only did radio do a grand job overall, but what impressed me is how it can be used."

Mr. McGee discussed the method by which radio's messages were tailored for different audiences during the day. He also told how radio was used extensively to get the man in the factory to sign up in the "hour's pay per month" plan. And he agreed that radio's influence helped greatly to open doors to the vast army of house-to-house canvassers.

Mr. McGee also ventured a belief that the publicity on radio events garnered in newspapers was "unusual to say the least" in Pittsburgh. But, he explained, every bit of publicity helped, and the cumulative effect of radio, tv and newspapers was overwhelming.

Mr. Chapple's reaction to radio's role in the 1958 UF campaign was summed up in one exclamation, "Couldn't beat it!" The bluff and hearty Mr. Chapple has background for this observation. He is the originator of U. S. Steel's "Snowflake" operation, the institutional campaign in all media plugging white goods made with steel for Christmas giving.

In his estimation, Mr. Chapple said, radio broke all records in its exploitation of the campaign—"and on a sounder basis than ever before."

Burt Wallace, who was public relations staff director for the fund, made these comments:

"Radio was a major, if not the dominant, force in the campaign. Radio means personalities. Listeners believe personalities, and when radio personalities delivered fund messages it established a credibility hard to find elsewhere. And radio found it good in its own self-interest to back up the campaign this way. It did such an outstanding job that radio as a medium gained stature among people—vast audiences of people and, perhaps more significantly, among business leaders."

The radio-tv participation in the 1958 fund campaign was channeled through the Radio-Tv Club of Pittsburgh. The chain of command ran this way: J. Paul Scurlock, AT&T special accounts manager, president of the club; Jerome (Tad) Reeves, KDKA-TV manager, radio-tv activities; H. W. (Hank) Shepard, WAMP manager, radio activities. Mr. Reeves handled the tv chores himself.

Mr. Shepard, formerly spot sales director at NBC, is a newcomer to the area. He arrived earlier in the year to take the helm at WAMP when NBC bought the former WJAS late in 1957.

The quiet-spoken Mr. Shepard got the radio managers together and promised them three things: Anything that was done would be good for radio. They would have no work. And no troubles.

They agreed to swing radio as a team.

This was great. In the business rivalry that prevailed among Pittsburgh's broadcasters, where station managers wouldn't talk to one another, this was even astounding.

The first event sponsored by the combined radio stations of the Allegheny County area was the Oct. 6 ceremony which kicked off the 1958 UF campaign. Every one of the 475,000 homes in the metropolitan area which had its radio on around noon of that day heard only one program—the festivities at the lighting of the symbolic UF torch at Mellon Plaza. This climaxed a two-hour parade through downtown Pittsburgh, among whose participants were, of course, all the radio stations. Each had an auto-

mobile loaded with its "names" in the line of parade.

The second radio-sponsored occasion was Oct. 23. This was a 12-hour talkathon, set up in the street-level window of Pittsburgh's giant Kaufmann's department store. It was handled on an hourly rotating basis by 12 of the area's 13 stations (one fm outlet was unable to spring loose from its functional music commitments).

The talkathon was anchored by local songtress Jeanne Baxter. Each radio outlet sent down a full crew of personalities, d.j.'s, newsmen, etc. For one full hour each station, in turn, carried on all its activities in the department store window.

The third event—which everyone who was involved feels certain was a first in some way or other—was a jazz festival. But the jazz show had a gimmick. It was all in stereophonic sound.

This took place Nov. 3, three days before the completion of the UF drive and while the campaign was still $1 million short of its goal. It was held in a downtown movie theatre. More than 4,000 jampacked the movie house.

All eight of Pittsburgh's nighttime radio stations carried the "blast" which featured two local combos plus vocalists and instrumentalists. Skitch Henderson, NBC musical director, emceed.

The stereophonic effect was accomplished by having all am stations carry the "A" channel and the fm stations the "B" channel.

The stereo-jazz show was suggested by one of the radio station operators, Ben Muros, WWSW.

Throughout the campaign, radio's part caused UF officials to rub their hands gleefully. Not only were the three radio specials given a promotional buildup on the air (on both radio and tv), but they sparked columns of newspaper publicity.

UF staffers repeatedly expressed delight at the way broadcast events were puffed in newspapers.

Beyond the three major exploitations, the united radio stations carried—as they always have—UF campaign material in spots and in programs.

This year the all-radio combine did a better job than ever before., All stations devoted at least 75% of their spot availabilities to the UF drive; some devoted up to 90% of unsold spot time to this effort.

Individual radio stations did their part too. One outstanding single radio promotion was performed by KQV which offered its facilities for the whole working day—8 a.m.-6:30 p.m.—on Oct. 13. The ABC-owned station set up in an "on the street" studio. All day long the fish-bowl installation was staffed by local UF officials, civic leaders and other VIPs.

Pittsburghers still talk about features of the KQV stunt. A Campbell Soup Co. commercial was read on air by J. J. Heinz II, president of the competitive 57-varieties company, and Morton Smith, Pennsylvania R.R. vice president, read several commercials—voice instructions and all.

For the UF drive, radio in Pittsburgh devoted 36 hours of air time. This does not include the public service spots which inundated the airwaves during the campaign.

The 13 radiomen who participated in this show of radio strength are Ralph Beudin, KQV; Leonard Walk, WSMO; Ed Hirshberg, WEDO; Leonard Kapner, WCAE; Bill Matta, WLOA; Sam Vidnovic, WMCK; B. K. Crane, WDUQ (FM), Don Ioset, WPIT; Les Rawlins, KDKA; Ben Muros, WWSW; Tom Daugherty, WKJF (FM) and Mr. Shepard.

The 1958 UF campaign will be long remembered by all who had a part in it. Radio's participation, particularly, will always remain the high spot. As one Pittsburgh official stated at the completion of the drive:

"From the campaign kickoff to the final stereo-music concert, the United Fund cause was constantly kept before the community every hour of the day during the campaign."



Chairman of radio activities in the Pittsburgh United Fund drive was H. W. (Hank) Shepard, manager of the NBC-owned WAMP. Formerly with NBC Spot Sales, Mr. Shepard moved to Pittsburgh early this year.

ADVERTISERS & AGENCIES

NEW COMBINE BILLS $30 MILLION

- **Geyer will merge with Morey, Humm & Warwick**
- **KM&J's Madden expected to bring accounts, personnel**

With Christmas not yet here, two New York-based agencies have already made their New Year's resolutions. They will merge Jan. 1, thereby planning to bill (at the outset) $30 million, $9 million in radio-tv.

The two agencies are Geyer Adv. and Morey, Humm & Warwick Inc., which today (Dec. 15) are announcing their merger into Geyer, Morey, Madden & Ballard Inc., with offices in New York, Dayton and Detroit.

At the same time, Edward D. Madden announced his resignation from Keyes, Madden & Jones Inc., Chicago-New York, to join GMM&B as vice chairman of the board. Mr. Madden is expected to take with him several accounts now being handled out of KM&J's New York office and with them, their principal account men.

The newly-merged combine will operate out of Geyer headquarters at 595 Madison Ave., probably adding to the four floors now occupied by that agency. The MH&W offices at 350 Fifth Ave. (Empire State Bldg.) will be vacated "sometime in January." Under the new set-up, Sam M. Ballard, Geyer president, assumes the presidency of the new agency; Mr. Geyer, board chairman of the agency bearing his name, becomes chairman of the executive committee, and Sylvester M. Morey, MH&W president, moves up to board chairman.

Complete staffs of the two agencies will be retained intact, and will total 300 people. The marriage, brokered by ex-Kenyon & Eckhardt executive Robert Durham, has been in the making for close to a year. Noted Mr. Ballard last week: "Both agencies are convinced that there can be a meshing of experienced personnel and facilities."

Geyer Adv., established in 1911 in Dayton by Mr. Geyer and his father, C. J. Geyer, maintains offices in Detroit to service its largest account, American Motors Corp. (Rambler, Kelvinator, Leonard and other divisions). It also is Geyer's largest radio client, accounting for most of its 1959 radio billing of $1.5 million. Geyer's second biggest client (and largest broadcast user) is American Home Products Corp. (Boyle-Midway and American Home Foods Divs.), which played a large part in increasing Geyer's share of total billing in broadcast ($5.85 million) to 30% [ADVERTISERS & AGENCIES, Nov. 24].

MH&W, the outgrowth of an agency organized in 1941 by Mr. Morey, is heaviest in industrial advertising, but a hefty part of its $10 million billing is accredited to bluechip client Sinclair Oil Corp., a heavy radio advertiser, and Richfield Oil Corp. of New York Inc., sponsor of radio's famed *Richfield Reporter* program.

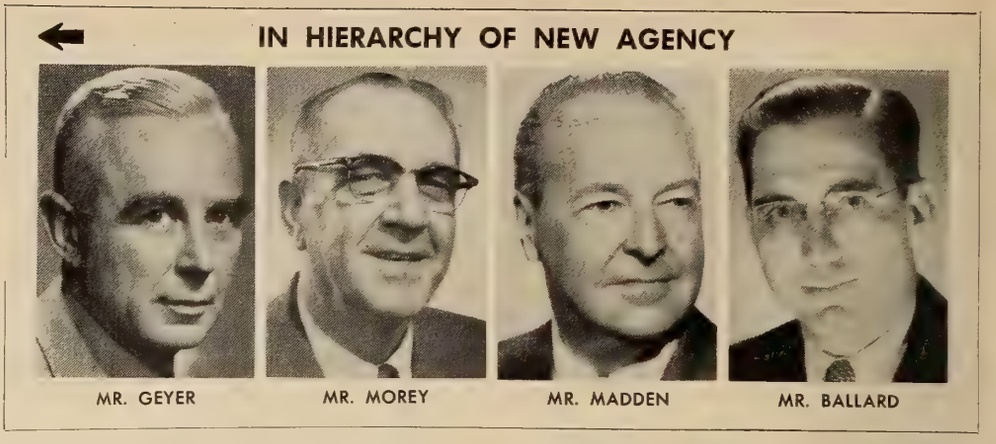
Broadcast billings at GMM&B are expected to get a substantial shot in the arm next year, according to reliable trade sources. Mr. Madden reportedly will bring with him John T. McHugh, former president of Joseph Katz Co. until he joined KM&J earlier this year. Mr. McHugh, while at Katz, was top account man on American Oil Co. (as Mr. Madden was top man on Esso during his tenure at McCann-Erickson years ago) and is understood slated for the Sinclair account post. Also slated to move with Mr. Madden: David Halpern, KM&J senior vice president and New York general manager, who also left Katz, bringing with him Bond Clothes Inc.—a heavy radio-tv advertiser—and other smaller accounts and who also is account head on Jenkins Distillers, Manchester, N. H. The third KM&J executive said to follow Messrs. Madden,

McHugh and Halpern is Oliver M. Presbrey, vice president and account executive on the $1.5 million Oral Roberts account which C. L. Miller Co. lost to KM&J this year. All told, the move by Mr. Madden and associates should "cost" KM&J about $2 million—a considerable portion of it in broadcasting.

Mr. Madden explained that he had originally been brought into KM&J (from International Latex Corp.) to effect "some sort" of merger for the former Russel M. Seeds Co., which is strong in Chicago, weak in New York. Morey, Humm & Warwick, he said, "was one of the agencies I talked with." Shortly before KM&J worked out its association with Donahue & Coe Inc. [AT DEADLINE, Dec. 1], Mr. Madden was asked to join the MH&W-Geyer combine which had been in the making after KM&J and MH&W broke off their negotiations. It's been no secret that Geyer has been seeking a merger [CLOSED CIRCUIT, May 19] following its abortive talks with Erwin, Wasey & Co. last year.

It is expected that Freeman Keyes, former president of Seeds, now board chairman of KM&J, will once again assume the presidency of the agency, and that "within a reasonable time" (Mr. Madden's words) the "M" in KM&J will be dropped.

Commented Mr. Ballard last week: "This is one agency merger where economic considerations have played a very minor role in our thinking, since both agencies are in solid financial positions with good profit records in the year now ending." His sentiments were echoed by a MH&W executive: "This is a happy merger—just think, we'll all drive Ramblers that run on Sinclair products. . . ."



RENAULT REFUELS AS VW ADS STALL

- **French car adding radio-tv**
- **Mathes resigning Volkswagen**

Two foreign automakers were on the move last week—one, deeper into broadcast media, the other possibly out of any nationally-planned and agency-administered advertising. As the Renault "Dauphine" was looking for a new network parking place (it surrenders its alternate-week berth on CBS-TV's *Small World* to Olin-Mathiesen Chemical Co., which picks up the whole weekly tab effective Dec. 28), Volkswagen hit the open road after being resigned by J.M. Mathes Inc., its agency since last March 31.

Renault Inc., U.S. subsidiary of the French state-owned Renault works, on Dec. 21 terminates its six-show full sponsorship of the new Ed Murrow-Fred Friendly Sunday night tv hookup—a run that cost it $168,000 gross [ADVERTISERS & AGENCIES, Sept. 22]. It then picks up one-quarter sponsorship of CBS-TV's Gator Bowl coverage Dec. 27 (cost: $47,446 gross).

Beyond that, Renault has no plans other than to connect with another network show "fairly soon." Reason: it is "simply delighted" with tv as is its agency. Needham, Louis & Brorby, which for the past few months has been helping persuade Renault distributors to spend more in the broadcast media.

But what's good for NL&B may not necessarily be good for Mathes, which last Monday (Dec. 8) dropped the Volkswagen account effective next March 31. Agency President W.T. (Ted) Okie wasn't talking (other than to issue the generally-accepted "resigned-by-mutual-consent" statement) nor was the client. A terse, inter-office memo at Mathes said the agency had quit the $750,000 account after "total disagreement" on ad strategy.

Officials at Englewood Cliffs, N.J., U.S. headquarters for the German manufacturer, were "unavailable" for comment, but it was learned that the split resulted from Volkswagen's reluctance to spend nationally or accept agency recommendations—on grounds that it really didn't "need" advertising. With or without advertising, Volkswagen's unit sales have risen from 46,000 to 76,000 over the past year.

So have Renault's—from 3,500 monthly to capacity 5,600—but U.S. advertising manager Ethel Norling is the first to admit that advertising, radio-tv promotion in particular, has had a lot to do with the fact that "we've practically run out of cars." Renault expects sales for the current year to hit 48,000 units for a gross volume of $81.6 million.

Miss Norling has worked with a budget "in excess of $1 million," excluding co-op and dealer expenditures, formidable in themselves. They'll become larger should the Renault field force heed her suggestions. Renault is particularly concerned about getting dealer-distributors in the Middle West to beef up broadcast spending.

Outside of a few special eastern markets, Renault has been relying on its key distributors to place broadcast campaigns—partly with factory support. The area that apparently is ripe for some hot radio-tv salesmanship is the Middle West where Renault recently assigned its distributorship to Chicago's Lake States Inc. To date, there's been "little" radio-tv spot for Renault in Illinois. Indiana, Ohio, Michigan and Wisconsin. Another area recommended for more spot is the widely-scattered Kansas, Missouri, Nebraska, North and South Dakota territory administered by Wichita's Shidlar Motors.

Why is Renault so revved up about radio-tv? Says Miss Norling: "it's an economical way to advertise an economical car. . . ."



FILLING up at the radio-tv tank



BACKING out of Mathes garage

KADY Listeners' Nays Have It In Station's Liquor Ad Survey

A heavy majority of listeners responding to a liquor poll conducted by KADY St. Charles, Mo., are opposed to advertising of whiskey on radio and tv, according to a summary issued by the station.

Of 170 replies, 149 opposed and 21 favored whiskey advertising on the air. The station ran six announcements from Nov. 19 through Dec. 5 inviting comment from listeners.

"We're convinced that the vast radio and tv audience is not ready for whiskey advertising, at least not during the day," said William R. Cady Jr., KADY president. "Most of the replies against such advertising mentioned the fact that too many children would hear the commercials."

The station poll was inspired by a BBDO request asking if the station would take hard liquor advertising. The request was made through Broadcast Time Sales of New York, its representative.

Mr. Cady added, "In reviewing the answers we received, we find that those who wrote in favor of accepting liquor advertising wrote only a few lines, made only a short reply, while those against it answered at length. There were no 'crank' answers and only one writer found fault with the station for asking its listeners about the subject."

WEAVER MAY RETURN TO MADISON AVENUE

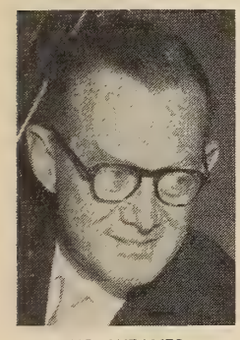
- **M-E talks to ex-NBC head**
- **Negotiating tv consultancy**

McCann-Erickson is ready to launch Sylvester L. (Pat) Weaver Jr. on a new leg of his career: that of tv consultant at the agency. The Weaver talents may be signed by McCann-Erickson as early as this week.

Negotiating for the past several weeks with Mr. Weaver has been C. Terence Clyne, McCann-Erickson's senior vice president for corporate tv-radio services, who has been in close contact with the former NBC chairman for more than a year.

If the pact is closed—and apparently the agency thinks it will be—Mr. Weaver will work side-by-side at McCann-Erickson with a former NBC associate, Thomas A. McAvity, vice president in charge of tv-radio programming (New York), and with George Haight, vice president in charge of tv-radio programming (Los Angeles). Mr. McAvity was an NBC executive vice president for tv network programs and sales at the time Mr. Weaver left NBC in 1956.

Association of Mr. Weaver with McCann-Erickson, No. 2 broadcast billing agency this year, will mark his return to active agency participation after nine years (he stepped out of Young & Rubicam as radio manager to take charge of Lucky Strike advertising about 20 years ago, returned to Y&R as a top radio-tv executive in 1947 and left in the summer of 1949 to join NBC-TV).



MR. WEAVER

There is no doubt that M-E wants Mr. Weaver for the aid he can render in the planning and supervision of television programming handled through the agency. In his consultancy post, Mr. Weaver would act autonomously and make his services available to Messrs. McAvity and Haight but under Mr. Clyne's general supervision.

Unaffected would be Mr. Weaver's current affiliation as consultant to Kaiser Industries and his other program production activities. Mr. Weaver recently entered the McCann orbit indirectly as the tv adviser to New York Gov.-elect Nelson A. Rockefeller (Marschalk & Pratt Div. of M-E handled the New York GOP in the November election).

Just where Mr. Weaver would apply his creative know-how is difficult to ascertain but there are 14 network shows at M-E. The agency has an overall billing of more than $200 million, approximately half in the broadcast media, with $61 million in network tv alone.

Among M-E's top network tv advertisers: Liggett & Myers (Chesterfield and Oasis cigarettes), Westinghouse Electric, Buick Div. of General Motors, Bulova Watch, National Biscuit, Helene Curtis, Bell & Howell and Colgate-Palmolive.

McCann-Erickson meantime put into motion a structural reorganization, setting up its executive responsibility along regional lines. The agency's 10 domestic offices were grouped into three regions:

Eastern—New York, Atlanta, Boston and Detroit. Robert E. Healey, executive vice president, will supervise, and Paul Foley, senior vice president, becomes manager of the home office in New York.

Midwestern—Chicago, Cleveland and Houston. Emerson Foote, senior vice president, is in charge.

Pacific—Los Angeles, San Francisco and Portland. Phipps L. Rasmussen, vice president, supervises the region and continues to manage San Francisco.

Pepsi Tv Spectacular, Series On Agenda at Goodson-Todman

Plans for the Pepsi-Cola Co.'s heavy investment in television in 1959 were revealed last week when Goodson-Todman Productions, New York, announced that Pepsi-Cola will sponsor a live 90-minute network spectacular in April as well as a half-hour dramatic film anthology in a combination network and spot buy for Pepsi bottlers throughout the country.

Though no figures could be ascertained, it was reported that the spectacular, which will be produced with the cooperation of the National Academy of Recording Arts and Sciences, will run into more than $400,000. The filmed drama series, tentatively titled *Pepsi-Cola Theatre,* is expected to run to "several million dollars" for production and time costs. Networks have not been selected either for the spectacular or the series.

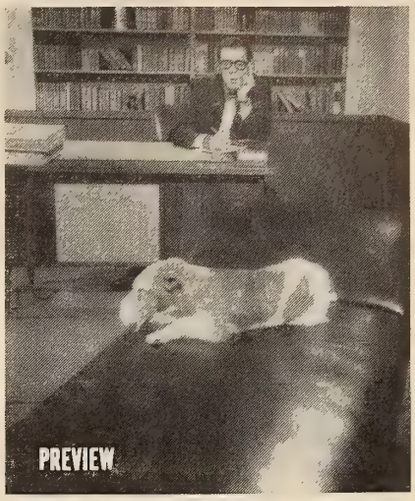
G-T, which disclosed the Pepsi transactions as part of a rash of new business at the company, also announced it has signed a contract with NBC-TV to produce 39 episodes of the *Philip Marlowe* detective series for showing on NBC-TV starting either in April or the fall. G-T added that the company will begin production shortly on the pilot film of *Heave Ho Harrigan,* a situation comedy.

Burnett Integrates Marketing Under Greeley, Promotes Wright

Leo Burnett Co., Chicago, has integrated marketing, media and research functions into a single marketing services division under Joseph M. Greeley, vice president.

In the new setup announced last week, Leonard S. Matthews, vice president in charge of media, will be in charge of both media and research departments. John Coulson continues as head of research and Thomas A. Wright Jr. in charge of media. Mr. Wright, who has been manager of the media department, also was elected a vice president. Broadcasting operations under William McIlvain, vice president in charge of radio-tv, are not directly involved.

Mr. Matthews joined Burnett from A. C. Nielsen Co. in 1947 and has been a vice president since 1956. Mr. Coulson, research manager since 1954, was elected a vice president this past March. Mr. Wright joined the agency in 1955 after service with NBC and became media manager last year.



TURNABOUT: A DOG ORDERED ON COUCH

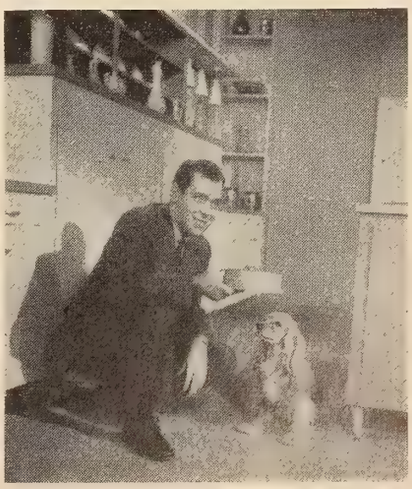
Even dogs can become frustrated these days. And psychoanalysis can help them to live with their neuroses, with a substantial assist, of course, from such high-protein victuals as Rival dog food.

This approach highlights a new tv film commercial created for Rival by its agency, Guild, Bascom & Bonfigli, San Francisco, and designed for use on several syndicated tv film programs in 26 markets, starting next month.

The 90-second commercial stresses that many dogs today suffer from lack of exercise. It pictures a Fox Terrier under analysis who dreams he is a Great Dane. The psychiatrist concludes: a frustrated desire for violent exercise and advises:

"But he must accept himself for what he is—a typical modern dog who can't get enough exercise. And the answer for him is not in dreams—but in Rival Dog Food—the modern dog food made especially for today's dogs that don't get enough exercise."

The commercial was produced by Sigal Productions, Los Angeles. The script was by Bud Arnold and Gene Thompson, under the supervision of Courtenay Moon, GB&B vice president.



FRUSTRATED FIDO *under psychoanalysis (top photo) finds Rival dog food helps his neuroses (below).*

LIGHT TOUCH CAN BRING HEAVY SALES

Puppet stars of Wilkins Coffee spots are turned into a hot premium

The Wilkins Coffee Co. of Washington, and its agency, M. Belmont Ver Standig Inc., are really not greedy. They would have been fairly content just to continue to have the "best-liked" television commercial ever rated by ARB in the Washington market—or any other market—with the steady increase in sales that goes along with it to give Wilkins a third of total coffee sales in the area.

But a company must look out for the goodwill of its customers. And most if not all these customers are the impassioned fans of a pair of puppets named Wilkins & Wontkins, who indulge in some of the most slapstick antics since the Keystone Kops to wheedle tv watchers into buying Wilkins coffee and tea.

Accordingly, company and agency—after 13 months of successful use of its puppet commercials—yielded to the obvious and inevitable late last month: Viewers were offered vinyl replicas of Wilkins & Wontkins—suitable for do-it-yourself puppetry—at the $1 cost of producing the toys, plus part of the opening strip from a can of Wilkins coffee, the label from a jar of Wilkins Instant or Decaffeinated coffee or the top from a box of Wilkins tea.

The premium offer began Nov. 21 with a series of ads in the Washington newspapers introducing Wilkins Decaffeinated coffee. The premium promotion was extended to television Dec. 5 with a 20-second spot daily on each of three local tv stations. The next step will come as Wilkins converts its product labels to include the puppet offer. It's still too early yet to determine the full impact of the premium promotion, but Wilkins last week was counting orders in the thousands.

The "Stars" in Profile • The cuddly editions of Wilkins & Wontkins stand eight and seven inches high, respectively. Will, as he is called in the Ver Standig shop, is as positive as his name implies and wears the cheerful look of a young frog who has just discovered he can croak. Wontkins, who hasn't even an apostrophe to his name, looks as if he has just swallowed something that tastes bad—"X" brand coffee, perhaps. His head is pointed, his eyes pop and his mouth droops. By some strange fate his pear shape happens to fit daddy's or mummy's hand much better than Wilkins.

The Wilkins & Wontkins premiums are possibly the only ones that ever became so popular through exposure of the originals on tv commercials—not programs—that they were created by viewer demand. The characters, called "muppets" from a Lewis Carroll-like fusion of "marionette" and "puppet," first began appealing to the risibilities of the area tv audience Nov. 1, 1957. They became so popular immediately with both adult and child audiences that the Ver Standig agency soon became quite busy parrying requests from viewers who just happened to think what ideal toys the puppets would make and decided to write in.

"There's such a thing as glutting the market," says Jim Young, agency creative director and copy chief, with tongue in cheek and eye on the comfortable Wilkins sales charts. He explains that the advertiser and agency didn't want to shoot up all their ammunition at once and were giving the first peak of the muppet craze a little time to level off.

Because of their year's exposure on television, the Wilkins & Wontkins toys didn't come into a townful of strangers. A day or so after the first premiums arrived, a ship's captain who is a friend of Mr. Ver Standig went into a local supermarket carrying a pair of the vinyl toys. As he walked through the store he soon noticed a crowd of children and grownups were following him: that is, most of the 40-or-so customers in the store. They asked if he was the man who did the "Wilkins" tv commercials.

The Wilkins Image • Agency executive Young likes to tell that story and similar ones to show that the muppets have successfully performed the all-important function of product identification; to viewers, says Mr. Young, they are not "tv muppets," but the "Wilkins tv muppets."

One thing that helps to retain this iden-

THE MUPPETS IN ACTION



Wilkins coffee's merrily insouciant approach to the Christmas selling season shows that there may be two ways of looking at it, as is shown here by the holiday tv commercial illustration featuring the Wilkins & Wontkins "muppets." Santa (portrayed by Wilkins) drives sleigh drawn by reindeer (Wontkins) and sparks this exchange:





WILKINS: *"Merry Christmas! It's a joy to bring Wilkins coffee to so many people at Christmas."*

WONTKINS (dourly): *"It's a joy to you—You aren't pulling the sled."*

Washington's favorite tv actors are equally adept at putting across the Wilkins sales message and making their audience laugh in any number of other situations. Some sample dialogues from the 43 commercials now going the rounds include a cannon scene, a pie-throwing scene and a "thinking man" scene, the last having a lisping and hilarious resemblance to a familiar cigarette commercial:

WILKINS (sitting on can of coffee, pointing cannon at Wontkins): *"Okay, buddy, whaddya think of Wilkins?"*

WONTKINS (sourly): *"Never tasted it."*

WILKINS (fires cannon: BOOM! Wontkins disappears in cloud of smoke; Wilkins turns cannon toward audience): *"Now what do you think of Wilkins?"*

* * *

WILKINS (behind counter, Wontkins in front, at small restaurant): *"Want some Wilkins coffee with your pie?"*

WONTKINS (grumpily): *"Naw! just gimme the pie."*

Wilkins lifts pie and shoves it into Wontkins' face. The meringue-faced Wontkins turns to glare at audience.

WILKINS (with sympathy): *"Sure you wouldn't like some Wilkins to wash it down?"*

* * *

WONTKINS (in water, bobbing up and down): *"I'm thinking! I'm thinking! Thave me!"*

WILKINS (rowing up in boat, and holding out can of Wilkins coffee): *"Have some Wilkins coffee!"*

WONTKINS (coming up once more): *"Why?"*

WILKINS: *"It's a thinking man's coffee."*

Wontkins, bubbling, sinks slowly to bottom.

POWERFUL NEW WITH DRUG MERCHANDISING!

- Covers 30 of the highest volume independent stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to *every* retail drug store in the Baltimore Metropolitan area!
- Many more merchandising "pluses"! No other Baltimore radio station has anything like it! Get full details—now.



Write to Radio W-I-T-H Baltimore 3, Md.

or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

VIEWED MOST*



VIEWED MOST*



VIEWED MOST*



*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

tification, besides the ever-present coffee can or jar in the Wilkins commercials, is the way the name of the product is made an inextricable part of the dialogue.

That dialogue, between the irrepressible coffee and tea salesman, Wilkins, and his skeptical and long-suffering pal, Wontkins, is what keeps Washington tv viewers glued to their sets so they can repeat it next day to someone who might not have been so fortunate as to hear it first hand. And Wilkins doesn't mind that little bit of plagiarism, either.

The Wilkins commercials, 7¼-second "mellow dramas," feature Wilkins & Wontkins in an endless number of comedy situations. Wilkins makes the sales pitch for the product, quite often irreverently, while Wontkins invariably winds up on the butt end of the joke as he plays it dumbly straight. (See examples, page 32.)

Such combinations of repartee and action have so captivated Washington that they have been quoted at countless parties and lunch-table conversations. Newspaper columnists facing a dull day fill their allotted space with Wilkins & Wontkins dialogues. The m.c. of one of the city's highest-rated personality shows on radio once reeled off 10 W&Ws verbatim in a burst of generosity and admiration toward the competing tv performers.

Sometimes a new Wilkins & Wontkins can be near-disastrous. One local tv performer, coming on with a sincere-type live commercial one evening immediately after the fantastic muppets, was near tears and had lost so much of his usual composure from laughing at the zany pair that his audience would have been startled if they had not been in the same hysterical condition. Newscasters following the muppets sometimes find themselves imparting events of the utmost gravity, broken by frequent snickers.

The idea for the Wilkins tv commercials came last year when a five-minute local tv show caught the fancy of John H. Wilkins Jr., president of the Wilkins Coffee Co., who felt that a "soft sell" tv campaign built around puppets might hold possibilities for his products. M. Belmont Ver Standig, president of the Washington agency that handles Wilkins, was quick to see the point. The client and agency heads reasoned that tv puppet characters, acting out a series of amusing situations, would set Wilkins advertising apart from that of Wilkin's competitors, larger coffee companies with national distribution.

How They Were Pre-Tested • The tv show's creators, James Henson and Jane Nebel, graduate art students at the U. of Maryland and Catholic U., were persuaded to join the Wilkins-Ver Standig team, and with Messrs. Ver Standig and Young set to work on the commercial series. The two creators designed two dozen puppets, they were submitted to a consumer panel and the two favorites of more than 70% of the panel became Wilkins & Wontkins.

The 7¼-second tv spots were put on the air, a total of 36 a week on three Washington tv outlets. After 13 weeks Wilkins coffee sales had jumped 30% and the company began to realize it had a tiger by the tail. This began to be evidenced by the reaction from viewers, who wrote in to Wilkins to express their appreciation. One enamored fan asked that a schedule of the commercials be run in the newspaper so he wouldn't miss any.

Although the Wilkins & Wontkins spots are run-of-schedule, the Ver Standig agency, which has earned package plan rates by placing more tv billing than any other Washington agency, doesn't have to worry about

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for 2 Weeks Ending Nov. 8

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Wagon Train*	17,835
2.	*Gunsmoke*	17,748
3.	*Shirley Temple's Storybook*	15,443
4.	*Ed Sullivan*	14,616
5.	*Have Gun, Will Travel*	14,573
6.	*Danny Thomas*	14,486
7.	*Perry Como*	14,442
8.	*Sugarfoot*	14,399
9.	*Cheyenne*	14,312
10.	*Maverick*	14,312

Rank		% Homes*
1.	*Wagon Train*	41.9
2.	*Gunsmoke*	41.7
3.	*Shirley Temple's Storybook*	36.1
4.	*Sugarfoot*	35.3
5.	*Rifleman*	35.0
6.	*Cheyenne*	34.9
7.	*Have Gun, Will Travel*	34.5
8.	*Maverick*	34.5
9.	*Ed Sullivan*	34.2
10.	*Danny Thomas*	34.1

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny (CBS-175): American Tobacco (BBDO), Sun. 7-7:30 p.m.
Chevy Show (NBC-176): Chevrolet (C-E), Sun. 9-10 p.m.
Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.
Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.
Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	16,922
2.	*Wagon Train*	14,660
3.	*Have Gun, Will Travel*	13,920
4.	*Danny Thomas*	13,268
5.	*Shirley Temple's Storybook*	12,789
6.	*I've Got A Secret*	12,702
7.	*Jack Benny*	12,659
8.	*Maverick*	12,441
9.	*Wyatt Earp*	12,224
10.	*Wells Fargo*	12,006

Rank		% Homes*
1.	*Gunsmoke*	39.7
2.	*Wagon Train*	34.4
3.	*Have Gun, Will Travel*	33.0
4.	*Rifleman*	32.0
5.	*Danny Thomas*	31.2
6.	*Maverick*	30.0
7.	*Shirley Temple's Storybook*	29.9
8.	*I've Got A Secret*	29.8
9.	*Jack Benny*	29.6
10.	*Wyatt Earp*	29.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minute.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R) Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.
I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.
Maverick (ABC-132): Kaiser, Drackett (Both Y&R), Sun. 7:30-8:30 p.m.
Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.
Sugarfoot (ABC-126): American Chicle (Bates), Ludens (Mathes), Tues. 7:30-8:30 p.m.
Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
Shirley Temple's Storybook (NBC-180): John H. Breck, Hills Bros. coffee, National Dairy (all Ayer), Sun. 8-9 p.m.
Danny Thomas Show (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.
Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.
Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.
Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.
Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 1-7

Rank		No. Homes (000)
1.	*Perry Como*	12,454
2.	*Danny Thomas*	12,038
3.	*Gunsmoke*	11,887
4.	*Loretta Young*	11,748
5.	*Desilu Playhouse*	11,265
6.	*Wyatt Earp*	10,968
7.	*Chevy Show*	10,428
8.	*Have Gun, Will Travel*	10,311
9.	*Wagon Train*	10,097
10.	*Wells Fargo*	9,902

Rank		% Homes
1.	*Perry Como*	35.5
2.	*Danny Thomas*	35.4
3.	*Gunsmoke*	35.0
4.	*Loretta Young*	33.8
5.	*Desilu Playhouse*	33.1
6.	*Wyatt Earp*	32.9
7.	*Have Gun, Will Travel*	30.5
8.	*Rifleman*	29.7
9.	*Chevy Show*	29.6
10.	*Wagon Train*	29.4

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getting them in prime time. The three local tv outlets became quickly aware of the muppets' popularity, with the predictable result that a large share of them are placed adjacent to programs in prime tv time. Many viewers dared not budge from their tv sets all evening for fear of missing one of the 7¼-second "mellow dramas."

Though Wilkins & Wontkins were immediate hits, this spontaneous rapport between actors and audience didn't come about entirely by coincidence. Since the beginning every Wilkins tv muppet spot has been pre-tested by a system Ver Standig feels is sure-fire. The spots are made available for previewing, before airing, to civic organizations, clubs and school groups, whose members are only too happy to write down their reactions to each one.

Even at that Wilkins misses no bets and shows the not-so-popular spots at least once, if only for the sake of collectors and connoisseurs. But the daffier ones get additional mileage with multiple exposures. Wilkins is not too snooty to yield to viewer requests for more of the same.

With all the hue and cry about the muppet commercials, the Ver Standig agency turned to ARB in April to find out just what Wilkins & Wontkins had wrought in Washington's tv households. The result exceeded their most rash speculations: The Wilkins pair was rated "best-liked" by 50.1% of the viewers, with 5.1% for runner-up Maypo cereal spots. The 16-market survey had Wilkins overshadowing such powerhouses as Piel's beer in New York (39%) and Hamm's beer in Minneapolis-St. Paul (38.3%).

Since then Wilkins' ARB has climbed and leveled off in the 60s, with a high of 66%, believed to be a record for an ARB rating. Wilkins' latest Washington rating, for November, is 60.2%—more than 16 times that of second-place Maypo (3.7%).

Verifying Those Figures • Just after the first ARB report last spring, Ver Standig engaged Data Unlimited, a local organization which maintains a consumer panel of 500 tv homes considered representative of the Washington market's socio-economic makeup, to make a similar survey of "best-liked" commercials. The DU figure was 52%, within 2% of the ARB rating. Mr. Young feels even that difference can be accounted for when it is considered that the percentage figure for the Wilkins commercial at that time was still rising, as later ARB figures bore out.

Wilkins, which has distribution only in the Washington, Baltimore and Richmond major markets, also introduced its muppet commercial in Baltimore with most gratifying results. With only 13 spots weekly on a single tv station, Wilkins & Wontkins grabbed first place with a 19.9% rating, while coffee sales increased 30% to 40%, according to an account in the *Tea and Coffee Trade Journal.* Remembrance value of the Wilkins spots in Baltimore was shown by ARB's survey for the full month of August. Although Wilkins took a hiatus in Baltimore tv from July 22 to Sept. 15, Wilkins' muppets placed second for "best-liked" commercial during August with 10.5%, compared to Gunther beer's 13.4%.

In another ARB survey for "best-liked" tv commercials all over the country, the Wilkins spots, aired only in Washington and Baltimore which represent only 4% of the national tv market, placed among the top 20 commercials with 1.9%, equalling or bettering such nationally advertised products as Newport cigarettes, Winston cigarettes, Kaiser foil, Ipana toothpaste, Ivory soap and Alka Seltzer.

Starting in Washington with 36 W&W commercials weekly Nov. 1, 1957, Wilkins increased to 45 the first of this year and in mid-November stepped up exposures to 62 weekly. For the premium offers, which take longer to describe than it does to sell Wilkins alone, one 20-second spot is being aired daily on each of three tv stations, and a single spot daily in Baltimore. In Baltimore, the client is considering an increase in its present schedule of 13 times weekly, which most likely will boost its latest (November) second-place 17.5%. National Bohemian beer holds the top spot with 38.9%.

Have Muppets, Will Travel • Nothing succeeds like success, Ver Standig has found, and the agency, which has the muppet creators under contract, is producing similar muppet commercials for four other advertisers in other top markets, with each adapted to their respective products. These include Nash's coffee, Minneapolis, starts about Dec. 21, through Campbell-Mithun; LaTouraine coffee, Boston, started Oct. 27, through Hoag & Provandie; Kraml milk, Chicago, started Oct. 30, through Wright, Campbell & Suitt, and Faygo Beverages, Detroit, starting next Jan. 1, through W.B. Doner & Co.

Ver Standig produces the tv muppet commercials for other advertisers not competitive with Wilkins at three for $7,500. One agency already using the muppets has indicated interest in the premiums, too, and other agencies have inquired about the muppet commercials.

Of the 43 W&W commercials already produced, 26 have been exposed on tv to what the agency considers the optimum capacity, and 17 more are ready to be shown. Wilkins and Ver Standig apparently feel W&W are going to be around for some time to come, for 40 more are in the creative or production stage.

As one might reasonably suspect, the major part of the Wilkins Coffee Co. budget is in television. But the Ver Standig agency, which has handled the Wilkins account the past seven years, says it has used radio and newspapers from time to time for Wilkins with success. The Washington roasting house, which has more than held its own against Maxwell House, Chase & Sanborn and other larger coffee companies, is of the philosophy that the medium is not necessarily ascendant to the idea; that a brilliant ad idea can always find a suitable medium.

Ver Standig's Jim Young, who is riding herd on what is coming to be thought of as the outstanding regional tv success of the year, is a very busy man these days. He helps co-creator Henson write scripts for Wilkins & Wontkins, coordinates production of the tv commercials with the studios and the young creators, oversees the muppets premium promotion and tries to keep the ever-growing Wilkins & Wontkins fan club happy.

Vignette of Success • For that reason he can sometimes be a hard man to talk to because his telephone keeps ringing. While he was making a couple of final points about the Wilkins tv story, the phone rang once more. It was a woman who had bought ten sets of muppets (or 10 cans of Wilkins coffee) for the children in her neighborhood. Her query:

Would Mr. Young be so good as to send over several scripts of the Wilkins-Wontkins dialogues so the kids may do their own Wilkins commercials?

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Dec. 15-19, 22-24 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.
Dec. 15-19, 22-24 (2:30-3 p.m.) *Haggis Baggis,* participating sponors.
Dec. 15, 22 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey Adv.
Dec. 15, 22 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.
Dec. 16 (8-9 p.m.) *George Gobel Show,* Liggett & Myers through McCann-Erickson and RCA through Kenyon & Eckhardt.
Dec. 17, 24 (8:30-9 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.
Dec. 17, 24 (9-9:30 p.m.) Milton Berle, Kraft Foods Co. through J. Walter Thompson.
Dec. 18 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.
Dec. 19 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.
Dec. 20 (8-9 p.m.) *Perry Como Show,* participating sponsors.
Dec. 21 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R.J. Reynolds through Wm. Esty.
Dec. 21 (8-9 p.m.) *Shirley Temple Storybook,* Hill Bros., Breck, and National Dairy all through N.W. Ayer & Son.
Dec. 21 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.
Dec. 23 (8-9 p.m.) *Eddie Fisher Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

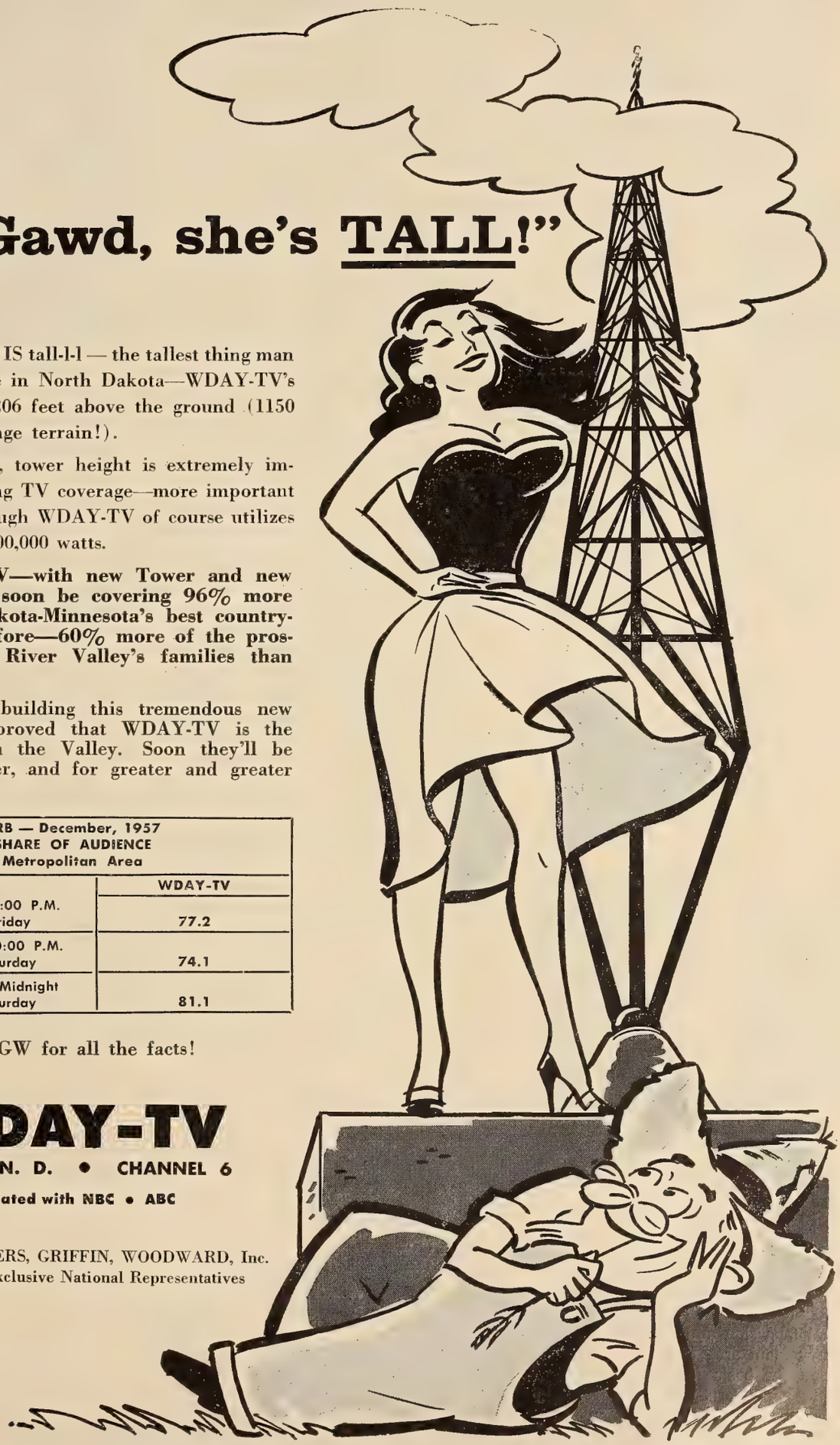
WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



DONALDSON ARF BOARD CHAIRMAN

Ben R. Donaldson, Ford Motor's advertising consultant, was elected Thursday (Dec. 11) as chairman of the Board of Advertising Research Foundation, succeeding Wallace H. Wulfeck, executive vice president of William Esty Co. who served in the post for two years.



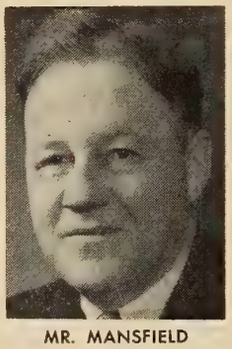
MR. DONALDSON

Arno Johnson, vice president, J. Walter Thompson, was elected vice chairman succeeding Mr. Donaldson. Mr. Johnson had served as treasurer for two years. Frank W. Mansfield, director of marketing research for Sylvania Electric Products and an ARF director since December 1954 was elected treasurer. Hugh M. Beville Jr., NBC's vice president, planning and research, was elected for a two-year directorship and Richard J. Babcock, president of *Farm Journal*, for a three-year term.

Among those re-elected: (officers) A.W. Lehman, managing director; D.B. Lucas, technical director, and Gilbert H. Weil, general counsel, with ARF; (directors) Mr. Wulfeck; Vincent R. Bliss, Earle Ludgin's president; Lindon O. Brown, Dancer-Fitzgerald-Sample, vice president; Rex M. Budd, Campbell Soup advertising director; William R. Farrell, Monsanto Chemical advertising director; Donald S. Frost, Bristol Myers vice president-advertising director; Frederic R. Gamble, American Assn. of Advertising



MR. JOHNSON



MR. MANSFIELD

Agencies president; Arthur Hull Hayes, CBS Radio president; Charles A. Pooler, Benton & Bowles senior vice president; Harry F. Schroeter, National Biscuit advertising director; C.L. Rumrill, president of the Rumrill Co.; Paul B. West, Assn. of National Advertisers president, and others.

In a report as retiring chairman, Dr. Wulfeck cited television and audience research as one important area where there exists a great need for basic research of the sort that might be undertaken by ARF but he noted also that this is a very difficult area. Despite the difficulty, however, he expressed hope that ARF's radio-tv committee would be able to come up with a recommendation regarding further exploration of the subject.

Other areas which Dr. Wulfeck thought important for ARF study included methods of studying the components of effective advertising (such as copy, whether broadcast or print) and how much advertising, with some $11 billion being spent on it, the consumer is able to absorb.

Mr. Lehman reported that ARF's income this year from projects conducted in cooperation with radio-tv, set census, for example, would be about $48,000. He also said that out of a total income of more than $300.000 approximately 25% came voluntarily from media for special studies (including the set census) or consultations on research procedures.

Mr. Donaldson, reporting as chairman of the subscriptions committee, said that 14% of ARF's media income derives from am-tv; 61% from magazines, 11% from newspapers,, 11% from business papers and 3% from other media. He said that at the end of 1957 ARF had 64 advertisers, 78 agency and 74 media subscribers, with each group contributing about 30% of ARF's income and the rest coming from founder, international and academic subscribers.

Four New Partners at Mayers Co.

On Jan. 1, 1959, the Henry Mayers Co., Los Angeles, will change its name to Davis, Johnson, Anderson & Colombatto. Each of the four new principals has been with the agency for many years and each becomes owner of one-fifth of the stock, with Henry Mayers, who founded the agency more than 30 years ago and has headed it ever since, retaining one-fifth interest and his position as president. Don Johnson, oldest member of the new team in point of service, heads the media department and supervises internal operations. Robert Davis, next oldest in Mayers Co. service, is in charge of client services. Robert Colombatto is head of the radio and television department. George Anderson directs the art and production departments. Mr. Mayers supervises all client planning.

In announcing the reorganization to the agency's clients, Mr. Mayers said: "Mv four associates have been largely responsible for day-to-day service to all local clients. . . . It places all agency management decisions in the hands of the same men to whom our clients look for guidance and service."

Red Heart $1 Million Looking

John Morrell & Co. (Red Heart dogfood), Chicago is expected to announce agency in next fortnight for $1 million account dropped last week by Campbell-Mithun. Company has received several inquiries from interested agencies, according to F. J. Torence, advertising director, but has not yet heard formal presentations. Morrell has used limited spot radio and tv (mostly in Carolinas) on test basis.



ABRAMS: *man with a plan*

Abrams Suggests Co-op Video Ratings in Depth

Formation of a cooperative tv rating service providing depth studies of viewing habits was proposed Dec. 9 by George J. Abrams, vice president of Revlon Inc. Addressing the Washington Ad Club, he said advertisers, agencies and networks should create an Audit Bureau of Television, using the personal coincidental interviews to measure quantitative and qualitative circulation.

Mr. Abrams first advocated use of the personal coincidental interview technique last spring following a Syracuse, N. Y., experimental study conducted by the M. A. Wallach research firm [LEAD STORY, Mar. 31]. He helped finance the study. Additional tests were conducted in other cities.

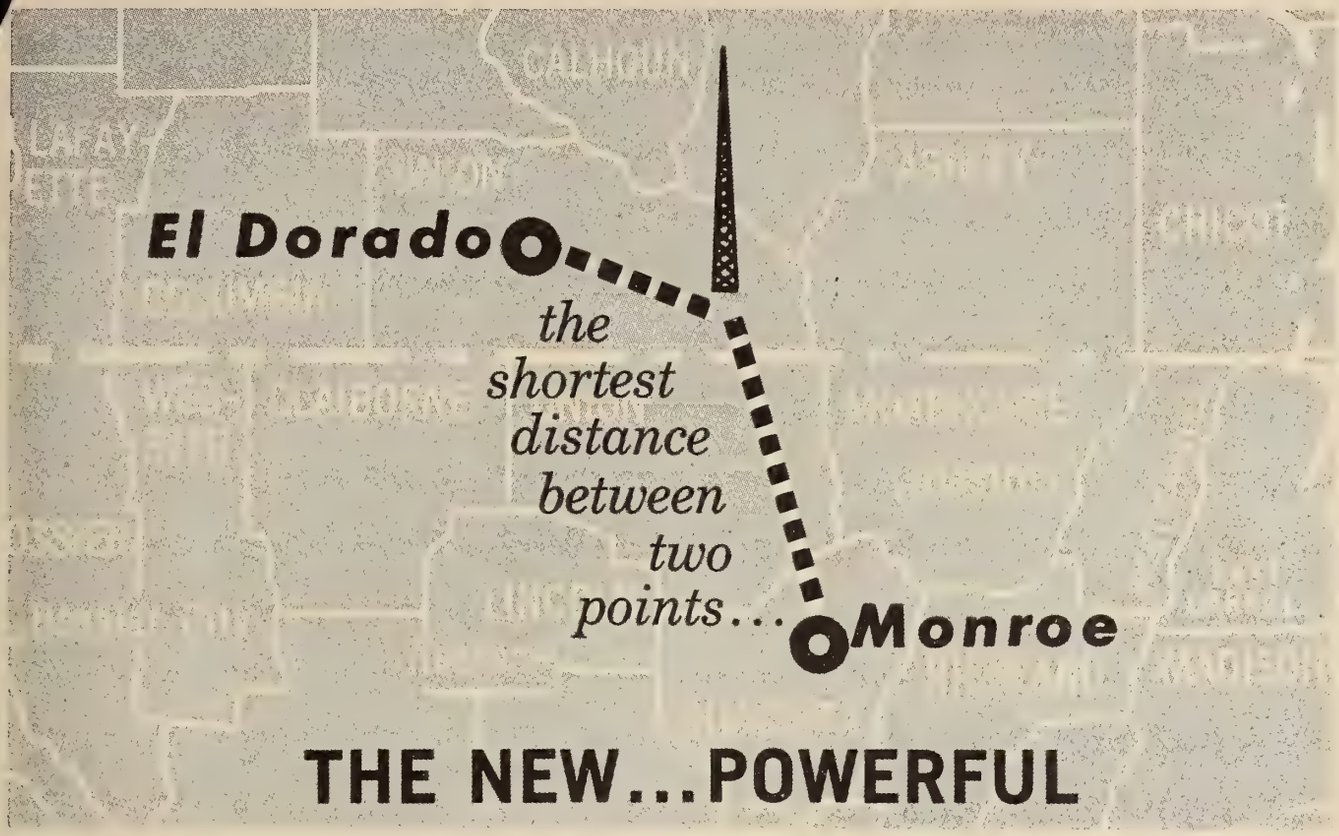
Advertisers, spending $1.5 billion on tv, have a right to question whether present rating services tell them what they should know, Mr. Abrams told the Washington club. This information should include size of audience, age, sex, income, brand usage, intent to buy, program attitude, viewing habits and similar data. He detailed his objections to information supplied by Nielsen, American Research Bureau-Arbitron, Pulse and Trendex.

"Unless the broadcasting industry accepts its responsibility and delivers the sponsors of America a single, valid, reliable rating report showing who is viewing, when they're viewing, and what they're viewing, I believe they will force the FCC to take over measurement control of the American television audience," he said. He also suggested FCC has moral responsibility for the programming fare on the air.

Mr. Abrams said his proposed depth studies would cost probably $4 million a year for monthly tabulations of tv audience viewing of every network program, with interviews in approximately 100,000 homes during each rating week. Present services cost more than this, he added.

The proposed rating project was outlined to the Assn. of National Advertisers last month by Mr. Wallach [LEAD STORY, Nov. 10, 17]. Mr. Abrams is chairman of the ANA Radio-Tv Committee.

Members of the FCC at the head table —Chairman John C. Doerfer, Rosel H. Hyde and Robert E. Lee—had no comment.



THE NEW...POWERFUL

KTVE

The points in question are the cities of El Dorado, Arkansas, and Monroe, Louisiana.

Together, they form the hub of a newly-created television market—the "LA-ARKLAND" market where 810,100 people live and where annual retail sales are in excess of $600,000,000! Coverage of this vital, growing market is yours through the facilities of the new, powerful KTVE.

Operating on Channel 10 from the tallest tower in the Mid-South (1352′ a.a.t) full-power KTVE delivers top NBC programming and the best in syndicated and feature length films to a rich, 27-county television market.

Complete your coverage in Louisiana and Arkansas with the market created by—and served by—the new KTVE.

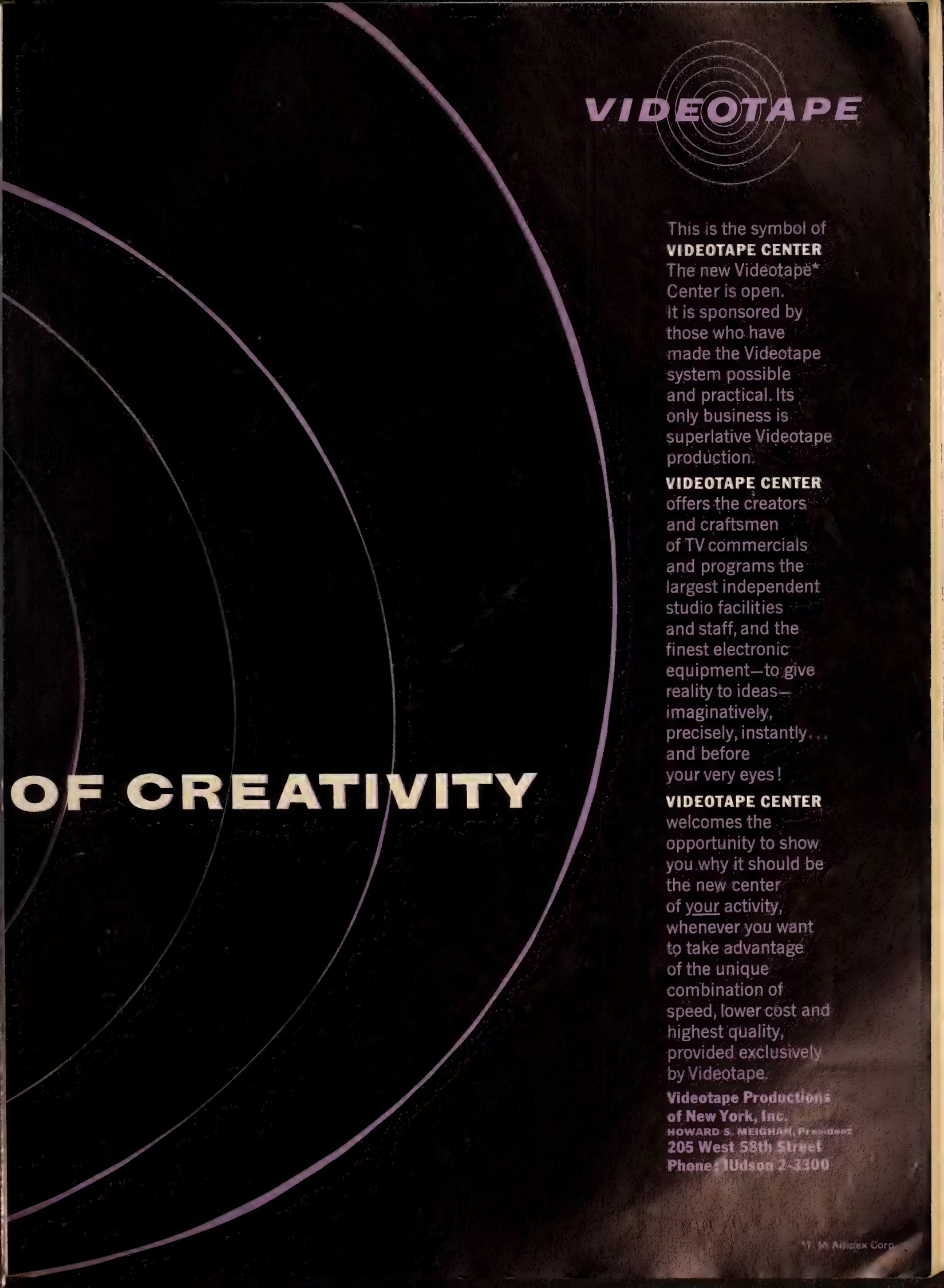
KTVE

is now represented nationally by

WEED TELEVISION CORPORATION

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • BOSTON • DES MOINES • HOLLYWOOD


NEW CENTER


VIDEOTAPE
OF CREATIVITY
This is the symbol of
VIDEOTAPE CENTER
The new Videotape* Center is open. It is sponsored by those who have made the Videotape system possible and practical. Its only business is superlative Videotape production.
VIDEOTAPE CENTER
offers the creators and craftsmen of TV commercials and programs the largest independent studio facilities and staff, and the finest electronic equipment—to give reality to ideas—imaginatively, precisely, instantly... and before your very eyes!
VIDEOTAPE CENTER
welcomes the opportunity to show you why it should be the new center of your activity, whenever you want to take advantage of the unique combination of speed, lower cost and highest quality, provided exclusively by Videotape.
Videotape Productions of New York, Inc.
HOWARD S. MEIGHAN, President
205 West 58th Street
Phone: JUdson 2-3300
*T. M. Ampex Corp.



"J," feeling Jolly
Because of the season,
Dons a Santa Claus suit
For a mighty good reason!

'Tis right before Christmas
And all through the land,
Hundreds of sponsors
Are feeling just grand!

Their spirits are high
And not from libation.
An increase in sales
Has caused their elation!

Hundreds of thousands
Of L.A. adults
Heard their commercials
And produced big results!

The Los Angeles station
Which did this big task
Was KHJ Radio.
"How?" You may ask.

KHJ's Foreground Sound
Is, simply, the answer.
No Santa, no sleigh,
No Dasher, no Prancer.

We hope we've helped *you,*
Or that we soon might!
Meanwhile, Merry Christmas
And to all a good night!

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



WHAT TO EXPECT FROM RATINGS

Don't let your judgment (or slide rule) get out of focus when you base a tv buying decision on ratings, Bud Sherak of Kenyon & Eckhardt, warned colleagues in a talk before the Radio & Television Executives Society last week (see below).

Mr. Sherak outlined various do's and don'ts and how "y" may come out looking like "z". Or, as he put it, these fit in the category of what information a timebuyer "can and ought" to get from the media research department in his agency.

They follow in summarized form:

Use total area ratings instead of metro area ratings—Station "A" can reach fewer tv households in a metropolitan area than station "B" when a metro area rating is applied to tv households in that area. But the shoe may be on the other foot when the rating is total station area and based on tv households in that total station area. (Moral: a buyer must understand what the rating is).

Don't buy on the basis of rating points only. Meet the coverage and frequency objectives of the campaign.—On the basis of two different daytime schedules, one might bring in a greater cumulative audience but at the expense of frequency, while on the other hand, frequency may be greater but coverage not important.

Use current ratings data for relative shares of audience, and use estimates of sets-in-use for the actual period.—He showed how a certain time slot appears to have the better rating than another when current sets-in-use figures are used but the situation is reversed when figures for the comparative period the campaign will run are used. (In his example, it was a drop in sets-in-use for a certain time slot during those particular months which threw the estimates in reverse).

Study the variation in sets-in-use by time of day—Example discussed was a choice of the agency of two corporate tv station network properties into which the buy for a product can be only one (but the product has year-round sales with slight peak in summer months). According to average sets-in-use, average share and average rating, the two programs were nearly identical, but when sets-in-use were studied on a per month basis the June-August period showed up stronger in one program than it did in the other. Therein lies the choice.

Make sure the audience is right for the product.—Shown was a wide variance in ratings according to the breakdown in ages of housewives watching three different program types, though in the national rating or women viewers per set the figures turned out to be nearly identical.

Whenever possible use ratings among prospects instead of the general population.—Similar to the situation described above and based on audience composition.

Watch the trends as new competition comes in—Showing year-by-year changes in household rating and audience share of a given program with identity given of program type of the competing show.

Don't always judge a program by its initial ratings.—For this example, Mr. Sherak listed the rating and share for *Real McCoys* on ABC-TV from the time it went on the air in October. The figures showed a gradual build up in the rating and in the share.

Ratings Do's, Don't's By Sherak, Young

A top agency researcher—Bud Sherak, vice president-research director, Kenyon & Eckhardt, New York—flashed the amber signal on faulty tv rating use by agencies and stations during a "Ratings in Action" timebuying and selling seminar held Tuesday (Dec. 9) in New York by the Radio & Television Executives Society.

People who want to use ratings in buying decisions ought to know how and when to use them, not just why, said this agency researcher.

Mr. Sherak appeared on the program along with Adam Young, president of his own radio and television station representation firms.

Basically a tv rating measures audience size but the size can be shown in varying ways and for different purposes, Mr. Sherak emphasized, reciting examples and pitfalls. In most cases where error is committed in this area, the fault is in applying rating percentages to an incorrect base when coming to a decision.

Mr. Sherak devoted much of his talk to presenting hypothetical case histories of tv rating use (see box).

Mr. Young thought a "good" buy in broadcast media ought to be based on research but warned that station salesmen often run into the fight against the "emotional" view to a buy. A buyer many times retains a "mental image" of what a station appeared to be years ago. He advocated very hard selling by salesmen because competitive facts will come out and poor buying decisions often will be avoided.

Mr. Young was critical of station people making the rounds of agencies with tapes of a station's programming. He could not see just how this practice can improve a buy because "how does the buyer know if it is good or poor programming." The buyer, he thought, would be better advised to look at figures on programming results. Figures from ratings, said he, are more reliable than "intuition."

We have a feeling we're being followed...by CBS

And why not? The new programming concept about to be embarked upon by CBS is one we pioneered more than sixteen months ago. So a few words of confirmation to our worthy competitor: This new programming works! We know—our clearances are up . . . and our sales are up. Our sponsors know—they're getting results. And our stations go for it because it's flexible, workable . . . compatible with their local formats. More and more, "the feeling of confidence is Mutual!"



1st

• • • • in modern radio network programming—News, Sports, Special Events—essentially non-competitive with TV. Mutual wins powerful listener-loyalty—and station acceptance—with the kind of shows that radio *and only radio* can do best.

• • • • in delivering listeners at the lowest cost per thousand of any network—Radio or Television. Ask us for proof!

• • • • in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network—now 453 stations.

With more and more agencies, advertisers and stations the feeling of confidence

is **MUTUAL**

BROADCASTING SYSTEM, INC. • AFFILIATED WITH HAL ROACH STUDIOS

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill. • 8820 Washington Blvd., Culver City, Calif.

WHO'S NEW . . . ON MUTUAL! THESE IMPORTANT NEW AFFILIATES: WEW, St. Louis, Mo. • WBBW, Youngstown, Ohio • WJMR, New Orleans, La. WTVN, Columbus, Ohio • KMBC, Kansas City, Mo. • WFOX, Milwaukee, Wisc. • KMAP, Bakersfield, Calif. • WOL, Washington, D. C.

100 Markets in NSI Revealed by Nielsen

A. C. Nielsen Co. last week bared its projected market data list by which it will expand its NSI (Nielsen Station Index) service from the present 40 to 100 markets by the end of 1959 [ADVERTISERS & AGENCIES, Dec. 1].

Under the schedule worked out by Nielsen planners, NSI should be blanketing 50 markets by next March, 75 by late spring, touching 100 by November-December. In all of these markets, Nielsen will continue to report on per-broadcast audiences (metro and station total), day and night audience composition, but frequency and depth will depend on markets selected by clients.

Thus, in the first 35 markets (covering the nation's top 30) Nielsen will retain the permanent radio-tv audience panels which provide four-week cumulative data on a standard basis; in the next 15, four-week cumulative data solely on tv will be provided on special order only, and beyond the first 50, report frequency will range from two to four a year with rotating samples for each report. (Report data and formats for markets 36-100 are identical, comprise metro and station total per-broadcast information and audience composition).

Rather than draw up a pat list of 100, Nielsen has come up with a list of 110 "possibilities," assuming that the remaining 10 won't lag far behind in being added. With three new markets being opened this month, Nielsen's NSI now is reporting in 41.

The 110 markets are classified in three categories. The 35 markets classified "A" are fully meter-based and the reporting year averages six to eight months. Ten of these go as high as 10 months and more per year. The 15 "B" markets are those in which NSI guarantees tv measurements only for an average three months of reporting per year; the remaining 50 markets are offered on a basis of tv only, an average two to three measured months per year. Twenty-five of these will be reporting by summer 1959.

"A" markets: Atlanta, Baltimore, Boston*, Buffalo, Charlotte, Chicago*, Cincinnati, Cleveland*, Columbus, Dallas-Ft. Worth, Dayton, Detroit*, Houston, Indianapolis, Kansas City, Los Angeles*, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul*, New Orleans, New York*, Philadelphia*, Pittsburgh, Portland (Ore.), Providence, St. Louis, Salt Lake City, San Diego, San Francisco*, Seattle, Toronto (Ont.) and Washington*.

(* Denotes top 10 U.S. markets.)

"B" markets (now open): Fresno, Greensboro, N. C., Hartford, Oklahoma City, Omaha, Sacramento and Tulsa. Those slated to be opened shortly: Albany, Denver, Des Moines, Nashville, Norfolk, Va., Richmond, Spokane and Wichita.

"C" markets (to be added in 1959, including 10 that may possibly jump NSI markets to over 100): Albuquerque, N. M.; Amarillo, Tex.; Augusta, Ga.; Bakersfield, Calif.; Baton Rouge, La.; Bay City, Mich.; Beaumont, Tex.; Binghamton, N. Y.; Cedar Rapids, Iowa; Champaign, Ill.; Charleston, S. C.; Charleston, W. Va.; Chattanooga, Tenn.; Chico-Redding, Calif.; Colorado Springs, Colo.; Davenport, Iowa; Duluth, Minn.; Durham, N. C.; El Paso, Tex.; Erie, Pa.; Evansville, Ind.; Ft. Wayne, Ind.; Grand Rapids, Mich.; Green Bay, Wis.; Greenville, S. C.; Harrisburg, Pa.; Jackson, Miss.; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn.; Lancaster, Pa.; Lansing, Mich.; Lincoln, Neb.; Little Rock, Ark.; Madison, Wis.; Mobile, Ala.; Montgomery, Ala.; Orlando, Fla.; Peoria, Ill.; Phoenix, Ariz.; Portland, Me.; Quincy, Ill.; Roanoke, Va.; Rochester, N. Y.; San Antonio, Tex.; Scranton, Pa.; Shreveport, La.; Sioux City, Iowa; South Bend, Ind.; Springfield, Mass.; Syracuse, N. Y.; Tampa, Fla.; Temple-Waco, Tex.; Toledo, Ohio; Tucson, Ariz.; Utica, N. Y.; Wheeling, W. Va.; Wichita Falls, Tex.; York, Pa., and Youngstown, Ohio.

Grant Staff Switches Complete

The personnel realignment at the New York office of Grant Adv. [ADVERTISERS & AGENCIES, Dec. 8], which resulted in a substantial staff reduction over the past month, is completed, officials of the agency indicated last week. The New York office has been bolstered by the additon of Robert Sutherland, formerly in charge of Grant's offices in Brazil, who has joind the international division. A spokesman said that John Wilson, now in Grant's Detroit office, may be shifted shortly to New York to handle Dodge regional advertising in the east.

Six Gillette Products for DR&J

For Dowd, Redfield & Johnstone Inc., New York, and its Boston affiliate, John C. Dowd Inc., it was a week of ups and downs.

While losing $1 million of Revlon billings effective next month [AT DEADLINE, Dec. 8], the two agencies will gain six new products being introduced by Gillette Safety Razor Co., Boston. Billings are undetermined, the products not yet having been assigned allocations other than initial expenditures to cover test market introduction. All products represent diversification for Gillette, best-known for razors and blades. The new account will be served out of Boston but timebuying is expected to be conducted out of DR&J offices in New York.

Abortive Ad Levy Discourages Media Tax Efforts, Study Finds

Special city taxes on advertising aren't likely to become widespread, according to an analysis of the recent effort of Baltimore to levy taxes on media and advertisers. The analysis was conducted by American Municipal Assn., Washington.

Taxes similar to those adopted by Baltimore and later killed through legislative and judicial action have been "entertained" in St. Louis; Norfolk, Va.; Woonsocket, R. I.; Utica, N. Y., and in the states of Washington and West Virginia. "Nothing has come of them," according to the AMA analysis.

The study continued: "It hardly requires a gift for prophecy to predict that the Baltimore experience will greatly inhibit experimentation with levies of this sort in the future.

"For any local government to set out to tax all advertising at work within its boundaries is an obvious impossibility. . . . Advertising messages fill the air in the form of national advertising via radio and television—wholly nontaxable if originating outside the city, and predominantly nontaxable even if station offices, studios and/or transmitters happen to be located within the corporate limits. . . .

"The Baltimore ordinances were 'skilfully drawn' and yet were unable to avoid an unintended discriminatory result."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Nov. 21-27. This is how they spent their time:

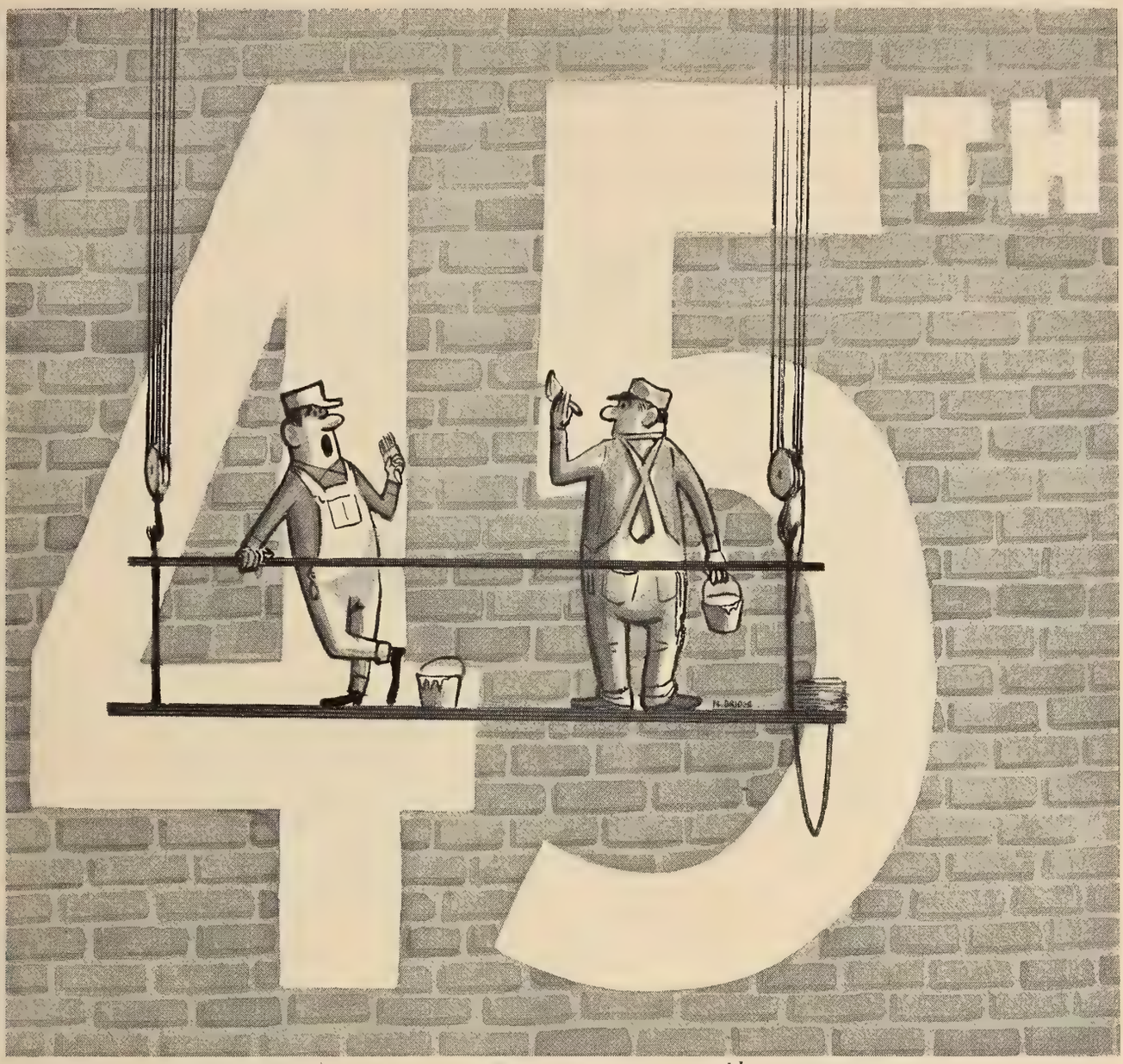
73.8%	(93,051,000) spent	2,136.5 million hours†	WATCHING TELEVISION
59.7%	(75,273,000) spent	1,092.3 million hours	LISTENING TO RADIO
81.9%	(103,264,000) spent	426.3 million hours	READING NEWSPAPERS
33.4%	(42,112,000) spent	211.4 million hours	READING MAGAZINES
25.7%	(32,382,000) spent	411.8 million hours	WATCHING MOVIES ON TV
15.9%	(20,024,000) spent	79.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.



"It just hit me! -- WCIA is the 45th tv market!"

MID-AMERICA's strategically located AREA market...

Equidistant from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in BLOOMINGTON, CHAMPAIGN-URBANA, DANVILLE, DECATUR, and SPRINGFIELD and the 54 rich counties which constitute the nation's 45th TV Market.

This single AREA contains more PEOPLE and MORE MONEY than such entire states as Arizona, Arkansas, Colorado or Oregon.



WCIA

CHAMPAIGN, ILL.

CHANNEL 3 CHAMPAIGN

CBS OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative

20TH CENTURY-FOX IN TURNABOUT: $15 MILLION TABBED FOR TV FILM

- **Skouras puts Martin Manulis in charge—with blank check**
- **Ambitious schedule for productions readied for marketplace**

20th Century-Fox Film Corp., which seven months ago voiced profound anguish over the inroads of television [FILM, May 26], last week staked a $15 million bankroll on "the most extensive tv production program ever undertaken by a motion picture company."

President Spyros P. Skouras spelled out the change of heart in a New York news conference last Thursday (Dec. 11). Named to head the project — involving some 16 individual properties ranging from 30-minute situation comedies to 90-minute showcase specials—was Martin Manulis, 41-year-old former CBS-TV staff producer *(Playhouse 90, Climax!)* who joined Fox in September as head of the studio's tv production arm.



MR. MANULIS

In effect, Mr. Skouras has handed Mr. Manulis a blank check, saying "he can spend as much money as he wants . . . since the future of 20th Century-Fox (in television) rests in his hands."

Then, turning to the producer, he added, "God help you if you don't do a good job."

According to Mr. Manulis, the blank check is substantial; initially, $15 million have been allocated to cover production of the 16 series—10 of which are "ready to go," nine of these possibly being ready in time for the 1959-60 season. All will be filmed shows, though "should an advertiser so desire," Fox would custom-tailor the shows live as well. Pilots will be shot, although this activity will be "kept to a minimum." Mr. Manulis is planning to tempt agencies and networks on the strength of his past credits.

Though no pitches have yet been made, agencies "have been informed of our plans." Business negotiations will be handled through the William Morris agency and Fox, latter being represented by 20th Century-Fox Vice President Irving Asher and tv Business Manager John Beck.

TCF Productions Inc., the studio's tv subsidiary, will continue but under a different name, it was disclosed. Effective immediately, TCF becomes "Twentieth-Century Fox Television," with access to all of the studio's scattered lots and 28 sound stages. The old TCF group will continue to produce *Broken Arrow* for NBC-TV, and the NTA Film Network's *How to Marry a Millionaire* and *Man Without a Gun* video series, and will also "be available to any outside tv producers who wish to enter into a joint production agreement," Mr. Manulis said.

S. Charles Einfeld, vice president of advertising-exploitation (representing the parent company), pointed out that the 16 programs would be geared for network exposure and that "little thought" had been given to setting up a syndication branch. Asked why Fox had launched such an ambitious program at this time—when most, if not all, of its sound stages were humming with theatrical film production—Mr. Einfeld said simply: "We want to make money." He added, "this in no way means we are any less unhappy over the effect of tv on box-office receipts. But we are an entertainment company in business to produce entertainment of all sorts . . . and obligated to our stockholders to earn profits . . ."

The company hopes to attract advertiser and network support before actually undertaking production — admittedly a risky proposition—and it explains the massiveness of its program by pointing out "we are geared for mass production."

The seven properties that will get top priority:

Mr. Belvedere, 30-minute comedy series based on Fox's theatrical film, "Sitting Pretty" (Clifton Webb) and subsequent Belvedere shows; *Esther Williams Show*, 30-minute dramatic anthology featuring Miss Williams as hostess on weekly basis, as actress on alternate-week basis; *The Many Lives of Dobie Gillis*, 30-minute teen-age situation comedy based on Max Shulman's book and adapted for tv by Mr. Shulman; *Helimarines*, 30-minute action series on the U. S. Marine Corps' latest combat arm, written by unofficial USMC historian Richard ("Guadalcanal Diary") Tregaskis; *Sunny Side Up* (tentative title), 30-minute comedy series dealing with travel agents and designed for Fox contract player Tom Ewell;

Five Fingers, a 30-minute counter-espionage series inspired by Fox's post-war film of the same name which dealt with "Operation Cicero" spy case; *Whodunit*, 30-minute murder melodrama series with a twist: viewers are asked to guess the solution to each episode, then are told in the closing moments.

Beyond these, Fox plans to produce *The Peggy Lee Show*, 30-minute situation comedy interlaced with music; *The 'Forty-Niners*, 30-minute adventure series set in the 49th state of Alaska; *The Nanette Fabray Show*, 30-minute musical comedy series with Miss Fabray; *Tales of Broadway*, undefined series of tv adaptations of Garson Kanin stories produced by the playwright; two series by Broadway author Leslie ("Marriage-Go-Round") Stevens and a romantic adventure series with a South Pacific setting to be developed by Pulitzer prize-winner James M. Michener.

The two series with which Mr. Manulis will be personally identified are *Festival*, a monthly, 90-minute "prestige show" which he hopes will attract the top writing, directing and acting tv talents and *Profile*, a 60-minute dramatic biography series he says was inspired by the "non-chronological" treatment given the lives of singer Helen Morgan, deaf-mute Helen Keller and Irish Dublin Mayor Robert Briscoe on *Playhouse 90*. These seem most likely to get the live treatment should such be ordered.

Fourth ITC Division, Promotions Announced

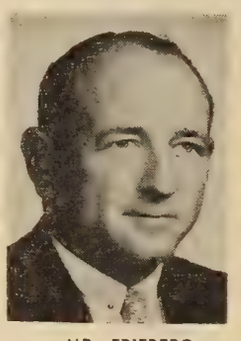
The evolvement of Independent Television Corp. into a "tight tactical sales and service operation" in tv film sales, as expressed by President Walter Kingsley last week, appears complete.

ITC has set up a fourth sales division, that of regional sales, to add to its national sales, Arrow Productions (re-run) and syndicated sales divisions.

Four executive promotions were announced: Hardie Frieberg, assistant general sales manager of the syndicated division, to general manager of all syndicated sales operations, and William DuBois, general sales manager of the syndicated division, to director of operations and sales planning.

Mr. DuBois will supervise traffic, sales service, research and sales planning and development departments and work closely with all sales divisions including sales development, hiring and training of new personnel. Mr. Frieberg will supervise the geographic sales divisions, the New York City sales department and the newly formed regional sales division. The regional sales unit specializes in working with regional advertisers on new, first-run syndicated properties.

In the regional sales division, Kurt



MR. FRIEBERG



MR. DuBOIS

Blumberg, ITC's manager of sales administration, becomes manager of regional sales, eastern division, and Carl A. Russell, formerly with Ziv Television Programs, becomes manager of regional sales, midwest division. Both men report to Mr. Frieberg.

ITC is a new $25 million tv film production-distribution-financing company established for world-wide operation by the Jack Wrather Organization, Beverly Hills, Calif., and Associated Television Ltd., London.

More Production, Distribution For Radio & Tv Packagers Inc.

Radio & Television Packagers Inc., New York, last week announced a stepping up of its production schedule and a reorganization of its distribution set-up.

Effective Dec. 1 distribution of the com-



Season's Greetings

AND BEST WISHES FOR A

HAPPY NEW YEAR

FROM ALL OF US AT

Nothing takes the place of INTERVIEWS in the home

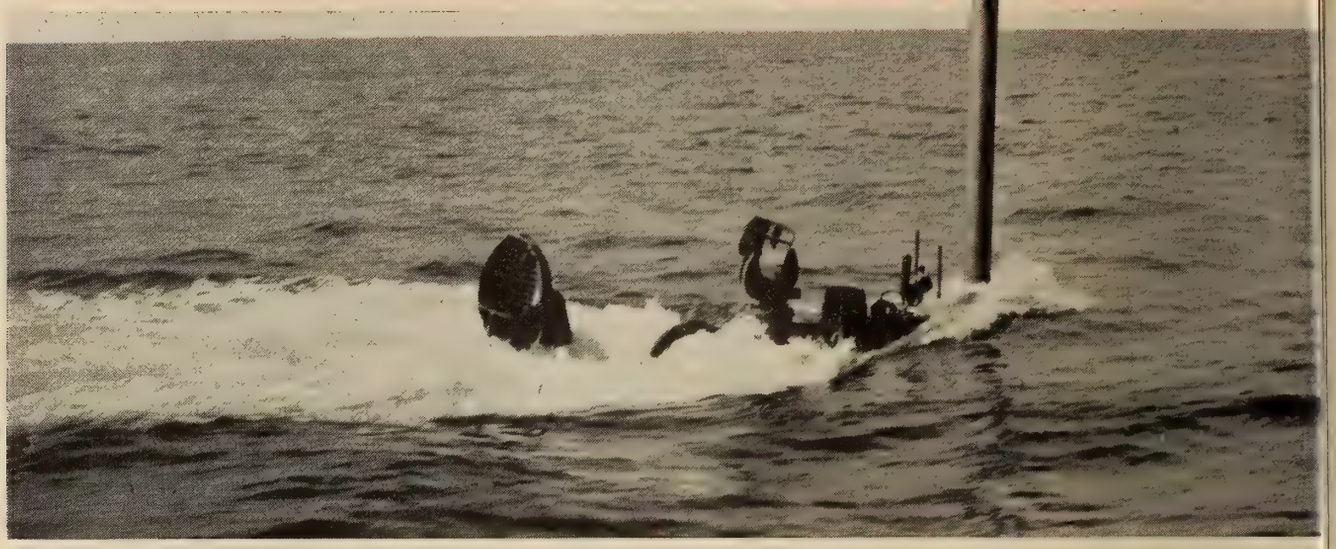
PULSE, Inc.

730 FIFTH AVENUE

NEW YORK 19, NEW YORK

LOS ANGELES • CHICAGO • LONDON

. . . FOR THE SAME REASON THEY



The only logical way you can see where you're going is to look ahead of you. This wisdom is just as profound for people in the business of broadcast advertising as for navigators of submarines. Probably more so, since the deeps and shallows of our national economy in the year ahead are necessarily a matter of uncharted conjecture.

What are the potentials of 1959? More pertinently, what do they mean to you and everyone concerned with the continued health of television and radio advertising during the next 12 months?

Can 1959 be expected to take up where 1958 leaves off? Has the recurring bugaboo of recession been by-passed or merely shelved? Will consumers be confident to spend more of the unprecedented savings amassed during 1958 — and advertising budgets be scaled to tap their enormous buying potential?

Are the electronic media likely to increase their share of the U. S. advertising dollar? What changes seem probable in the general landscape of television . . . of radio . . . of marketing techniques . . . of audience preferences and the ways of evaluating them? How do the experts look to the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy — or the gift of interpretative analysis based upon solid knowledge of what you're analyzing.

In short, it calls for ***perspective.***

And this is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 9, will be called . . . "PERSPECTIVE '59". Within its many pages will be the assembly of facts that not only evaluate 1958's accomplishments, but also the projection of trends forward into the new, enigmatic year of 1959.

Among all publications which purport to speak for the electronic media, only BROADCASTING is equipped by skills, by staff, by insight and foresight, by years of growing-up with television and radio alike to attempt such comprehensive analysis of what conceivably lies ahead.

When you — like the most important decision-makers in TV-radio advertising — open your copy of "PERSPECTIVE '59", in early February, the least evident thing about it will be the many weeks of concentrated effort exerted by BROADCASTING'S editors in quest of everything worth weighing against the future of broadcast advertising. Instead, you will find a completeness of factual content to be kept, studied, read and re-read for many months after its issue date.

Within the framework of anything so compelling, so definitely a working tool of working advertising men, the opportunity for telling *your* own message is as rich as a new-found claim of uranium-bearing ore! Through BROADCASTING — in *any* issue — you command a *PAID* circulation greater than that of the next three TV-radio papers combined. But, with "PERSPECTIVE '59", the bonus of readership and "pass-along" and *re*-readership is well-nigh like winning the sweepstakes.

If you haven't reserved space yet in "PERSPECTIVE '59", we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places!

FACTS?

HERE THEY ARE:

DEADLINE: January 26 for proofs; final deadline, January 30.

RATES: No inflation here. For so much more, the cost is the same as any of BROADCASTING'S 51 other issues of the year!

WARNING: Don't forget that BROADCASTING'S page size goes to a 7-by10-inch format with the start of the year. Check any BROADCASTING office for complete mechanical details.

RESERVATIONS: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.

PUT PERISCOPES ON SUBMARINES!

INVENTORY—1959...

Within this single issue of BROADCASTING, almost 22,000 *PAID* subscribers representing TV-&-radio's most influential people will be reading *the most complete... the most authoritative...* report, diagnosis and forecast of the broadcast advertising status obtainable anywhere. "PERSPECTIVE '59" will bring them (and you) such important features as these:

- **a comprehensive boxscore of estimated TV and radio net time sales—local, spot and network — for 1958, as compiled by BROADCASTING (and contrasted with totals for previous years).**
- **a thorough analysis of how TV and radio advertising volume in 1959 will probably parallel general economic trends — a resume evolved from the considered opinions of such expert analysts as J. Walter Thompson's Arno Johnson, TV-radio forecaster Richard P. Doherty, etc. (Hint: 1959's outlook is better than 1958's.)**
- **a situation report on the attitudes of television and radio audiences, as seen through the eyes (and investigations) of A. C. Nielsen — an analysis accompanied by graphic progress charts.**
- **informed reports by the heads of the two big media promotion bureaus working for television and radio — the by-lined outlooks of TvB's President Norman Cash and RAB's President Kevin Sweeney.**
- **an examination of the TV film situation... whether 1959 will see a shortage of new feature film material... what and which pilot films are in the works... how big the TV film business really is (and will be in 1959)... the facts about all major TV film syndicators.**
- **a look at how videotape is revolutionizing television production — and where it is likely to go during the year ahead — with some side considerations about labor repercussions.**
- **a report on the sturdy resurrection of FM broadcasting, and the factors which again are making it a medium to be reckoned with.**
- **a factual view of technical advances during the past year — with some far-seeing investigations of what the space age technocracy may hold for trans-ocean broadcasting of TV signals and wide-coverage FM relays.**

THESE, AND OTHER IMPORTANT CONTENTS, will make "PERSPECTIVE '59" an exhaustive, provocative inquiry into every area of broadcast advertising activity upon which the success of TV and radio in 1959 depends. *Nowhere else will facts of such scope and authority be available!* And no single issue of any TV-radio business publication will command the attention or interest to be earned by "PERSPECTIVE '59".

THE COROLLARY IS OBVIOUS! If *you* are part of the broadcast media picture, don't get left out of this one. The people whose time-buying plans determine your future will spend more time than ever with this issue. Why shouldn't they read about *you* while they're doing it?



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

pany's products will be handled by Jay Williams Assoc., New York, in the East; John A. Ettlinger Assoc., Los Angeles, in the West and Barry Grafman & Assoc., Chicago, in the Midwest. Sterling Television Co., New York, represented the company domestically until Nov. 26, William D. Cayton, R&TP president, said. Fremantle International Inc., New York, continues to handle foreign distribution for Radio & Television Packagers Inc. The company is producing 104 additional episodes of its *Cartoon Classic Serials,* five-minute animated cartoons (raising total number of segments to be offered to 208); a half-hour comedy series, featuring Jimmy Savo, designed for network sale, and a 13-episode series centering around U.S. Olympic gold medal winners.

R&TP's offices are at 11 E. 40th St. Telephone: Lexington 2-1717.

Ambitious Sale-Production Plan Charted by Jones for CBS Films

An ambitious sales and production program for CBS Films Inc. during 1959 was charted last week by Merle S. Jones, president, CBS Television Stations Div., during a meeting of the organization's sales managers and account executives.

Mr. Jones, whose division embraces CBS Films, included the following as part of the unit's objectives for the coming year: sale of four to six CBS Films programs on the television networks; improvement of merchandising and sales service support; strengthening of its activities in the international market; importation of new product from abroad, and distribution of "the finest television news service available."

The week-long meeting opened last Monday (Dec. 8) with announcement of organizational changes dividing the creative and administrative direction of CBS Films (see this page).

Fred J. Mahlstedt, director of operations and sales services, told the meeting that servicing program syndicates by CBS Films now is "a million dollar operation." He described functions of the various departments, including sales service, sales promotion, research, distribution, merchandising, advertising and publicity. In addition, he said, CBS Films employs the facilities and services of other CBS departments, such as legal, accounting, credit, business affairs, auditing, tax and music clearances.

Other CBS executives who addressed the meeting were Frank Stanton, CBS Inc. president; Louis G. Cowan, president, CBS-TV network; Hubbell Robinson Jr., CBS-TV executive vice president in charge of programs and Sig Mickelson, vice president and general manager of the CBS news division. Announcement was made during the meeting that two new half-hour shows now are available for regional and national syndication by CBS Films. They are *Silent Saber,* consisting of Revolutionary War stories and *Rendezvous,* a dramatic anthology. *Air Power,* 26 half-hour episodes previously carried on CBS-TV, also is being syndicated.

CBS FILMS GEARS FOR GROWTH

CBS Films Inc. was split down the middle last week, with production and business set up as separate units, in a move attributed to past growth and plans to expand.

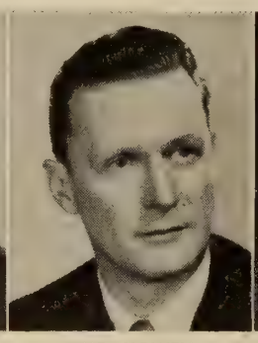
Leslie T. Harris, vice president and general manager of CBS Films, was named vice president in charge of production; Sam Cook Digges, general manager of CBS-owned WCBS-TV New York, was moved to CBS Films as administrative vice president; John F. Howell, sales manager of the film arm, was promoted to vice president and general sales manager, and Fred J. Mahlstedt, operations director, was appointed director of operations and sales services, domestic and international.



MR. HARRIS



MR. DIGGES



MR. HOWELL



MR. MAHLSTEDT

Frank Shakespeare, general manager of WXIX (TV), CBS-owned uhf station in Milwaukee, was advanced to general manager of WCBS-TV, succeeding Mr. Digges, and Richard P. Hogue, WXIX general sales manager, was named general manager of the Milwaukee station.

The changes were announced by Merle S. Jones, president of the CBS-TV Stations Div., last Monday (Dec. 8) at the opening session of a week-long meeting of CBS Films sales managers and account executives in New York (see this page). The new assignments were effective immediately.

"We are coming to the close of a year of substantial growth in domestic as well as international business," Mr. Jones explained. "We are turning in to 1959 with broad expansion plans that necessarily call for distribution of responsibilities.



MR. SHAKESPEARE



MR. HOGUE

"CBS Films intends to create, on its own and in cooperation with outside producers at home and abroad, the finest, best balanced catalog of films available for syndication and network uses."

Mr. Jones said the enlarged production schedule would require "the exclusive attention of our creative head, Leslie Harris, and an enlarged production staff." He pointed to Mr. Digges' record as head of "the nation's No. 1 television station" and said that Mr. Howell "has directed the most impressive sales season in the history of CBS Films."

Mr. Harris and Mr. Digges will report to Mr. Jones, Mr. Howell and Mr. Mahlstedt to Mr. Digges.

Details of the expansion program were not made public, but the consensus was that it would not involve the formation of a CBS Films production center, at least in the immediate future. Rather, the company was expected to continue to lease facilities as needed for its own productions and work with outside producers on other programs.

Mr. Harris, head of CBS Films since 1954, is a former radio-tv director of Colgate-Palmolive Co. (1951-53), national program director of NBC Radio (1948-51) and radio director of Benton & Bowles (1943-48). He was vice president and partner in Bernard L. Schubert Inc., production firm, immediately before joining CBS Films.

Mr. Digges joined CBS in 1949 as account executive in the tv department of CBS Radio Sales, moved to Chicago the following year as tv manager of the CBS Radio Sales office there, became eastern sales manager of CBS-TV Spot Sales in 1952, was promoted to general sales manager of the department later that year, and was named general manager of WCBS-TV in 1954.

Mr. Shakespeare joined Procter & Gamble's sales division in 1947, entered radio in 1949 at WOR New York, subsequently moved to CBS-TV Spot Sales as account executive, became general sales manager of WCBS-TV in 1954 and general manager of WXIX in 1957.

FILM SALES

NHK Tokyo, Japan, which earlier this year purchased package of 15 theatrical films for tv from Atlantic Television Corp., N. Y., has signed for Atlantic's packet of *Dr. Christian* features.

Kansai Television Corp. has bought *Rescue 8,* Screen Gems, adventure tv series about Los Angeles rescue squad, for showing in five Japanese cities.

Gross-Krasne-Sillerman Inc., N. Y., reports its new *Glencannon* comedy tv film series, starring Thomas Mitchell, has been sold in 90 markets, including latest sales to Blue Plate Foods, New Orleans, and G. Heilemann Brewing Co., Chicago.



HIT THE RATING JACKPOT WITH WARNER BROS.

WARNER BROS. FEATURES RECEIVED AT LEAST TWICE THE RATINGS OF THE NEXT HIGHEST STATION, EVEN IN SIX OR SEVEN STATION MARKETS

HUMPHREY BOGART	CHAIN LIGHTNING HIGH SIERRA CASABLANCA	San Francisco Baltimore Cincinnati	KPIX WMAR WKRC	**14.1** vs 6.4, 4.4 **23.5** vs 5.7, 12.9 **17.5** vs 5.6, 0.8
ERROL FLYNN	CHARGE OF LIGHT BRIGADE OBJECTIVE BURMA THEY DIED WITH THEIR BOOTS ON	Binghamton Philadelphia Miami	WNBF WFIL WTVJ	**14.7** vs 7.3 **12.3** vs 2.2, 4.9, 1.7 **19.5** vs 3.7, 2.6
BETTE DAVIS	THE OLD MAID JEZEBEL WINTER MEETING	Stockton Sacramento New York	KBET KCRA WCBS	**11.0** vs 3.8, 2.7, 1.4, 0.5, 1.2 **18.2** vs 8.8, 4.4 **14.8** vs 7.7, 5.4, 2.5, 3.1, 0.2, 0.9

a.a.a.p.

United Artists Associated, Inc.

345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

NEW YORK
CHICAGO
DALLAS
LOS ANGELES

OVERSIGHT REPORT MAY BE ROUGH

Seven members of the 11-man Legislative Oversight Subcommittee held three sessions in Washington last week without giving final approval to the investigative body's report.

On several phases concerning the FCC and other regulatory agencies, the congressmen were in agreement. They were considering a 30-plus page draft prepared for their consideration by Chief Counsel Robert Lishman and other staff members. Several changes were directed to be made in the preliminary draft and the subcommittee will re-assemble in Washington Dec. 29 for final action. The report must be submitted to Congress by Jan. 3, when the subcommittee's current authorization expires.

Following last week's meetings, one of those present predicted that "They [agencies, attorneys, congressmen and licenseholders] are going to be amazed at the tough treatment . . ." the report will recommend. Receiving lengthy discussion was the method of selection of agency chairmen (in most instances, including FCC, now appointed by the President) with the consensus of opinion being that the chairman should either be rotated yearly or elected by the commissioners themselves. However, the committee did not give final approval to this point.

"Plenty of teeth" were promised for provisions of the Communications Act, and other agency authorizations, dealing with ex parte contacts and attempts to influence. One paragraph of the report, given preliminary approval, states that any contacts by members of Congress, the Executive Branch, attorneys, parties in contested cases or anybody else, either written or verbal, "should" be made a part of the public record. Stiff criminal penalties for violators will be recommended.

On the question of making all correspondence from members of Congress public, a participant in the closed meetings stated Thursday (Dec. 12): "We've either got to do that or do nothing at all." At the same time, he expressed doubt the Senate would approve such a measure. Such a provision was included in a House-passed version of the 1952 McFarland Amendments to the Communications Act but was killed in joint-committee conferences.

A definite recommendation will be made that the provision of the Communications Act authorizing commissioners to accept honorariums be repealed. However, the report presently is silent on the question of broadcasting associations paying commissioner's expenses for speech-making trips. In its interim report last spring, the subcommittee questioned the propriety of industry payment of expenses and called on the Comptroller General to clarify "conflicting" statements in this regard [LEAD STORY, April 7]. The conflict, as yet, has not been cleared up.

The FCC will receive "considerable criticism" in the subcommittee report on the Commission's handling of patent and antitrust matters. As reported earlier in BROADCASTING [GOVERNMENT, Nov. 24], the report also will include a recommended across-the-board code of ethics for all agencies. Five of the six agencies under the subcommittee's jurisdiction have submitted proposed codes—only the FCC is lacking. The code would include "civil and criminal" penalties for violators.

Lending further credance to reports the subcommittee will be continued in some form [GOVERNMENT, Nov. 24], one member promised "A very comprehensive report, not only as to very definite recommendations but also further study."

The report, as currently drafted, pointedly avoids any criticism of the method of selecting commissioners and verifying their qualifications, although these two items have been criticized by members of Congress, including some on the subcommittee. It was reported this subject was being omitted because it would constitute a direct slap at the Senate, which has the responsibility for approving Commission appointments made by the President.

Members of the subcommittee present for last week's deliberations included Chairman Oren Harris (D-Ark.), Reps. John Bell Williams (D-Miss.), John J. Flynt Jr. (D-Ga.), Peter F. Mack Jr. (D-Ill.), Charles Wolverton (R-N. J.), Joseph P. O'Hara (R-Minn.) and Robert Hale (R-Me.). None of the three Republicans will be members of the upcoming 86th Congress—Reps. Wolverton and O'Hara having retired and Rep. Hale was defeated for re-election. Not present last week were Reps. Morgan Moulder (D-Mo.), John Moss (D-Calif.), John Bennett (R-Mich.) and John W. Heselton (R-Mass.). Rep. Bennett is the only minority member returning from the 86th Congress and is expected to be present when final approval of the report will be made after Christmas.

Ten-Days Jail for Marie Torre Unless Court Modifies Sentence

Marie Torre, *New York Herald-Tribune* radio-tv columnist, who sought to maintain the anonymity of a news source in court and was sentenced to 10 days in jail for her efforts, declined to comment last week following the refusal of the U.S. Supreme Court to review her case. The high court's refusal will mean that columnist Torre will be required to serve her jail sentence for criminal contempt unless the U.S. District Court in New York modifies it. The refusal does not mean that the Supreme Court necessarily approves of the lower court decision, nor does it set a legal precedent.

Miss Torre had been called as a witness in a pre-trial examination of a more than $1.3 million breach of contract and libel suit filed by singer-actress Judy Garland against CBS [AT DEADLINE, Mar. 18, 1957]. The newspaperwoman refused an order by New York Federal District Judge Sylvester J. Ryan that she disclose the name of a CBS executive who allegedly told her that Miss Garland "is known for a highly developed inferiority complex," which opinion Miss Torre had published in the *Herald-Tribune*.

Judge Ryan's subsequent 10-day jail sentence of Miss Torre for contempt was upheld in an opinion by then Circuit Court of Appeals Judge Potter Stewart, now on the Supreme Court. In that opinion, Judge Stewart declared that the constitutional guarantee of press freedom "must give place . . . to a paramount public interest in the fair administration of justice." Judge Stewart did not participate in last week's action. Justice William O. Douglas thought the Court should have reviewed the Torre case, but four Justices must express such sentiments for a review to take place.

Mack Joins Whiteside in Motion For Choice of Miami Trial Site

A motion by former Comr. Richard A. Mack that his trial be held in Miami was filed last week in the U.S. District Court in Washington.

The government has 30 days to answer this motion, as well as a similar one by Mr. Mack's friend, Thurman A. Whiteside, Miami attorney.

Both were indicted last September for conspiracy to defraud the U.S. government in connection with the award of ch. 10 Miami to National Airlines. Both are free on bail, awaiting trial.

Comr. Mack resigned from the FCC following charges he followed urgings of Mr. Whiteside to vote for National Airlines in the Miami ch. 10 hearings. The indictment charges that Mr. Mack received financial support from Mr. Whiteside for this action.

Civil Antitrust Judgment Made In Philadelphia Radio Case

The Justice Dept. Dec. 5 announced a civil antitrust judgment in the U.S. District Court in Philadelphia which terminated litigation against the Philadelphia Radio & Television Broadcasters Assn. and nine stations in that city. The stations involved were: WHAT, WDAS, WIP, WIBG, WFIL, WCAU, WJMJ, WPEN and WFLN.

The judgment was entered with the consent of all the defendants and follows by more than a year the branding of these same defendants as violators of the criminal antitrust law [LEAD STORY, June 17, 1957]. In the criminal proceedings, the stations were fined $1,000 each and the association $5,000.

The government's original complaint of two years ago had charged that the defendants had agreed to adhere strictly to the time rates established for each station. Last week's final judgment contained appropriate injunctive relief ending these alleged activities. The local radio-tv association "is in the process of dissolution and the judgment requires that such dissolution be carried to a conclusion," announced Justice.

Information Hearing in January

Hearings by the Senate Constitutional Rights Subcommittee on S 2148, freedom of information bill, have been postponed until January. Sen. Thomas Hennings (D-Mo.), chairman of the subcommittee and sponsor of the legislation, maintains that a companion bill (HR 2767) passed last summer [LEAD STORY, Aug. 18] does not plug all the loopholes.



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than any other Philadelphia radio station.

Represented nationally by
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Broadcast Stock Deals Shown in SEC Reports

The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. These are based on reports submitted to SEC during the period Sept. 11 to Nov. 10. Common stock is involved, unless otherwise indicated.

Admiral Corp.—Wallace C. Johnson exercised option to purchase 800 shares, increasing his holding to 4,800 shares; John F. Gilbarte purchased 1,800 shares, his only stock in firm.

Avco Manufacturing Corp.—Curry W. Stoup exercised option to purchase 2,000 shares, giving him 2,250 shares; H. Webster Crum acquired 3,000 shares but disposed of 2,900, leaving him with 500; W.A. Mogensen decreased his holdings to 1,000 shares by selling 2,000; K.R. Wilson Jr. bought, and then sold, 500 shares, maintaining previously held 2,500 shares.

Columbia Pictures Corp.—Fico Corp. bought 6,200 shares, increasing its holdings to 41,358 (in addition, 12 Columbia officers-directors sold 95,135 shares as indirect beneficial owners through Fico).

Allen B. DuMont Labs.—Donovan H. Tyson sold 200, leaving him with no stock.

Emerson Radio & Phonograph Corp.—Percy West, who previously held no stock, purchased 100 shares.

General Dynamics Corp.—Roger I. Harris sold 2,600 shares, retaining 11,261.

General Electric Co.—Oscar L. Dunn bought 330 shares to increase his holdings to 2,360; William Rogers Herod sold 600 shares, leaving him with 8,476; John D. Lockton exercised option to buy 1,500, increasing holdings to 8,019; Francis K. McCune exercised option to buy 1,125 shares, increasing holdings to 8,361; Harold A. Olson bought 594 shares, making his shareholdings 2,901; Gerald L. Phillippe exercised option to purchase 3,000 shares making his holdings 7,623; Mr. Phillippe as custodian also reported holding 300 shares; Clarence C. Walker exercised option to buy 1,125 shares, making his holdings 5,808, and Nathan L. Whitecotton bought 570 shares, increasing his stock to 2,313; Carter L. Redd purchased 450 shares, giving him 2,767 shares (Mr. Redd also holds 1,350 shares in trust and Carter Redd Jr. owns 542 shares); Harold E. Strang purchased 2,650 shares for total ownership of 8,691.

General Tire & Rubber Co.—Dan A. Kimball bought, 1,005 shares in August, boosting his holdings to 5,158; John O'Neil purchased 200 warrants at $60 for common stock, giving him 1,100 shares.

Hazeltine Corp.—Laurence B. Dodds sold 200 shares, leaving him with 322 shares.

Kaiser Industries Corp. and Aluminum & Chemical—Frank M. Cashin sold 300 shares, leaving him with 3,860; R.A. Clayton disposed of 500 shares and now holds 3,539; Chad F. Calhoun sold 1,000 shares, leaving him with 47,787; D.V. McEachern sold 1,000 shares, leaving him with a total of 669,707.

Kerr-McGee Oil Industries—Robert S. Kerr sold 800 shares, retaining 253,191 shares; Robert S. Kerr Jr. disposed of 100 shares, leaving his holdings at 12,170; G. B. Kitchel sold 300 shares, leaving him with 4,384; J. E. Webb sold 1,000 shares, retaining 2,000 shares.

Loew's Inc.—George Killion amended his December 1957 report to show purchase of 13,550 shares; he also reported buying 250 shares in January and 200 shares in May of this year, bringing his present holdings to 15,000 shares; Stryker & Brown (Louis A. Green) acquired 5,400 shares, giving it 150,035.

Motorola Inc.—Paul V. Galvin sold 250 shares, leaving him with 97,903 (plus 155,580 shares held in trust); Robert W. Galvin sold 250 shares, decreasing his ownership to 181,593 shares (plus 155,580 held in trust); Edward R. Taylor increased his holdings by 500 shares to 4,060 total.

National Theatres Inc.—E.C. Rhoden sold 7,500 shares, leaving him with 26,800; Rhoden Investment Co. sold 16,400 shares, leaving it with 26,950.

National Telefilm Assoc.—In separate transactions, Bert Kleiner purchased total of 3,000 shares, giving him 10,000.

Philco Corp.—Henry F. Argento purchased, in separate transactions, 3,000 and 2,500 shares, for total ownership of 5,727.

Raytheon Manufacturing Co.—Ivan A. Getting bought 2,500 shares in August, holdings increased to 2,743; John H. Beedle bought 500 shares for 2,900 total; Carlo L. Calosi acquired 2,000 shares for 3,000 total; David D. Coffin purchased 3,150 shares for 3,303 total; Ray C. Ellis bought 500 shares and sold 35, leaving him with 1,500; Harold S. Geneen bought 250 shares for 15,960 total; Gordon S. Humphrey purchased 1,102 shares and sold 105, leaving him with 2,152; O.P. Susmeyan purchased 2,152 shares, his only stock in Raytheon.

Republic Pictures Corp.—Bernard E. Smith Jr. sold 5,000 shares, retaining 27,550; Mr. Smith's partnership also sold 1,000, leaving none.

Skiatron Electronics & Television Corp.—Arthur Levey sold 28,500 in August (of which 20,500 was in a private transaction), leaving his holdings at 284,831.

Sylvania Electric Products — Curtis A. Haines sold 192 shares, leaving him with 1,004.

Trav-Ler Radio Corp.—Joe Friedman bought 2,000 shares in August, increasing his holdings to 226,233, and bought $18,500 of 12-year, 6% sinking fund debentures, increasing this total to $201,000.

United Artists Corp.—Seward I. Benjamin sold 14,062 shares of Class B to Robert S. Benjamin, leaving S.I. Benjamin with 14,062 shares and increasing R.S. Benjamin's holding to 116,220 shares.

Westinghouse Electric Corp.—Tomlinson Fort sold 300 shares, leaving 1,051; John F. Myers bought 625 shares, increasing his holdings to 1,044; W.O. Lippman decreased his holdings to 1,221 shares by selling 200; WEC Chairman Gwilym A. Price purchased 2,000 shares for 6,116 total.

Zenith Radio Corp. — Hugh Robertson acquired 100 shares for 3,636 total; Joseph S. Wright purchased 200 shares for 1,260 total; Leonard C. Truesdell acquired 100 shares for initial ownership in Zenith.

FCC Sets Aside Grant Of Seattle 'V' to KIRO

The FCC last week set aside its July 1957 grant of ch. 7 in Seattle to KIRO there on the basis of an appeals court's finding in the Indianapolis ch. 13 case that Comr. T. A. M. Craven shouldn't have voted in that FCC decision because he didn't hear oral argument. Comr. Craven didn't hear the October 1955 ch. 7 oral argument, either, because he didn't join the Commission until July 2, 1956.

The Commission set new oral argument for Jan. 30 on the ch. 7 case.

The FCC also last week set oral argument for next Jan. 23 in the Indianapolis case—in which the U. S. Court of Appeals for the District of Columbia had remanded the Commission's March 1957 grant of ch. 13, now WLWI (TV), to Crosley Broadcasting Corp. [GOVERNMENT, June 23]. The grant had been appealed by WIBC Indianapolis, losing applicant.

In the Seattle case, the Commission permitted KIRO to continue operating ch. 7 (KIRO-TV) pending the final outcome of the case. The FCC had taken parallel action in letting Crosley operate WLWI in Indianapolis until that case is finally resolved.

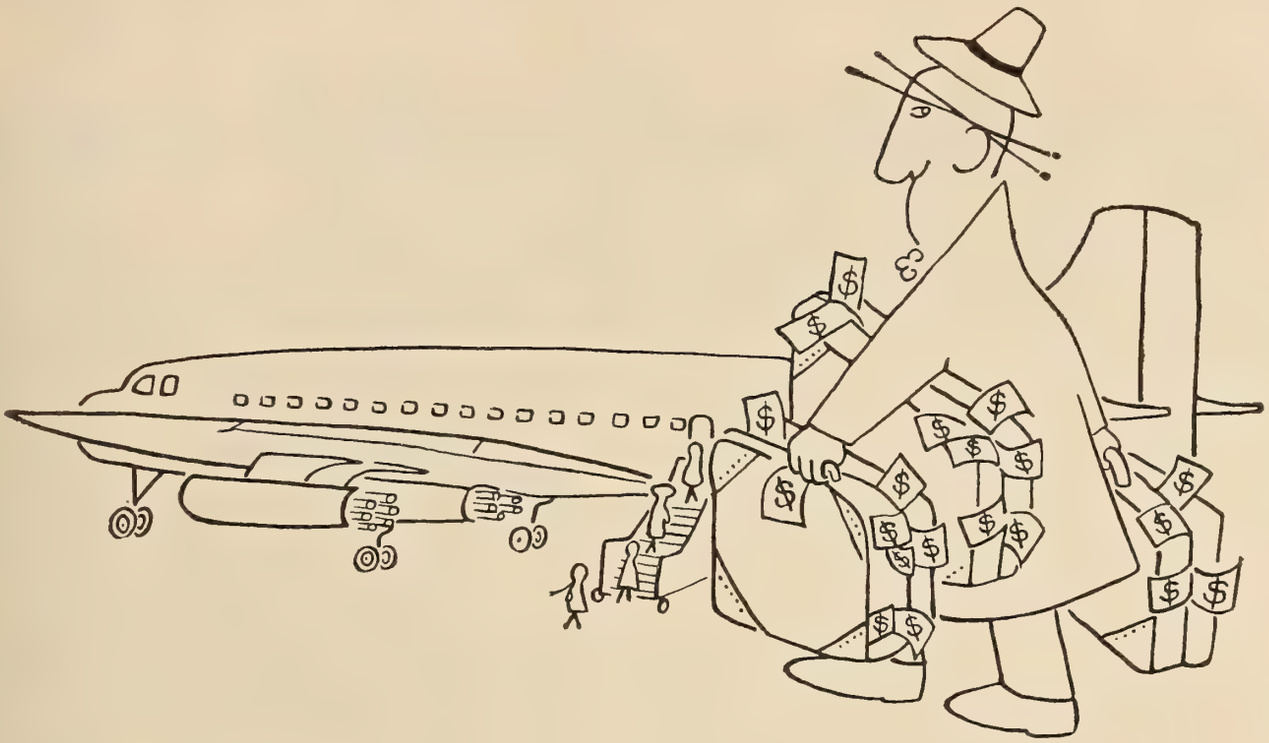
Last week's ch. 7 decision was made as a grant, in part, of petitions by losing applicants KXA and KVI Seattle for reconsideration and rehearing of the grant made in 1957 [GOVERNMENT, July 29, 1957]. The contestants, the FCC said, may make oral argument on all exceptions which have been previously filed to the 1955 initial decision, a later supplemental initial decision on the issue of KIRO's qualifications and on procedural errors charged by KXA and KVI in their requests for reconsideration of the grant.

Both KXA and KVI had claimed in their petitions that Comr. Craven shouldn't have voted because he did not hear the first (and principal) oral argument, made before he came to the FCC.

Last week's order said the FCC is of the opinion that, in view of the appeals court's remand in the Indianapolis case, the Seattle ch. 7 grant should be vacated and the case reset for oral argument.

The FCC issued instructions to its staff last March 12 to prepare documents looking toward denial of the KXA and KVI petitions for reconsideration, but never followed through with an order.

The FCC vote in the Seattle grant was 3-2, Comrs. Robert T. Bartley, Craven and former Comr. Richard A. Mack favoring, and Chairman John C. Doerfer and Comr. Robert E. Lee dissenting. Comr. Rosel H. Hyde was absent in Oregon during the vote. The Commission had a vacancy at the time, due to the resignation of former Chairman George C. McConnaughey, and had a temporary membership of 6.



Our dollars travel to work where they're needed

There is a definite pattern and purpose, beneficial to the nation's economy, in the geographical distribution and in the industrial diversification of life insurance investments.

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Everything for the

including the sync!

General Electric television studio equipment is designed for ease of operation, economy, adaptability and simple maintenance.

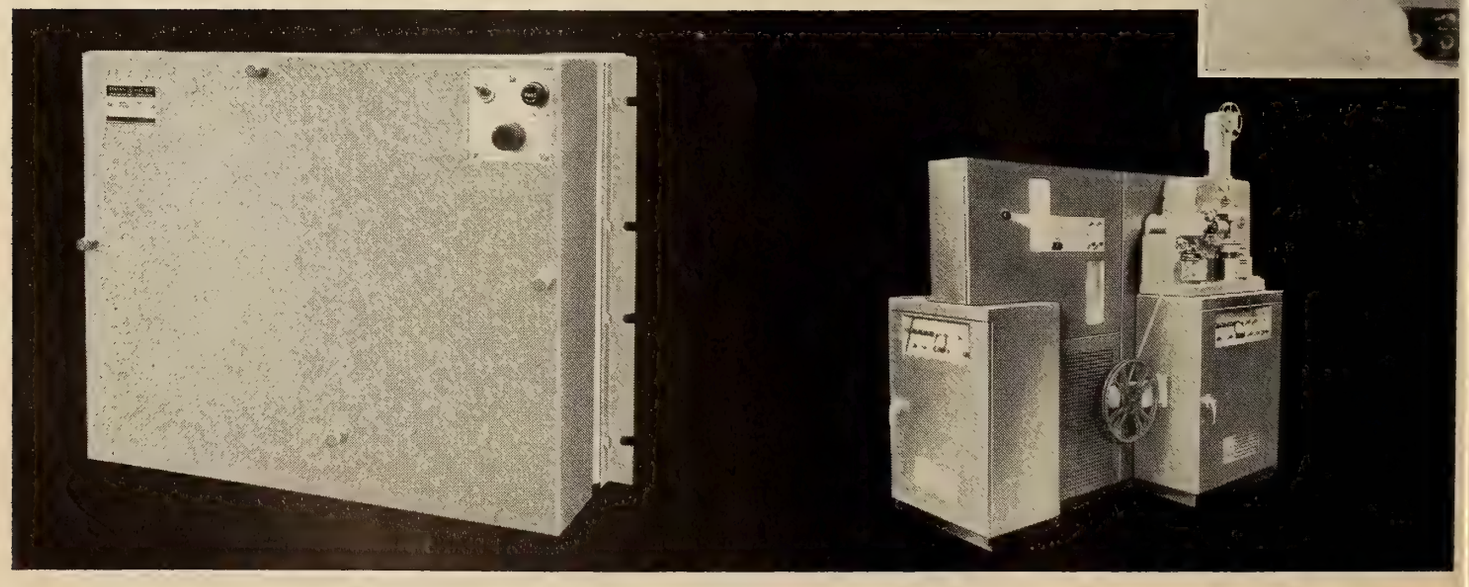
A good example is G.E.'s new synchronizing generator.

Much smaller than previous units, it takes only 14 inches of rack space — requires far less power. Computer-type circuits using industrial-grade transistors assure maximum reliability at minimum cost. Only *two* operating controls are necessary because of the extremely stable design. The built-in power supply operates from a 90 to 135 volt input and convenient test jacks simplify servicing.

Cost-conscious TV stations across the country are turning to G-E video equipment for easier, more economical operation. For the full story, call your Broadcast Equipment representative or write Broadcast Sales Manager, Technical Products Dept., Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric, 150 E. 42nd Street, New York, N. Y.



WSYR's efficient new radio and television center in Syracuse, N. Y. employs G-E "Customer-Oriented" audio and video amplifiers, cameras, controls, monitors, power supplies, pick-up devices, synchronizing equipment, speakers, accessories, power supplies, and other rack-mounted equipment.

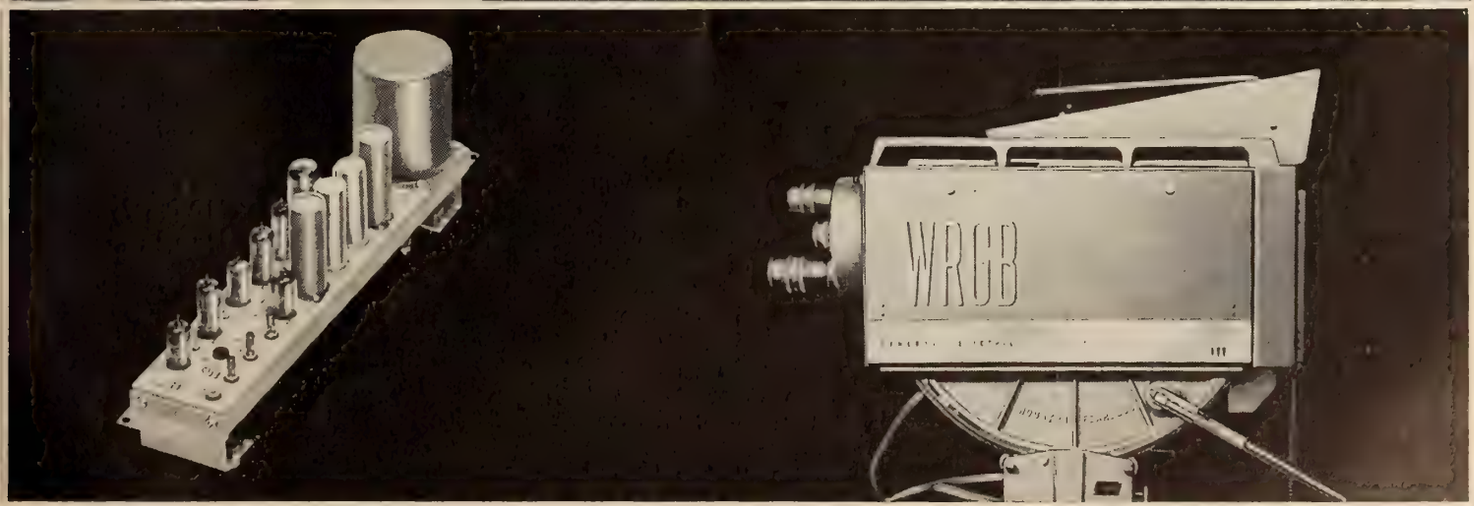


G.E.'s new transistorized sync generator the Type PG-4-B, features low power consumption, high stability and low heat output. Takes only 14 inches of rack space; built-in power supply operates from a 90 to 135 volt input.

The G-E "flying spot" scanner channel Type PE-12-C handles film and slides in monochrome and color with equal operating ease. No registration or variable density problems—low operating and maintenance costs. New AGC system makes it unnecessary for the operator to ride gain under most conditions. Automatic shrinkage compensator, automatic focusing produce an undistorted, clear picture at all times.

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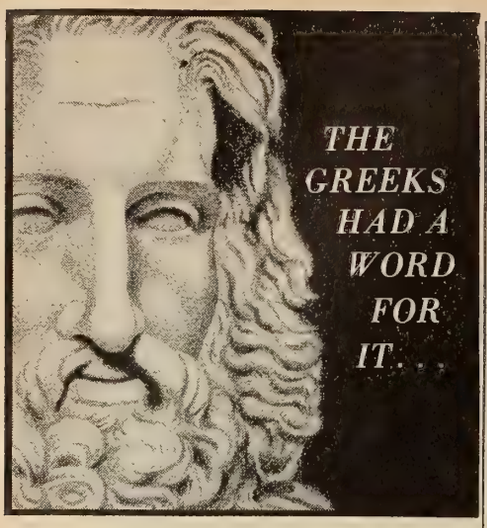




The versatile G-E video AGC amplifier Type TV-95-A improves any vidicon's picture quality by supplying a constant signal level without continuous manual gain riding.

General Electric's compact transistorized color television camera Type PC-10-A is shorter, smaller, lighter, more maneuverable, more reliable than any of its predecessors in the industry.

GENERAL ELECTRIC



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here*.

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

Justices Deliberate Antitrust-FCC Issue

When the FCC approves a transaction between two licensees does this debar the Justice Dept. from bringing an antitrust action against the parties, or either one of them?

This significant question is being mulled by the U.S. Supreme Court following argument last week.

At issue is the government's contention that the Justice Dept. can sue RCA-NBC on an antitrust violation charge even though the FCC in 1955 approved the exchange of radio and tv stations between NBC and Westinghouse.

The government's suit was dismissed last January by a federal judge in Philadelphia. The court said that the Justice Dept. should have intervened before the FCC while the Commission was considering the swap.

If the lower court's ruling is upheld by the Supreme Court, an upheaval in the FCC's role on antitrust violations is seen. Up to now the FCC has maintained that it is not responsible for determining Sherman Act violations. It has held that this is for the Dept. of Justice to arbitrate.

Lee J. Rankin, solicitor general of the U.S., argued that if the lower court's decision "is upheld it would 'deal' a blow to the whole antitrust machinery of the government." A court is the only tribunal to try charges of antitrust violations, he asserted. The FCC's consideration of alleged monopoly infringements cannot be determinative, he said, because this is only one factor in a series considered by the Commission in judging the public interest.

The RCA-NBC position, that the FCC's action in approving the station exchanges prohibits the Justice Dept. from bringing suit "on the same set of facts," was argued by Bernard G. Segal of Philadelphia.

Mr. Segal charged that the Justice Dept. was seeking to set aside the very action approved by the FCC after "extensive" investigation. He pointed out that the Justice Dept. was kept "fully informed" of all the charges and allegations and did not act until seven months after the transactions were consummated.

The Justice Dept. charged that NBC threatened Westinghouse with loss of affiliations unless it agreed to the station swaps. These allegations were the basis for the Commission's investigation of the agreement whereby Westinghouse turned over to NBC its Philadelphia stations in exchange for NBC's Cleveland stations plus $3 million.

The transfer was approved Dec. 21, 1955, by a vote of five to one (Comr. Bartley dissenting). Justice filed its complaint exactly one year later.

Federal District Judge William H. Kirkpatrick last January dismissed the suit on the ground that the FCC has primary jurisdiction and that once the Commission approved the transaction no other government agency could attack it in the courts [AT DEADLINE, Jan. 13].

NBC's Philadelphia stations are also on the receiving end of another attack. Philco Corp., Philadelphia radio-tv appliance manufacturer, in 1957 protested the renewal of the licenses of WRCV-AM-TV Philadelphia. The FCC dismissed the protest on the ground Philco had no standing. A court of appeals upheld the FCC and Philco asked the Supreme Court to review this ruling. Last month the Supreme Court asked the Solicitor General to ascertain the FCC's views [GOVERNMENT, Nov. 17].

'Globe' Petitions to Intervene In Boston Ch. 5 Remand Hearing

The *Boston Globe* last week petitioned the FCC to intervene in the Boston ch. 5 remand hearing. The newspaper claimed it not only had the right to be a party in the hearings, but said it had new evidence to present.

The Boston ch. 5 case was remanded to the FCC by the U.S. Court of Appeals last July. The court sent the case back because there were allegations that some parties had made off-the-record representations to FCC commissioners. The court, however, upheld the Commission's grant to WHDH Inc. (*Boston Herald-Traveler*). The charges were aired before the House Committee on Legislative Oversight earlier this year and involved alleged contact with then Comrs. Richard A. Mack and George C. McConnaughey.

Two weeks ago the Commission reopened the hearing record and assigned Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, to hear the case.

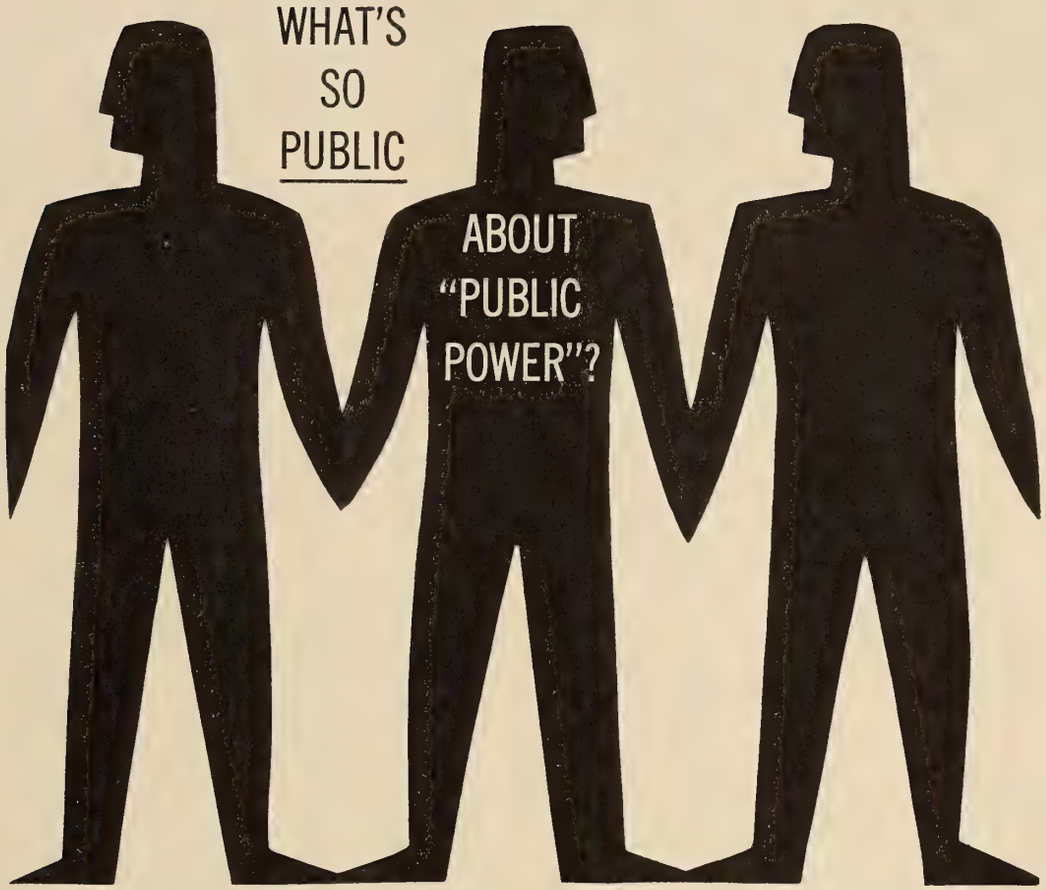
The *Boston Globe* attempted to intervene in the Boston ch. 5 case when the grant was originally made in 1957. It alleged then that principals of the *Boston Herald-Traveler* threatened to use its tv station to drive the *Globe* out of business. WHDH Inc. won the final FCC decision by a vote of four to two (Comrs. McConnaughey, Mack, John C. Doerfer and Robert E. Lee favoring, Rosel H. Hyde and Robert T. Bartley dissenting). Comr. T.A.M. Craven abstained.

Other parties in the original hearing, who are also parties in the rehearing, are Greater Boston Television Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. The Dept. of Justice was invited to participate *amicus curiae*.

Purchase of Rest of KNAC-TV By Reynolds Requires Hearing

The FCC last week told broadcaster-publisher Donald W. Reynolds a hearing is necessary on the concentration of control issue in Mr. Reynolds' proposal to buy the remaining 51% of KNAC-TV Fort Smith, Ark. (ch. 5), from Harry Pollock for $350,000, giving Mr. Reynolds sole ownership [CHANGING HANDS, Sept. 8].

The Commission said the application for sale made no showing on the factors of size, extent and location of the area to be served, the number of people to be served and the extent of other competitive services in the area; nor, the FCC said, was there any statement as to whether Mr. Reynolds would



"Public power" is a favorite term of the proponents of federal government electricity. But what's so *public* about "public power"—except that the public pays for it through taxes?

The public never asked for federal government electricity in the first place. Opinion polls show that most Americans would rather have the independent electric companies run the electric business.

And nine-tenths of the public doesn't get the *electricity* from the federal power systems. That goes to the relatively few "preferred customers" near the government power plants.

But the public *pays* for it—and pays plenty! To date, about 5½ *billion* dollars in tax money has been spent to build federal government electric systems. These billions are just a beginning if the "public power" pressure groups have their way. Right now they're pressing hard for 10 billion *more!*

And the whole program is so unnecessary. The independent electric companies are ready and able to provide all the electricity the nation will ever need —without using tax funds.

So far, the federal "public power" lobbyists and pressure groups have succeeded with this multi-billion-dollar tax grab because the public doesn't understand the facts and forces behind it. But informed Americans can stop it.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

set station rates in combination with his other broadcast properties.

Mr. Reynolds owns KFSA-AM-FM Fort Smith, KBRS Springdale, Ark., KHBG Okmulgee, Okla., KORK Las Vegas, Nev., KOLO-AM-TV Reno, KLRG-TV Henderson, Nev., and KGNS-TV Laredo, Tex. Mr. Reynolds also publishes the *Times Record* and *Southwest American,* Fort Smith's only daily newspapers, and several elsewhere.

Hoffman, Lee Get Uhf Grant

The FCC last week granted Pacific Broadcasters Corp. a construction permit for ch. 39 Bakersfield, Calif. Pacific Broadcasters is owned by electronics manufacturer H. L. Hoffman, 60%, and Terry H. Lee, 40%, former president and general manager of KOVR (TV) Stockton. The grant was made with the provision that ch. 39 might be changed to another channel as a result of pending rulemaking. Ch. 10 KERO-TV, ch. 29 KBAK-TV, both Bakersfield, and Kern County Broadcasting (applicant for ch. 17 Bakersfield) had filed objections to the Hoffman-Lee application.

FCC Okays Translator Switch

The FCC last week granted assignment of tv translator W79AA Claremont, N. H., from William L. Putnam Stations to ch. 3 WCAX-TV Burlington, Vt., for $3,600 including the lease of equipment for three years with option to renew or buy.

FINAL AFTRA OFFER GIVEN TO NETWORKS

- **Still at odds on 'policy'**
- **Major stumbling block: VTR**

The American Federation of Television & Radio Artists and the radio-tv networks were scheduled to meet in New York in an informal session last Friday afternoon (Dec. 12) to discuss an offer that AFTRA regards as its "final package." The old pact between AFTRA and the networks expired on Nov. 15 but performers have remained on the job.

The belief was that last Friday's informal meeting would be followed by a formal session today (Dec. 15). Sources close to AFTRA indicated that insofar as the union was concerned, this proposal was "final." It was said to represent the thinking of AFTRA's executive board, which met in New York last Wednesday, and of the key locals in Chicago and Hollywood. Though AFTRA spokesmen would not divulge the contract proposal, one official said: "This offer is one that both the networks and the union can live with."

It was reported that agreement has been reached on "money matters" but not on "policy matters." Areas said to be holding up an agreement include "stockpiling"; the size of announcing staffs (union wants guarantees against staff reduction because of use of videotape), and the question of the networks' right to use tapes made by independent producers, who use Screen Actors Guild personnel.

The networks and the union did not hold negotiation sessions last week until the Friday meeting, with the union devoting itself to formulating an offer it now regards as "final." The union already has received strike authorization from its members.

Talks have been held since late September. The main issue has been the new technique of videotape in all its ramifications. A satisfactory wage and re-use pattern is reported to have been evolved, said to be "considerably higher" than the Screen Actors Guild pattern with film studios covering tv film commercials and programs.

Network officials, meanwhile, were concentrating last week on contract talks with the Radio and Television Directors Guild, which forwarded its proposals to the networks on Dec. 4 [PERSONNEL RELATIONS, Dec. 8]. An all-day session was held last Thursday (Dec. 11) at which the networks sought clarification from RTDG of some of its demands. Negotiations will continue this week. This contract is slated to expire on Dec. 31.

Suit Testing AFM Trust Fund Up Today for Pre-Trial Hearing

A pre-trial hearing has been set for today (Dec. 15) on the first of four lawsuits brought by Hollywood musicians, members of Local 47, American Federation of Musicians, against the trust funds established by former AFM President James C. Petrillo. In this case, the plaintiff musicians allege that in negotiating its agreement with the phonograph recording industry, AFM improperly demanded that the employers make increased payments to the trust funds instead of increasing the wages of the musicians employed in the making of phonograph records.

Suit was filed two years ago [PERSONNEL RELATIONS, Nov. 26, 1958], followed by similar suits covering transcriptions, tv film scores and the sale of theatrical films to tv. Numerous legal skirmishes have advanced the litigation to the point at which the first case, the phonograph recording suit, is expected to come to trial early next year, probably in February or March, in Los Angeles Superior Court. Meanwhile, some $2 million dollars in payments which employers have contracted to pay into the trust funds is being held in receivership in Los Angeles by court order.

As a sidelight to those proceedings, Judge Lynch of Santa Monica (Calif.) Superior Court on Dec. 5 denied a motion to remove Cecil Read, Earl Evans, Uan Rasey and Bill Ulyate as trustees of the Musicians' Defense Fund, raised among members of Local 47 to carry on the litigation. The motion was based on a charge that since Mr. Read and the others were among the organizers of Musicians Guild of America as a rival union to AFM, they were no longer proper trustees of a fund established by members of AFM Local 47. With consent of all parties, the court continued the order restraining the use of defense fund money to aid MGA.

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

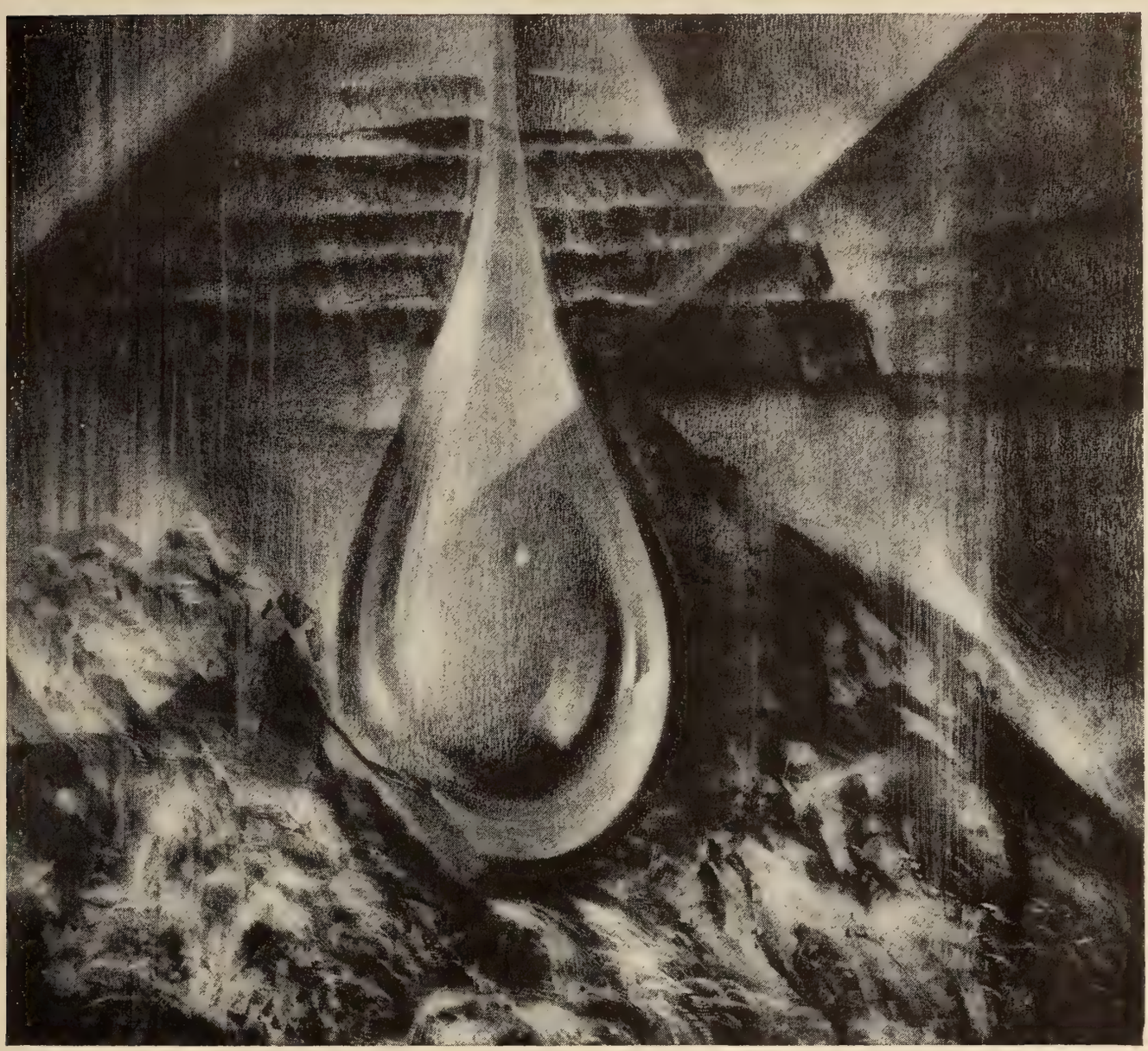
WSYR • TV

NBC Affiliate



Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.



THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low grade ores by washing away the useless sandy particles. Thus they obtained a high grade ore from a low grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than ⅓ of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.

USS is a registered trademark

USS United States Steel



Look who's advertising on TV now!

Local businessmen — most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons — brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

RADIO ASKS COURT EDICT ON ASCAP

Members of the All-Industry Radio Music License Committee voted unanimously last Thursday (Dec. 11) to go to court for "reasonable fees" for ASCAP music licenses for radio stations.

The move had been anticipated since the committee's negotiations with ASCAP were broken off when both sides agreed Dec. 3 that they were "hopelessly apart" and further discussions would serve "no useful purpose" [LEAD STORY, Dec. 8].

The committee authorized Emanuel Dannett, its counsel, to send letters immediately to the approximately 640 stations contributing to the committee's support, advising them what steps they must take to assure themselves of the right to continue using ASCAP music after current licenses expire Dec. 31. This letter was expected to go into the mails over the weekend. Another letter was slated to go to all other radio stations early this week.

Under the ASCAP consent decree as amended in 1950, any station applying to ASCAP for a license may continue using ASCAP music while rates are being determined. ASCAP must respond to this application by offering terms. The station may accept the terms or, if it considers them unreasonable, negotiate for better ones. If agreement is not reached within 60 days the station may then ask the U. S. District Court for the Southern District of New York to fix reasonable fees in a rate proceeding.

Issued by Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry group, the announcement of last week's decision said that efforts to work out "an equitable formula" for the use of ASCAP music had been met by refusal by ASCAP "to make any concession to the radio industry. As a consequence, members of the committee were of the opinion that they had no recourse other than to bring a court proceeding to have fees fixed."

He said the stations represented by individual members of the committee voted unanimously to go to court.

Committee members present at last week's meeting were Chairman Mason; George W. Armstrong, WHB Kansas City, KOMA Oklahoma City, WTIX New Orleans, WQAM Miami and WDGY Minneapolis; Cy N. Bahakel, WRIS Roanoke, and WWOD Lynchburg, Va., WKOX Kosciusko and WABG Greenwood, Miss., WKIN Kingsport, Tenn., and WLBJ Bowling Green, Ky.; Richard D. Buckley, WNEW New York and WHK Cleveland; Herbert E. Evans, WGAR Cleveland and WRFD Worthington, Ohio, WTTM Trenton, WMMN Fairmont, W. Va., and WNAX Yankton, S. D.; Bert Ferguson, WDIA Memphis; J. Wallen Jensen, KSL Salt Lake City; Herbert Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, and WAKY Louisville; Elliott M. Sanger, WQXR New York; Calvin J. Smith, KFAC Los Angeles; Sherwood J. Tarlow, WHIL Boston and WARE Ware, Mass., WHYE Roanoke, Va., WWOK Charlotte, N. C., WLOB Portland, Me., and WJBW New Orleans; and Jack S. Younts, WEEB Southern Pines, N. C. Mr. Dannett, as counsel, and his partner, William W. Golub, also participated.

Barring new overtures by ASCAP, committee authorities anticipated no further meeting of the group until early 1959, when preparations will be started for negotiation of new radio music license contracts with BMI. Current BMI contracts expire in March.

International Transmissions Inc. Providing European Coverage

A new "voiced" radio news service, International Transmissions Inc., New York, began operations last week, providing coverage of European news devolopments.

Sumner Glimcher, president of the new organization, said service has begun to WMCA New York; WIP Philadelphia; KOIA Des Moines, Iowa; WOHO Toledo and WHOT Campbell, both Ohio. Initially, the service covers five one-minute news reports on Monday and Thursday only, but plans are to expand to daily coverage.

The reports will be received by radio relay from free lance correspondents in Berlin, Munich, Paris, Rome, Bonn, Geneva, Athens, Stockholm and London; taped in New York, and then relayed to client stations. International Transmissions is at 480 Lexington Ave., New York, N.Y., Telephone: Yukon 6-5706.

BMI's Wall Dies After Stroke

Charles A. Wall, 59, vice president and treasurer of Broadcast Music Inc. and president of Associated Music Publishers, BMI subsidiary, died in New York last Monday (Dec. 8) after a stroke. He joined BMI in 1947 and took the AMP post in 1952. From 1928 until 1941 Mr. Wall was with NBC as budget officer in the treasurer's department and business manager of program department. He served in the Army during World War 11, returning to NBC as vice president in charge of finance in 1945. Mr. Wall retired from the Army Reserve (colonel) earlier this year. Survivors include his wife, two children and brother.



MR. WALL

PLOWING NEW FIELD

Ampex' new mobile videotaping unit will get its first commercial workout Jan. 29 in Yuma, Ariz., when it will be used to pre-tape Ford tractors at work for a closed-circuit program which NBC-TV will put on Feb. 3 for Ford's Tractor & Implement Div.

We taped the weekend shows



Mr. Ken James, Program Director
KENS-TV, San Antonio

"We Videotaped* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

ZECKENDORF: WJAR-AM-TV BUYER

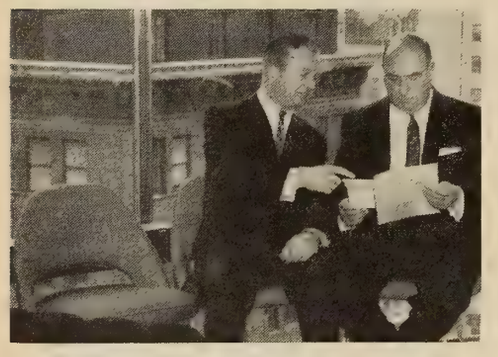
- **Webb & Knapp, Mullins ready to expand in broadcasting**
- **Stevens out of Providence deal; Sinclair fights sale**

Now you see him, now you don't.

That was the fate last week of Broadway producer Roger L. Stevens in his venture to purchase The Outlet Co. and WJAR-AM-TV Providence, R.I. His former "mystery" associates were revealed late Wednesday night (Dec. 10) in the sale picture, as Mr. Stevens faded out.

But a cloud shadowed the whole purchase as an Outlet Co. heir started litigation to block the sale.

For reasons they preferred to keep to themselves but apparently purely financial, Mr. Stevens assigned his interest in the



ODD MAN OUT—*A week previous, Broadway producer Roger Stevens would have been in the empty chair with William Zeckendorf (r) and John C. Mullins to complete the threesome buying The Outlet Co. WJAR-AM-TV Providence. Last week he was gone leaving only Messrs. Mullins and Zeckendorf to talk about their further broadcast diversification in the glass penthouse overlooking 383 Madison Ave., New York.*

nearly $12 million Providence purchase to real estate magnate William Zeckendorf whose Webb & Knapp Inc. plans with John C. Mullins to buy up the outstanding stock of The Outlet Co. from several estates and individual stockholders for $120 a share [BROADCASTING, Dec. 8]. Webb & Knapp and Mr. Mullins, president of KBTV (TV) Denver, are each 50% owners of KBTV. The new purchasing entity in the Providence purchase is the 91065 Corp., a subsidiary of Tv-Denver Inc., the KBTV licensee.

91065 Corp. is described as "traditional Zeckendorf." He is said to keep at hand various numbered paper corporations which can be ready facilities to meet any emergency faced any time and anywhere by Webb & Knapp, self-styled as "the world's largest real estate development company." Mr. Zeckendorf is president of Webb & Knapp and he and his family own 35% of its stock.

The 91065 Corp. doesn't have an absolutely open door to consummate its Providence purchase. To proceed finally, it will have to be able to acquire at least a cumulative 70% of the outstanding stock in Outlet (55% from trusts and a minimum of 15% from others) and it will have to await the settlement of a suit filed by Joseph (Dody) Sinclair, second-generation heir to one of the principal estates, which seeks to stop the trustees from making the sale.

Mr. Sinclair is station manager of WJAR-TV and grandson of the late Col. Joseph Samuels, who with his brother, the late Leon Samuels, founded The Outlet Co., Rhode Island's largest department store. Mr. Sinclair is protesting sale of the stock by the trustees on the ground the estate will be unnecessarily diluted through the estate tax payments which will be required.

State Superior Court Judge G. Frederick Frost on Wednesday denied Mr. Sinclair's petition for temporary restraint but set Jan. 19 for hearing of a petition for formal restraint. The cumulative stock acquisition cannot be completed before then, it was noted, and the station transfer applications also must have FCC approval. The agreement allows six months for the FCC to act.

Whatever the outcome of the Providence venture, Messrs. Zeckendorf and Mullins are moving ahead aggressively now to diversify and increase their broadcast holdings (Mr. Zeckendorf not personally but through Webb & Knapp) to the full limit allowed by the FCC. Mr. Mullins will be in charge of the exploration and negotiations, not only for himself personally but also for Webb & Knapp [CLOSED CIRCUIT, Dec. 8].

"We are only interested in big properties," Mr. Mullins said Thursday. "We are negotiating now on a third and a fourth tv station, one of which would involve the purchase of a large newspaper property along with it," he added, not detailing where or how soon agreements might be signed. He said he has been working on the Providence purchase for nearly 1½ years.

Mr. Mullins said there is no timetable for the ultimate acquisition of a full complement of stations and the search and purchases would run probably through a period of up to three years.

Mr. Zeckendorf, asked what sparked his interest and that of Webb & Knapp in deciding to expand investments in the broadcast field, smiled and snapped, "John Mullins."

Mr. Zeckendorf said the KBTV investment has been a very good one and the station is doing well in a highly competitive market. He has visited KBTV twice. He and Webb & Knapp are responsible for the huge redevelopment of the old Court House Square area now underway in the center of Denver. KBTV will be relocated in the new 20-story, 1,000-room hotel to be operated there by the Hilton chain. Completion is expected in 1959.

Will Mr. Stevens show up again in the Providence venture? A source close to Mr. Stevens (he personally wouldn't explain) was quite sure he would, but not in connection with the WJAR properties. A source close to Mr. Zeckendorf, however, cautioned, "It wouldn't be wise" to speculate that Mr. Stevens would be identified with the Outlet Co. department store investment.

Mr. Zeckendorf explained Mr. Stevens' disappearance from the original three-way syndicate in brief terms: "Webb & Knapp bought a large majority portion from Mr. Stevens. We have no plans for The Outlet Co. It will be retained."

Broadcasters 'Plagued' by Bans On Medium's Coverage—Bell

Increasing impact of radio and tv—150 million radio sets and 47 million tv sets in operation—is aggravating the evils of discrimination against electronic reporting, according to Howard H. Bell, NAB assistant to the president.

He told the Freedom of Information Conference at the U. of Missouri School of Journalism late last week in Columbia, that broadcasters are plagued by bans on coverage of court trials, blocks to microphones and cameras at public hearings, a prohibition in rules of the House of Representatives, and barriers to coverage of some state legislatures.

A score of leaders in the right-to-know

IT STARTED AT BREAKFAST

The budding broadcast holdings of real estate's legendary William Zeckendorf and television's John C. Mullins had a casual beginning.

Mr. Mullins already was half-owner and president of KBTV (TV) Denver at the time (1955), the seed was planted. He had sold KPHO-AM-TV Phoenix to Meredith Pub. Co. two years previous, a property he acquired in 1949 after many years as an amusement park operator in Tulsa and Phoenix (Mr. Mullins started Tulsan Patti Page on her vocal career in 1939 at $20 a week.)

Messrs. Mullins and Zeckendorf first met as breakfast guests of *Denver Post* Editor Palmer Hoyt aboard a train for Cheyenne, Wyo., "Frontier Days" festivities. But the first impressions were impressive, for Mr. Zeckendorf's Webb & Knapp only months later became the other 50% owner of KBTV, acquring the interest of Frank Leu. They now modestly hope the rest will make industry history. It will be a new "view" for Mr. Zeckendorf to scan from his $500,000 two-story glass-walled penthouse office atop 383 Madison Ave., New York.

Even Mr. Zeckendorf's executive secretary, Mrs. Mary E. Blessington, is in broadcasting to a degree. Her son, formerly of NBC-TV, is now a radio account executive with Branham Co. in New York and her daughter works for NAB in Washington.

"ROUND TRIP, PLEASE...DECEMBER 25th"



for the ASSOCIATION OF AMERICAN RAILROADS

movement took part in the Dec. 11-12 conference, directed by Dean Earl English of the school. It was co-sponsored by the university and the mid-Missouri chapter of Sigma Delta Chi.

Murray Snyder, assistant secretary of defense, said military leaders are deeply concerned over the vast amount of information made available to the public and other nations. He said he knows of no important military man who favors censorship in peacetime but added that national security must be protected.

Samuel J. Archibald, staff administrator for the House Government Information Subcommittee, said there still is a "paper curtain hiding official actions in Washington." He anticipated friction between Congress and the executive branch over executive claims of constitutional power to impose secrecy. He said a bill enacted by Congress last August sought to remove any secrecy authority from a 189-year-old statute giving department heads the power to run their offices but said there aren't any signs that public records have since been turned loose by bureaucrats.

Chicago's 17 Am, Fm Stations Act on McGannon Promotion Idea

A kickoff date of Dec. 22 has been set by Chicago am and fm stations for an aggressive institutional "sell radio on the air" campaign.

The idea for the drive stemmed from a suggestion by Donald H. McGannon, president of Westinghouse Broadcasting Co., at last month's Broadcasters Promotion Assn. convention in St. Louis [TRADE ASSNS., Nov. 24].

Agreement by Chicago's 17 area radio outlets was reached at a meeting held by Westinghouse's WIND in that city. Purpose of the campaign is to "build interest in radio as a selling medium." Promotion kits prepared by WBC include air spots, consumer advertisements, envelope stuffers and basic radio statistics.

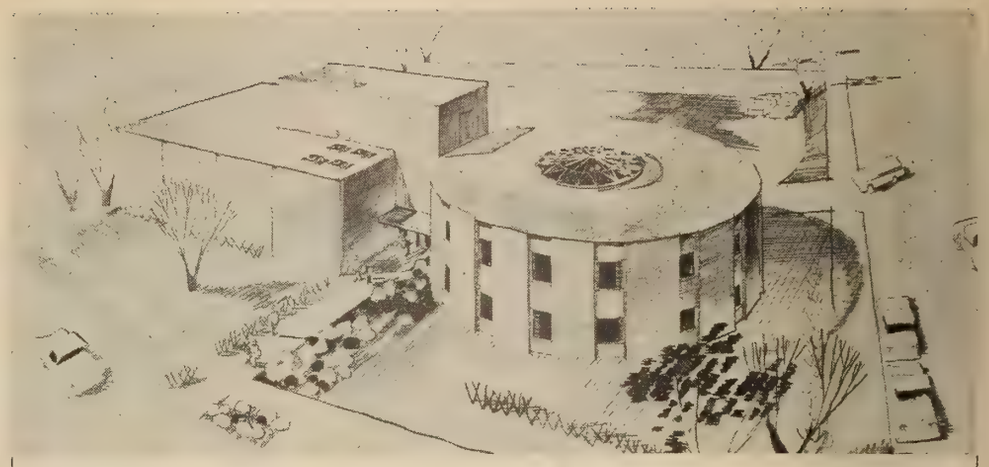
Webb Blames Spot Radio Decline On Dual Pricing, Network Rates

"Bargain basement" prices being offered by radio networks and the double rate structure employed by "so many stations throughout the country" were cited Wednesday (Dec. 10) by Lawrence Webb, managing director of the Station Representatives Assn., as foremost reasons for the further decline of spot radio billings, especially in smaller markets. Mr. Webb reported national spot radio suffered a decline in the third quarter of this year with a loss of $1,544,000 over the same period of 1957.

Estimated figures for the third quarter totaled $43,085,000, compared to $44,629,000 for the same quarter last year. They were compiled for SRA by Price Waterhouse Co.

Gross time sales for the first nine months of 1958 were estimated to total $136,639,000, an increase of 4% over the $131,397,000 for the first nine months of 1957. But preliminary figures for October and November, Mr. Webb said, indicate a further decline in the use of national spot radio advertising and final figures for the entire year "may run slightly behind 1957, when total estimated sales were $183,097,000."

Mr. Webb said that until such time as stations establish a clear-cut one-rate policy, "or at least a sound workable policy with regard to a local or retail rate, radio advertising will never reach its maximum potential, even though advertisers know it is one of the greatest means of communication this country has ever known."



CONTRASTS in shapes feature in the design of the $288,000 Tribune-WFHR Wisconsin Rapids, Wis., building, scheduled for occupancy next fall. Studios and offices of the radio station and offices of affiliate *Wisconsin Rapids Daily Tribune* will be in the round building. The rectangular construction will house the newspaper's mechanical department. A three-story building connects the two. Including equipment, total investment at the South First Ave. site represents $580,000.

WIRL Puts Strong Spotlight On 7-week Caterpillar Strike

WIRL, Peoria, Ill., claims part-credit for breaking the seven-week strike deadlock at Caterpillar Tractor Co. The strike was called Oct. 9, and affected not only Peoria but neighboring Morton and Decatur, Ill., as well as York, Pa., where Caterpillar maintains plants.

WIRL went on the air thrice weekly with hourly, two-minute editorials, taking no sides but urging conciliation. The station broadcast man-on-the-street interviews with spokesmen of both labor and management, following this up by covering negotiations in Chicago. Reporter George Barrette parked outside the conference suite, delivering 30 telephoned reports to WIRL listeners. Before the settlements, Mr. Barrette (former executive editor of the *Peoria Journal-Star*) predicted it would come by Nov. 27 with a return to work at Peoria the following Monday (Dec. 1).

The prediction came true, and WIRL says it scooped competitors by at least 30 minutes with the announcement of the strike's settlement.

KOMA Joins NBC With Splash

Special pickups from NBC newsmen in New York, London, Cairo and Moscow were piped into a luncheon meeting staged in Oklahoma City last Tuesday to mark the affiliation of Todd Storz' KOMA Oklahoma City with NBC Radio. [NETWORKS, Dec. 1]. The network's 1 p.m. newscast, featuring Morgan Beatty, also originated from the luncheon, attended by some 200 business, educational, civic and social leaders. Matthew J. Culligan, executive vice president in charge of NBC Radio, arranged for the features and also was a principal speaker.

WTIG Offers Broadcast Time For Southern Integration Views

Rep. John Bell William (D-Miss.) Thursday (Dec. 11) promised that WTIG Massillon, Ohio, would be taken up on an offer to air both sides of the integration question. In a recent interview telecast by WDSU-TV New Orleans, Rep. Williams stated that many radio and tv stations are guilty of using a "propaganda curtain" to shut out news about the South's position on civil rights.

Hearing of the congressman's statement, Richard J. Scholem, co-manager of WTIG, wrote the station "has been active in editorializing for integration, equal treatment and human rights over states' rights." He said, however, that WTIG would be glad to give the other side of the controversy "if there is any substance in the South's present position." Rep. Williams said WTIG would be offered a series of programs outlining the position of opponents of the Supreme Court's 1954 integration decision.

Music-News Stations Show Badly In Study of Housewives for WOR

Another salvo in the battle between "music and news" and "varied programming" stations will be fired this week when WOR New York releases results of a special survey by The Pulse Inc., which indicates that New York housewives prefer varied programming outlets by a substantial margin.

The study, conducted by Pulse last March-April among 1,081 housewives in the 17-county New York metropolitan area, sought to determine both the listening and shopping habits of respondents.

The survey shows in regard to shopping habits that housewives shop in food and grocery stores throughout the week, rather than merely weekends; more than twice as many housewives listen to radio as read newspapers prior to going shopping; varied

programming outlets reach more housewives than music-news stations prior to shopping.

Copies of the study will be distributed to key executives at advertising agencies this week, starting today (Dec. 15). Other interested organizations may receive copies by writing the WOR Research Dept., 1440 Broadway, New York, N.Y.

Stations Strain to Fill Void Left by Silenced N. Y. Press

New York City's 16 am, 12 fm and 7 tv stations strained to the limit last week to bring the news—and the commercials—to a town deprived of its nine daily newspapers by a delivery strike. Items:

WQXR, owned by the *New York Times,* had that newspaper's entire staff—including foreign correspondents—turned over to it for radio news, including reviews, financial reports and editorials.

WABC-TV pre-empted commercial time to carry news bulletins.

WNEW pressed five new staffers into service, expanded its news schedule to present programs every quarter hour.

WOV distributed a "news sheet" in Harlem subway stations, and broadcast extra financial-business newscasts sponsored by Bache & Co., stockbrokers.

WLIB recruited over 100 "stringers" from civic organizations to cover local news, also distributed mimeographed news bulletins in Harlem subway stations.

WRCA-AM-TV expanded news schedules, published "commuters editions" of bulletins for distribution at Grand Central and Pennsylvania terminals and other key points in mid-Manhattan. Circulation: 150,000.

WCBS, in addition to expanded news programs, broadcast excerpts of news stories from non-distributed New York papers.

WPAT to Carry 'Daily News'

The *New York Daily News,* deprived of a radio outlet when WNEW New York announced it would sever their 17-year association Dec. 31 [STATIONS, Nov. 17], has connected with a new station. Effective Jan. 1, the paper's *News Around the Clock* programs will be heard on WPAT Paterson, N.J.

SONG HITCH

"Beep Beep," No. 2 on the song hit lists, last week provided WIBG Philadelphia with a promotion-contest that a local advertiser was only too happy to underwrite. Lyrics of the song tell the maddening effect of the Rambler's horn behind a Cadillac that tries to accelerate away. WIBG announced several times a day that phone calls would be placed at undisclosed times and, if the person called started the conversation with "Beep Beep," a Nash Rambler would be awarded. The custom-tailored sponsor for this caper was Thorton-Fuller Metro Rambler of Philadelphia.



CAROLERS AT YOUR DOOR?

Are they legitimate solicitors or not? You want to be sure.

If a Seventh-day Adventist solicitor calls at your home this Christmas season you *can* be sure that he represents a sound, accepted program of public service:

1. The INGATHERING work, or world missions appeal, in which he is engaged has a 55-year record of community support throughout the nation.

2. He is an unpaid volunteer worker.

3. Your contributions do not go to the support of his local church but help speed humanitarian and educational work around the world.

4. His denomination last year performed welfare services worth more than $24,000,000, yet received less than one-fifth of this in public contributions.

5. He, himself, gives generously, more than 10%, perhaps 20% of his income.

6. He, and we, wish you personal happiness, not only for this season but also for an eternity to come!

For a complimentary copy of this year's INGATHERING brochure, describing the program in detail, write:

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith



CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KLYN AMARILLO, TEX. • Sold by Lee Nichols and Boyd Whitney to Giles E. Miller and J. G. Schatz of Chicago (owners of KOKE Austin, Tex.) for $147,000. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. Inc. KLYN is on 940 kc with 1 kw, directional antenna same pattern day and night.

KDRO-TV SEDALIA, MO. • Sold to Cook Paint and Varnish Co. (Lathrop G. Backstrom, president) by Milton J. Hinlein, 77%, and others for $50,000 (in addition to previous loan of approximately $50,000). Cook Paint and Varnish owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. KDRO-TV is on ch. 6 and is affiliated with ABC-TV.

WRON RONCEVERTE, W. VA. • 84.1% interest sold by Charles E. Springer to James E. and Betty Ann Venable for $63,150. The Venables are from Columbus, Ohio. Mrs. Venable was a tv personality in both Columbus and Dayton, Ohio. The sale was handled by Blackburn & Co. WRON is on 1400 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 82.*

WEBC DULUTH, MINN. • Sold to WEBC Inc. (President George H. Clinton has interest in WTMA-AM-FM Charleston, S. C.) by Head of the Lakes Broadcasting Co. for $250,000. WEBC is on 560 kc with 5 kw, directional antenna different pattern day and night and is affiliated with NBC.

WABR WINTER PARK, FLA. • Sold to Contemporary Broadcasting Co. (J. Edward Edwards, president) by Orange County Broadcasters Inc. for $225,000. WABR is on 1440 kc with 5 kw, day.

WKIX-AM-FM RALEIGH, N. C. • Sold to WKIX Broadcasting Co. (Ralph C. Price, president) for $215,000 by Ted Oberfelder Broadcasting Co. This grant is subject to the condition that James M. Stephenson dispose of his interest in WFVG Fuquay Springs, N. C., prior to the consummation of the assignment of licenses. WKIX is on 850 kc with 10 kw, day, 5 kw, night, directional antenna night. WKIX-FM is on 96.1 mc with 29.5 kw. The stations are affiliated with ABC and MBS.

WSJM ST. JOSEPH, MICH. • Sold to WSJM Inc. (William E. Walker, president) by Lake Broadcasters Inc. for $152,319. This grant is subject to the condition that Benedict F. Hovel divest himself of interest in WHBL Sheboygan, Wis., within 90 days after consummation of the WSJM assignment of license. Besides WHBL, interests in which the WSJM assignee stockholders are involved, either singly or collectively, include: WBEV Beaver Dam, WSHE Sheboygan, WMAM-WMBV-TV Marinette, WKOW-AM-TV Madison, all Wisconsin; KCLN Clinton, Iowa, and WONN Lakeland, Fla. WSJM is on 1400 kc with 250 w.

PACIFIC NORTHWEST

Booming market—great radio area. Has CP for 5Kw to extend present wide coverage. Top-rated station. Easy eight year payout out of earnings, with substantial profit left. Down payment can be negotiated.

$92,000

FLORIDA

Powerful daytimer in major market, showing some profit and steady improvement. An ideal opportunity for owner-operator. $50,000 cash and reasonable terms.

$170,000

FAR WEST

Prosperous, well known market. Fulltime operation. Has shown excellent profit each year—current fiscal year at all time high. 25% down, balance over 5 years.

$185,000

NEGOTIATIONS • FINANCING • APPRAISALS

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JAckson 5-1576

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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Triangle Pays $3 Million For KFRE-AM-TV, KRFM (FM)

Application for the $3 million purchase of KFRE-AM-TV and KRFM (FM) Fresno, Calif., by the $66 million Triangle Publications Inc. organization was filed last week with the FCC.

Purchase of the Fresno CBS affiliated outlets by the Philadelphia publishing-broadcasting company was announced last month [CHANGING HANDS, Nov. 24].

Triangle balance sheet as of Sept. 7 showed total assets of $66,554,120, with current assets amounting to $27,018,208. Current liabilities amounted to $17, 144,761; loans and other long term obligations, $9,-069,667; deferred income, $4,769,560, and capital and surplus, $35,570,132. Net income of Triangle after federal income taxes for the years 1956 and 1957 was in excess of $2 million, the application showed. Triangle is principally owned by W. H. Annenberg and family, and publishes the *Philadelphia Inquirer, Tv Guide,* and other publications, and owns WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn.; WFBG-AM-TV Altoona, Pa.; WLRB-TV Lebanon, Pa.; WNBF-AM-FM-TV Binghamton, N.Y. Last month Triangle purchased *Television Digest* and *Tv Factbook,* Washington trade newsletter.

Present owners of KFRE stations said they were selling because of "years of frustration and uncertainty caused by protracted litigation . . ." Fresno is under consideration for deintermixture, with the possibility that KFRE's ch. 12 will be moved to Bakersfield. Paul R. Bartlett is the principal owner of KFRE.

Stations' balance sheet as of Oct. 31 showed total assets of $792,562, with current assets at $379,017. Current liabilities amounted to $228,283; long term notes, $66,958; surplus, $400,061, and capital stock, $97,260. Estimated replacement value of KFRE land, buildings and equipment was $1,295,000.

The application indicated that the $3 million purchase price will be paid $870,000 in cash at closing, with 5½% yearly notes of $426,000 to be paid annually for five years.

STATION SHORT

KTTV (TV) Los Angeles has increased one-minute rate for class AA time (7-11 p.m.) from $600 to $700, effective Dec. 1, first time in three years rate has been changed. New rate included in KTTV's rate card #11, which also establishes three rate classifications, one for one-time flat rate, others for discount patterns for numbers of announcements up to 30 per week.

Set Production, Sales Off for October, Year

Production and sales of radio and tv sets in October are running below figures for October 1957, with 10-month figures following a similar trend for the year, according to Electronic Industries Assn.

Manufacturers produced 495,617 tv sets in October and 4,067,806 in the first 10 months of 1958 compared to 661,994 and 5,251,158 in the respective 1957 periods. Uhf output totaled 42,171 sets in October and 353,980 for 10 months of 1958 compared to 83,372 and 669,277 in the same 1957 periods.

The factories turned out 1,305,857 radios in October and 9,489,544 in the first 10 months of 1958 compared to 1,569,180 and 11,945,534 in the same 1957 periods. Fm output totaled 59,586 sets in October and 235,647 since July when fm data were resumed by EIA. Output of auto radios totaled 296,067 in October and 2,679,618 in the 10 months of 1958 compared to 522,746 and 4,362,091 in the 1957 periods.

Retail sales of tv sets totaled 523,440 in October and 3,991,530 in 10 months of 1958 compared to 577,589 and 5,024,670 in the same 1957 periods. Retail sales of radio sets totaled 743,368 in October and 5,647,044 in the 10 months of 1958 compared to 923,849 and 6,764,221 in the comparable 1957 periods. Auto radios move directly to auto factories.

Tv and radio set production figures during October and the first 10 months of 1958 follow:

	Television	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	181,379	621,541
Aug.	507,526	242,915	1,028,852
Sept.	621,734	489,738	1,567,135
Oct.	495,617	296,067	1,305,857
TOTAL	4,067,806	2,679,618	9,489,544

RCA to Show Color Microwave

Live color demonstration of new microwave system developed by RCA to be held Thursday (Dec. 11) in Camden, N.J. Broadcast engineers and community antenna people will attend showing of simulated 240-mile multiple-hop system claiming no deterioration of picture. Application: for community tv antenna systems, for broadcasters in multiple-station markets and possibly to permit stations not now receiving color off network to do so.

Boost Seen in Tv Set Sales

"Sharp improvement in tv set sales in 1959" is predicted by the "value line" investment survey of Arnold Bernhard & Co., New York, published this month. It is cited among several factors which will make electric equipment companies a top growth group next year. The study notes tv set inventories are approaching a seven-year low and one-fourth of sets now in homes are more than five years old. The firm forecasts a color set spurt in a few years, jumping from a production estimate of 250,000 units in 1959 to 4.2 million annually in the period 1962-64. The "most promising" stock label is affixed to Admiral, Emerson, Philco and Raytheon "and for more conservative portfolios, RCA."

Manufacturers Honor McDonald With Memorial Lab in Chicago

A memorial lab has been established at the U. of Chicago Medical Center in honor of the late Comdr. Eugene F. McDonald Jr., founder-president of Zenith Radio Corp., who died last May 15.

The lab, which will be devoted to expanded use of "exfoliative cytology" techniques for cancer detection, has been financed by members of the radio-tv manufacturing industry. The memorial reportedly was suggested by Paul Galvin, board chairman of Motorola Inc., and the appeal was signed by Powell Crosley Jr., radio pioneer and former president of Crosley Radio Corp. Its formation was announced Thursday by Dr. Lowell T. Coggeshall, dean of the U. of Chicago's biological sciences division.

Contributions reached approximately $155,000 by last week and are still being received by the school. The memorial was established because of Comdr. McDonald's interest in cancer research.

High-Fi Market to Peak Next Year, Silber Forecasts

George Silber, president of the Institute of High Fidelity Manufacturers, has predicted that makers of components high fidelity equipment for the home will enjoy a record year in 1959. "Perfection of stereophonic sound reproduction and dramatic advances in stereo broadcasting" will bring industry retail volume to about $300 million, Mr. Silber said, adding this would be an increase of 15% over 1958 sales of $260 million.

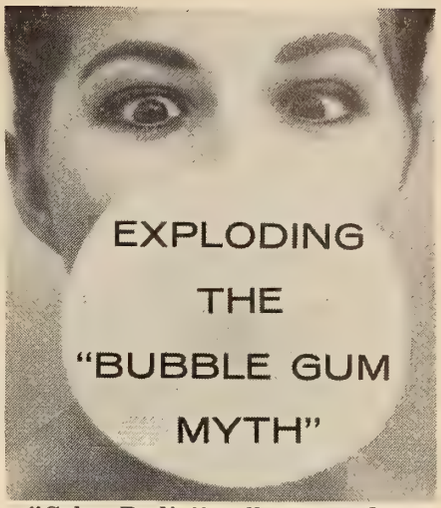
Total retail sales in 1950, the year in which the component high fidelity industry "actually started," amounted to $12 million. Volume increased to $27.5 million in 1951; $47 million in 1952; $73 million in 1953; $96 million in 1954; $121 million in 1955; $163 million in 1956; and $225 million in 1957, Mr. Silber reported.

4-Way Fm Antenna From Britain

Manufacture and installation of a new transmitter and antenna capable of beaming four different fm programs simultaneously has been announced by Standard Telephones & Cables Ltd., Great Britain, affiliate of International Telephone & Telegraph Corp. Installed at Sandale, the equipment (used by BBC) is believed the only one transmitting four fm programs at different frequencies from one antenna. Several U. S. stations share a single antenna for beaming two fm programs simultaneously.

MANUFACTURING SHORTS

Harman-Kardon, Westbury, N. Y., announces that new am-fm tuner, designed as completely-integrated multiplex receiver, will be delivered to dealers this month. Unit, model T250, provides built-in signal, power supply and space within chassis to accommo-



"Color Radio" sells *more* than bubble gum. Pulse rates **KFWB** #1 in Los Angeles... *and proves that four out of five* **KFWB** *listeners are adults.* We're #1 in Hooper, too!

Channel 98 my mommy listens to KFWB

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ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by **JOHN BLAIR & CO.** AC-1

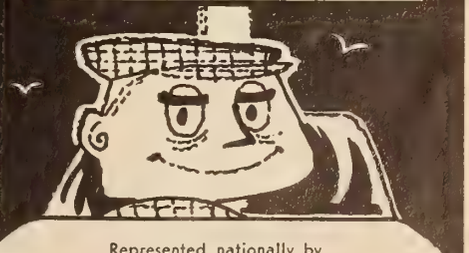
You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS



Represented nationally by
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• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

date and operate Harman-Kardon MA 250 Multiplex Adapter. H-K sales manager Murray Rosenberg said last week that T250 ("The Ode") has "uniquely low distortion, superior impulse noise rejection plus uniform limiting and output at all signals."

Lewis & Kaufman Ltd., Los Gatos, Calif., has been re-activated as subsidiary corporation of Monogram Precision Industries Inc. Named president of L&K is Robert A. Lehman, formerly executive v.p. and general manager of American Electronics Inc., L. A. Clark E. Coffee, formerly production manager and assistant general manager of Dalmotor Co., Santa Clara, Calif., named general manager of L&K.

Todd Co. Div., Burroughs Corp., Rochester, N. Y., announces availability of free check analysis service for radio and tv industry to help its members re-design their checks for electronic bank bookkeeping. Service will be provided by firm's Check Analysis & Design Department, created to assist in re-designing checks to meet needs of new electronic bookkeeping equipment installed in banks. Companies should send sample check to Check Analysis & Design Dept., Todd Co. Div., Burroughs Corp., P. O. Box 910, Rochester 3, N. Y.

RCA Electron Tube Div., Harrison, N. J., reports new multiple-function tube testing machine, capable of testing up to 2,500 electron tubes an hour. Each machine—there are four in Harrison, Cincinnati and Indianapolis RCA plants—is capable of performing up to 15 individual tests on more than 40 miniature receiving tubes a minute. Machine is semi-automatic.

Ling Systems Inc., North Hollywood, Calif., announces availability of Intercity Microwave System, giving tv stations in areas where common carrier facilities are not available access to national network programming. Fully rack-mounted, high power system operates in frequency range of 6-7 kmc, with transmitter and receiver diplexed into common antenna. Ling MVT System meets all FCC requirements of monochrome and NTSC color transmission.

Ampex Corp., Redwood City, Calif., announces shipment of videotape recorders to WTTG (TV) Washington; WGAL-TV Lancaster, Pa.; WRGB (TV) Schenectady, N. Y.; Sakata Shokai, Kobe, Japan; Scottish Tv Ltd., Glasgow, Scotland; Southern Tv Ltd., Southampton, Eng.; ABC Tv Ltd., London; Associated Tv Ltd., London; Rank Cintel, London; Cadena Television del Norte, S. A., Monterrey, Mexico; Television de Chihuahua, S. A., Chihuahua, Mexico, and Tyne Tees Tv Ltd., London.

RCA reports shipment of 6-kw transmitter to WNBQ (TV) Chicago.

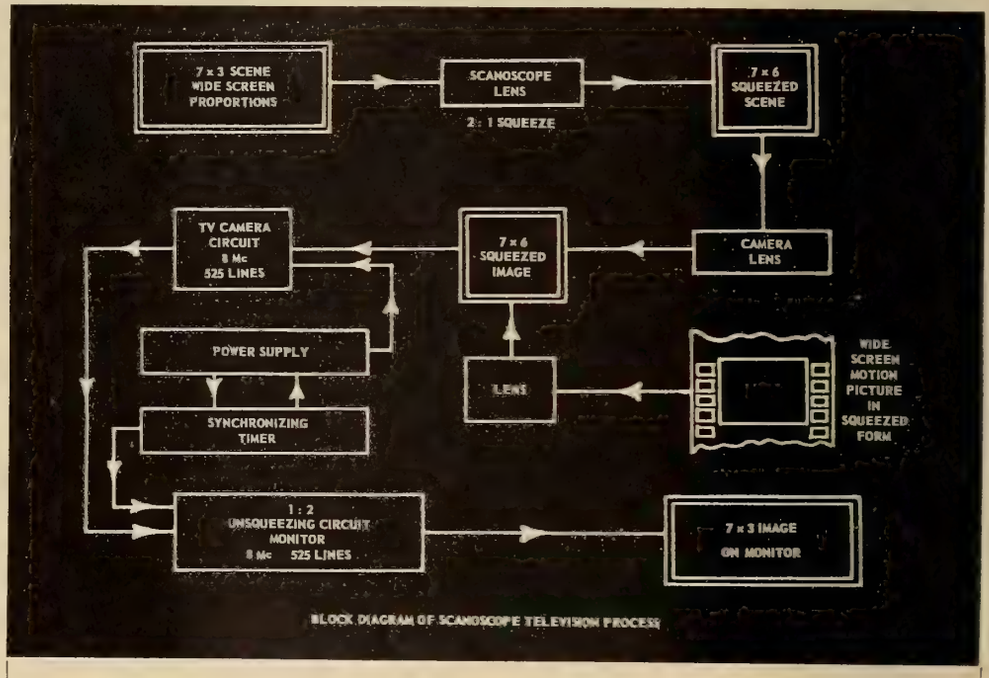
Panoramic Radio Products Inc., Mount Vernon, N. Y., reports incorporation into one package equipment needed to set up, adjust, monitor and trouble-shoot ssb and am transmissions. Unit, called SSB-3, occupies only 19½" of panel height. Technical bulletin, price, available from Panoramic Radio Products Inc., 514 S. Fulton Ave., Mount Vernon, N. Y.

Andrew Corp., Chicago, announces Catalog No. 22 covering antennas, antenna systems and transmission line products. Designed as 96-page product and facility book, it also includes special 16-page section on general systems engineering information. Catalog is available from Andrew Corp., 363 E. 75th St., Chicago 19, Ill.

Sylvania Electric Products Inc., Waltham, Mass., electronics systems division, announces establishment of field engineering organization, providing field engineering, training, installation, repair and maintenance for its customers. Named head is Charles G. Kunz, formerly with Sylvania's west coast operations.

Houston Fearless Corp., L. A., announces distribution of Eclair Camerette magnetic sound-on-film 16/35 mm motion picture camera. Double system unit is contained in compact, light-weight magnesium blimp. Total weight of camera and sound recorder in blimp is about 100 lbs. Dimisions are 24" x 15" x 17" high. Distributed by Houston Fearless Corp., 11807 W. Olympic Blvd., Los Angeles 64, Calif.

GRIMSON WIDENS THE OPEN SPACES FOR TV



BLOCK DIAGRAM OF SCANOSCOPE TELEVISION PROCESS

A New York manufacturing firm has come up with a system it says is destined to "revolutionize" television. Called "Scanoscope" and devised by Grimson Color Inc., the system converts an ordinary tv picture image of wide-screen proportions by "squeezing" the traditional image (4:3 ratio) onto a wider field of vision (7:3 ratio).

Though it would face an impressive number of obstacles before being applied to commercial tv under present standards, its developers are hopeful that "Scanoscope" holds the answer to an old problem faced by all set manufacturers: how best to increase the replacement market. Furthermore, they say that should "Scanoscope" find eventual acceptance, tv producers of such events as sports matches and theatrical extravaganzas—both of which are played out horizontally—will have an easier time of it.

Borrowing a leaf from the Cinemascope patent holders, Grimson engineers intend "shooting" a 7x3 proportioned scene via their "Scanoscope" lens, which imparts a 2:1 optical squeeze to the image. The resulting 7x6 image then passes through a standard camera lens onto the pick-up vidicon and from there —in accordance with EIA standards— to the monitor. There, an "unsqueezing device" expands the 7x6 image back to the original 7x3 scene where it is viewed on the face of the cathode ray tube, masked to handle the new wide aspect ratio [see schematic above]. Thus, by cutting back the standard 21-inch tube to 19x8⅓ inch demensions, Grimson has come up with wide-screen tv.

Though it sounds simple, it isn't. Grimson engineers know that they are facing "a massive selling job," but hope, at least, to get one foot in the door by limiting "Scanoscope" applications to closed circuit tv. Grimson's first public demonstration is currently being staged on the sidewalks of Manhattan's 34th St. shopping district, where Grimson has set up—in the store window of L. B. Spears—its full rig, hoping to entice passers-by into the store by showing them the layout inside—via wide-screen tv. Next, it intends to "sell" its widescreen process to industrial firms using closed circuit tv for sales conferences. Later, it hopes to convince military leaders that "Scanoscope" used in the field—will give their battlefield tv a wider range of vision than is now possible. By this roundabout way, the manufacturers of "Scanoscope" think they'll arouse the commercial tv industry. But they admit success is still "a long way off."

WSAN, KTUL PULLING OUT OF CBS

CBS Radio lost its second affiliate as a result of its new Program Consolidation Plan last week as WSAN Allentown, Pa., served cancelation notice and signed with NBC Radio.

The CBS network also lost a 25-year member of its family, KTUL Tulsa, but station officials attributed their disaffiliation not to PCP, though they, too, called that "totally unacceptable," but to dissatisfaction with programming generally, including that of other networks.

CBS officials acknowledged that WSAN had cancelled in dissatisfaction over terms of the new programming plan, but said their confidence in general affiliate acceptance was unshaken. They said this and the WJR Detroit cancellation notice last month [NETWORKS, Nov. 24] were the only ones they had received since PCP was announced some seven weeks ago [LEAD STORY, Nov. 3].

The official announcement of the WSAN move from CBS to NBC, issued for release today (Dec. 15) by NBC Station Relations Vice President Harry Bannister, made no reference to PCP. Nor did the accompanying statement by Reuel (Bud) Musselman, general manager and his sister, Mrs. Olivia P. Barnes, co-owner of WSAN.

Mr. Bannister noted that WSAN had been an NBC affiliate for 20 years before moving to CBS two years ago. In this light, Mr. Musselman said "we feel we are returning home and as comfortable as if we had never been away." Matthew J. Culligan, NBC executive vice president in charge of the radio network, cited the recent signing of Todd Storz' KOMA Oklahoma City and also the addition of KIMA Yakima, Wash., and called the WSAN return "evidence of the continuing parade of top stations to NBC Radio's banner."

WSAN is on 1470 kc with 5 kw and operates around the clock. Confirming KTUL's severance from CBS, station officials said their original notice preceded or approximately coincided with announcement of the network's new program consolidation plan but was not caused by PCP. Disaffiliation, they said, followed many months of trying to find ways to use network programs better. Termination date originally was set at May 1, they reported, but by mutual agreement has now been advanced to Jan. 4.

James C. Leake, president of KTUL and the other John T. Griffin radio-tv interests, noted that KTUL had been affiliated with CBS Radio since the station commenced operations just one month short of 25 years ago. He called the decision to disaffiliate "one of the most painful" the station management had ever had to make.

Having been a part of network radio's growth to a "position of dominance and fantastic influence" through long affiliation, Mr. Leake said, "it is difficult for us to believe that nationwide organizations are incapable of providing the kind of programming that today's listener wants and needs. However, it is abundantly apparent that radio networks are no longer performing this service."

He said that "we are perfectly willing to accept the responsibility of finding what the public wants and should have, then supplying it to them." He said KTUL had an "admirable record" in programming and in the development of talent, and noted that singer Patti Page was one of the stars who got her start on this station.

If KTUL can find a "national organization" that contributes the sort of programming the station feels is needed, Mr. Leake indicated another affiliation might result. If not, he said, KTUL will go it alone.

While authorities said PCP did not motivate the defection, General Manager James H. Schoonover called this plan "totally unacceptable" and "nothing more than a brokering arrangement."

Under PCP, CBS Radio is trimming its broadcast time, consolidating programming into shorter morning, afternoon and evening blocks and, in lieu of regular compensation, is furnishing hourly newscasts for sale by stations in return for their clearing other periods to be offered for sale by the network. The plan is slated to go into effect Jan. 5.

KTUL is on 1430 kc with 5 kw. Other Griffin stations are KTUL-TV Tulsa and KATV (TV) Little Rock, Ark., both ABC-TV affiliates, and the company also owns 50% of KWTV (TV) Oklahoma City, a CBS-TV outlet.

CBS-TV Figures Out Must-Buy Replacement

The broad outline of CBS-TV's replacement for its must-buy station list was presented to affiliates last Thursday (Dec. 11).

Instead of requiring advertisers to use the stations which now make up the must-buy list, the new plan calls for a minimum-dollar expenditure [CLOSED CIRCUIT, Dec. 1] —but with embellishments. It sets minimum requirements, but they don't necessarily have to be met.

If an advertiser's network purchase doesn't measure up to these minimums, however, he can be bumped after 13 weeks and replaced by an advertiser who wants the time and does meet the basic requirements.

As outlined to affiliates in a closed-circuit call last Thursday, it will work this way, effective March 1:

The must-buy station list will be out.

In its place CBS-TV will issue two lists of all its affiliates, one arranged in alphabetical order and the other in order of their rates, with the highest-price station at the top and the lowest at the bottom.

From these lists the advertiser will pick his lineup. But if the lineup's total cost is less than a specified percentage of the total gross hourly rates of all affiliates, or if the lineup omits "important" geographical regions, CBS-TV reserves the right to cancel after 13 weeks—if another advertiser wants

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA
Channel 10

*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston



KTRK-TV, channel 13



In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

to buy the time and meet the minimum specifications.

The specified minimum is 80% of the total gross hourly rates of all affiliates in the case of nighttime periods and 75% in daytime.

While it is thus theoretically possible for an advertiser to buy less than the minimum and stay on for at least 13 weeks, this does not seem apt to happen often in practice, especially in evening hours. All sponsors now on the CBS-TV nighttime schedule are meeting or exceeding the new minimum requirements, and the same is true of all but two current daytime sponsors.

Current advertisers will be protected under the plan.

Further details of the new policy are due to be forwarded to the affiliates in a letter shortly.

The practice of designating certain stations as must-buys has been sharply condemned in Washington and other quarters in network investigations over the past few years. NBC-TV as well as CBS-TV currently has a must-buy station list, but is known to be considering alternatives, presumably using a minimum-dollar base [CLOSED CIRCUIT, Dec. 8]. ABC-TV already is on a minimum-dollar basis.

Dozen NBC-TV Chiefs PowWow In Florida on Long-Range Plans

NBC-TV top brass and key program executives opened a four-day Florida retreat last Thursday (Dec. 11) to canvass program plans and prospects, particularly for the 1959-60 season.

The long-range program thinking reportedly was being done against a background covering considerably more than entertainment. Such considerations as the recent rounds of criticism leveled at tv fare generally and Washington's bristly attitude toward tv networking also were said to figure prominently in the program planning.

The meeting, held at the Diplomat Hotel at Hollywood Beach, was described as one in the series of annual sessions at which NBC top executives get away for a few days of uninterrupted consideration of long-distance program plans. Last year's was held at Atlantic City.

The Hollywood beach group, numbering about a dozen, included board chairman Robert W. Sarnoff and president Robert E. Kintner; Robert F. Lewine, vice president for network tv programs; Don Durgin, vice president and national sales manager; Hugh M. Beville, vice president for planning and research; Thomas W. Sarnoff, vice president for production and business affairs, Pacific Div.; Alan W. Livingston, vice president for tv network programs, Pacific Div.; Alan Courtney, director of nighttime programs, and Carl Lindemann Jr., director of daytime programs.

Two-Party Group Meets On Network '60 Appeal

The networks last Tuesday (Dec. 9) made their appeal for a common 1960 nominating convention city to a joint Democratic-Republican committee. But they will have to wait until late February to learn if their request is granted.

Sig Mickelson, vice president in charge of CBS News, again made the networks' presentation to the politicos, using substantially the same tack as presented to the Democratic Site Committee 10 days ago [NETWORKS, Dec. 8]. Last week's meeting was held at the request of Mr. Mickelson, who also was successful in getting the Democrats to withhold selection of a 1960 convention city.

Donald Coe, director of ABC special events, and William McAndrew, vice president in charge of NBC News, represented their networks at the Tuesday session, although Mr. Mickelson was the principal broadcasting spokesman. The politicos reportedly were sympathetic to the broadcasting plea, based on personnel and equipment difficulties and extra high costs in covering the two 1956 conventions, held in separate cities.

"We were delighted with their spirit of cooperation," a broadcaster present at the meeting stated, although nothing concrete was established. The Democrates' site committee will meet Jan. 16, to be followed by a meeting of the National Committee late in February. The Republican site and National Committees are to meet late in January, with both parties expected to make final selections at their respective meetings.

Although network officials expected the Democratic and GOP group to huddle again prior to naming of the 1960 cities, spokesmen for both parties said this was not planned. Sam Brightman of the Democratic National Committee said the Tuesday meeting ended on an "inconclusive" note and, at the present time, no future session is planned.

Albert Herman of the GOP stated there is "no particular reason for future meetings." He said "neither committee [Tuesday] was in a position to do anything except listen . . ." and report back to their respective site committees. In addition to Mr. Herman, Republicans present included Ray C. Bliss of Ohio, Richard F. Cooper of New Hampshire and Mrs. Louis C. Rogers of North Carolina. Democratic participants included Mr. Brightman, Camille F. Gravel Jr. of Louisiana, William Potter of Delaware and C. Girard Davidson of Oregon.

Although no formal meetings are planned in the future, both parties said there undoubtedly would be informal discussions between GOP Chairman Meade Alcorn and Paul Butler, his Democratic counterpart. Cities bidding for the 1960 conventions include Los Angeles, San Francisco, Chicago, Philadelphia, Atlantic City, Miami Beach and New York.

Mr. Mickelson said the networks would like to have the conventions held in cities where they maintain permanent origination points—New York, Chicago or Los Angeles. Selection of San Francisco and Philadelphia would present difficulties, he said, while Miami Beach and Atlantic City would present "tremendous problems."

Representatives of other news media also presented requests at Tuesday's meeting for the same city for 1960 conventions.

NBC-TV Will Tape 'Paar Show' Three Out of Five Times Weekly

NBC-TV will tape three out of five programs of the *Jack Paar Show* each week from 8:15 to 10 p.m., starting Jan. 12.

Though NBC-TV programming vice president Robert F. Lewine, in announcing this move, merely explained that VTR would be used "to permit Jack to enjoy a more flexible work schedule and to accommodate earlier audiences," it's been no secret that Mr. Paar wanted out altogether if something wasn't done to ease his staggering load. Initially, the star had asked NBC to trim his weeknight show back from its a.m. EST sign-off, but with business booming, NBC refused.

To be taped are the Monday, Tuesday and Wednesday shows, leaving Thursday and Friday in their regular 11:15 p.m.-1 a.m. live period. At the same time, NBC has decided to quit originating the show out of the Hudson Theatre in mid-Manhattan where the Paar show and its predecessors, *Tonight* with Steve Allen and *America After Dark*, had been staged since 1954. The studio audiences no longer need wait out in the cold; now they'll line up inside the RCA Bldg., the series emanating from studio 6B effective Dec. 29.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE
Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.
JINGLE MILL
201 West 49th St., New York City

CBS-TV Rules Relaxed, Affiliate Tapes OK'ed

As an experiment, CBS-TV is relaxing its regulations forbidding affiliates to tape-delay network broadcasts. Carl Ward, vice president and director of affiliate relations for CBS-TV, last week sent a statement to the affiliates outlining the principles under which taped delays will be permitted. He stressed that these instructions will be in effect until a set of detailed rules can be devised.

CBS-TV's general rule: "Except in unusual circumstances and unless a clear showing to warrant exceptions is made, tape delays of network programs by affiliates will not be permitted." Mr. Ward observed, in this connection, that "the very essence of networking precludes haphazard or piecemeal rescheduling of programs on station-by-station basis . . . this would cause dissipation of the unique benefits which networking provides to the public, to advertisers and affiliates themselves."

To obtain permission for a tape delay broadcast, an affiliate must apply in writing to the affiliate relations department of CBS-TV and receive the prior consent of the network and of the sponsor. Affiliates must cite the reason for not broadcasting the network feed direct; must agree to telecast the tape only once and erase the recording within six hours of use; must record and broadcast the entire program and must not broadcast the delayed tape as part of any other program.

The network reserved the right to revoke its consent to tape and delay particular programs or series with not less than six days' written notice.

Mr. Ward said that up to this time, the network has been unable to spell out ground rules covering taped delays because it lacks knowledge of the effect on the network, advertisers and affiliates of such broadcasts, and of the specific circumstances under which affiliates might propose to use taped delays. He added that the network will review results during this experimental period and will issue to affiliates supplementary rules and procedures, as they are formulated.

WJMR Affiliates With MBS

Mutual Broadcasting Co. has announced that its new affiliate in New Orleans is WJMR, replacing WTPS New Orleans, which has gone off the air. WJMR, an independent station until Dec. 1, is owned and operated by the Supreme Broadcasting Co. Inc. George Mayoral is vice president and managing director of WJMR, which operates on 990 kc with 1 kw daytime. The station will file shortly for fulltime operation, according to MBS officials.

NBC Aiming Ads at Admen

NBC Radio is borrowing a leaf or two from the printed media in scheduling what it calls "house ads." Using unsold participations in three of its evening series, *Morgan Beatty and the News, Life and the World* and *Nightline,* NBC is filling the "empty air" with one-minute announcements addressed directly to those of its listeners engaged in advertising and sales.

NETWORK SHORTS

ABC-TV's *Tales of the Texas Rangers,* currently seen Thurs., 5-5:30 p.m. under sponsorship of Sweets Co. of America (Tootsie Rolls), moves Dec. 22 to Monday, 7:30-8 p.m. However, with shifting over of *Shirley Temple's Storybook* from NBC-TV to ABC-TV in January (re-runs being sponsored by John H. Breck Inc.)—running every third Monday at 7:30-8:30 p.m.—*Texas Rangers* will be seen two out of three Mondays.

Cy Howard who, prior to his four-year absence abroad, created three CBS Radio and CBS-TV packages—*My Friend Irma, Life With Luigi* and *That's My Boy*—has been commissioned to produce and write fourth situation comedy, *The Wonderful World of Little Julius.* Slated to star in new film series: Sam Levene, Eddie Hodges (of "Music Man" fame) and Gregory Ratoff.

Keystone Broadcasting System announces addition of 13 affiliates to its list, most of them in southern markets. New stations reported by Blanche Stein, director of station relations, are: WIRB Enterprise and WJAM Marion, Ala.; KWYN Wynne, Ark.; WDMF Buford and WBMK West Point, Ga.; KYTE Pocatello, Idaho; WSTL Eminence and WMTL Leitchfield, Ky.; WABW Annapolis and WICO Salisbury, Md.; KASA Elk City, Okla.; KOBH Hot Springs, S. D., and WPVA Petersburg, Va. Additions brought KBS station list to 1,048, according to Miss Stein.

ABC-TV's "Operation Daybreak" adds *Music Bingo,* studio audience participation game challenging contestants' musical knowledge, in network's 2-2:30 p.m. Mon.-Fri. slot. Live program originates from New York.

WSYR-FM Syracuse yesterday (Dec. 14) became 13th affiliate of recently-organized WQXR Network [NETWORKS, Aug. 11]. WSYR fm operation (owned by S. I. Newhouse publishing chain) had been duplicating WSYR am programming and now will carry WQXR good music programs into Syracuse on 94.5 mc. WRRD (FM) De Ruyter which had been servicing city on fringe areas continues to carry WQXR Network shows on 105.1 mc.

PROFESSIONAL SERVICES

FCBA to Vote at Jan. 9 Banquet On Admitting Federal Attorneys

Government attorneys will be eligible for membership in the Federal Communications Bar Assn. if two constitutional amendments are approved by the membership at the FCBA annual banquet next month. The meeting is scheduled for Jan. 9, at the Sheraton Park Hotel in Washington, with dinner at 7 p.m. and cocktails an hour earlier.

The government attorneys, who, as private attorneys, would have to be members in good standing of their local bar, would be considered associate members of the FCBA with rights and duties of active members except for voting or holding office. Associate members would pay $5 yearly dues, active members $7.50.

BMI will furnish entertainment at the banquet.

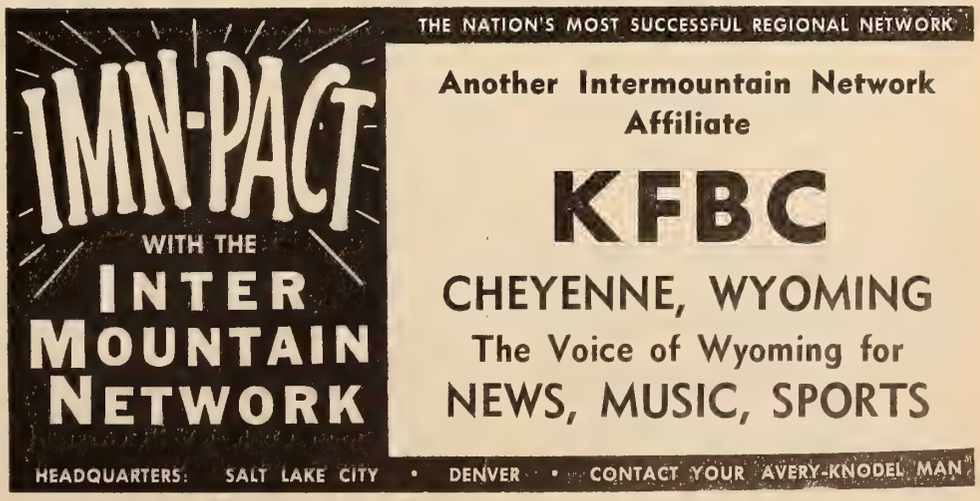
PROFESSIONAL SERVICE SHORTS

World Wide Information Services has moved from 730 Fifth Ave. to newly-expanded quarters at Press Wireless Bldg., 660 First Ave., Tel.: Oregon 9-7240. Group, comprised of 5,000 freelance newsmen scattered throughout 95 countries—many of them ex-INS reporters—serves as international research and public relations company.

Community Club Services Inc., with offices in eight cities, today (Monday) announces that firm has taken occupancy of major portion of third floor at 20 East 46th St., new air-conditioned building in New York. Community Club Services is owner of copyrighted radio, television and newspaper merchandising promotions. Community Services will continue to headquarter at 527 Madison Ave. until shortly after first of year.

Richard S. Smith announces opening of Richard S. Smith & Assoc. as public relations agency with offices at 176 W. Adams St., Chicago. He formerly was account executive at Harshe-Rotman, public relations firm.

Milburn McCarty Assoc., public relations firm, opens office in Miami at 9904 SW 77th Ave. Richard Rundell, formerly with *Miami Herald,* has been appointed manager of Miami branch.



NAB MEET ASSESSES RADIO TODAY

Am broadcasters are enjoying rising audiences and income in many areas but they're coping with recession leftovers, occasional spot declines, network problems, and intense local competition.

This generally optimistic roundup of radio trends was gathered at the Dec. 11 meeting of NAB's Am Radio Committee, held in Washington. F. C. Sowell, WLAC Nashville, Tenn., presided as committee chairman.

The committee went into such industry matters as liquor advertising, revision of FCC forms, promotion of the am medium and copyright negotiations.

NAB's board, which meets Feb. 2-6 in Hollywood Beach, Fla., was asked by the committee to reaffirm its position opposing the advertising of hard liquor on the air.

Reviewing the problem of FCC license renewal forms, the committee urged the association to ask the Commission to give broadcasters an extra two months to study proposed changes in the forms [CLOSED CIRCUIT, Dec. 8]. Committee members felt individual broadcasters haven't had a chance to study these changes. John F. Meagher, NAB radio vice president, announced NAB would reprint the revisions and send the material to member stations. Replies are due Jan. 19, but a 60-day delay would extend the deadline date into mid-March. Vincent T. Wasilewski, NAB government relations manager, described the proposed license form changes.

An account of ASCAP and BMI radio copyright negotiations was phoned to the committee from New York by Jack Younts, WEEB Southern Pines, S. C., a member of the All-Industry Music License Negotiating Committee.

NAB's Radio Standards of Good Practice program has attracted 600 stations that have pledged adherence, Mr. Meagher said. He gave a review of tentative plans for the 1959 NAB convention to be held March 15-19 at the Conrad Hilton Hotel, Chicago, and reported on the series of eight NAB fall conferences that ended Oct. 28 in Washington.

An analysis of 1959 convention wishes of some 400 radio members is being compiled by NAB and will be submitted to the NAB Convention Committee when it meets tomorrow (Dec. 16) at NAB Washington headquarters.

Donald N. Martin, NAB public relations assistant to the president, reported on observance of Radio Month in 1958. The Am Committee endorsed the NAB Radio Board's decision to hold a monthlong radio observance in 1959, following the successful 1958 month. The committee urged radio members to use the NAB film "Hear and Now" in local organization meetings. Mr. Sowell said response to the NAB "Look for a Room With a Radio" campaign, aimed at travelers, has been excellent.

Charles H. Tower, NAB broadcast economics-personnel manager, said the association will decide shortly whether to hold a Broadcast Management Seminar at the Harvard Business School. He said 85 broadcasters have definitely indicated they will attend if the course is offered next July and another 85 have voiced interest. Frederick H. Garrigus, NAB manager of organizational services, outlined the long-range plan of the Assn. for Professional Broadcast Education to upgrade college broadcast curricula.

New tax exemptions for broadcasters, granted under the 1958 Excise Law revision, were explained by Douglas A. Anello, NAB chief attorney.

FCC has authorized remote control for 10 directional and four 50 kw nondirectional stations, according to A. Prose Walker, NAB engineering manager. He predicted more authorizations will be granted. NAB has been working in Washington with Minneapolis Honeywell and WTOP on automatic logging experiments. Prototype equipment is being rebuilt to log fm and tv transmission records as well as am.

Mr. Walker said NAB is studying technical standards for measurement of power-line interference to be used in discussions with power companies.

The committee was given reports on NAB radio research and radio transmission tariff activities.

Attending the meeting, besides Chairman Sowell, were Gerald Bartell, Bartell Family Radio; Grover Cobb, KVGB Great Bend, Kan.; Harold Krelstein, WMPS Memphis; Vernon Nolte, WJBC Bloomington, Ind.; Jerome Sill, WFPG Atlantic City, N. J.; Todd Storz, Storz stations; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Edward DeGray, ABC; Arthur Hull Hayes, CBS; Charles W. Godwin, MBS, and P. A. Sugg, NBC.

NAB participants included President Harold E. Fellows; Richard A. Allerton, research manager, and Thomas B. Coulter, assistant radio vice president.

Nothing Sacred About 7-9 A.M. In Advertising Foods—Sweeney

One of the "erroneous pre-conceptions" of agencies buying time for a food product is the "must-buy 7-9 a.m. philosophy," Kevin Sweeney, president of the RAB, declared last Thursday (Dec. 11) in a talk before the Television Radio Advertising Club in Philadelphia.

Mr. Sweeney said RAB had conducted new research on the subject, and asserted:

"The first of our studies on the listening habits of the purchasers of various types of foods, in this case frozen food, shows that the admittedly precious 7:30-8 a.m. period winds up 15th among the 24 half-hour segments between 6 a.m. and 6 p.m. The 3-3:30 p.m. period is almost 20 times as valuable for reaching actual purchasers of these foods as 7:30-8 a.m."

Radio Downtown Shops' Weapon In Battle With Suburban Trend

Suburban shopping developments are being blitzed by radioactivity — radio campaigns sponsored by various downtown shopping associations in an effort to reverse a modern merchandising trend. According to Radio Advertising Bureau's latest study of how 16 of these "downtown" associations are "fighting back" suburban shopping competition, radio is the vital ingredient—taking anywhere from 33 to 100% of the ad budget.

For example, downtown Tulsa Unltd., comprised of 250 member stores, annually spends $20,000 (via a radio personality dubbed "Don Towne") to combat 18 suburban shopping centers, finds its sales 11% higher at a time when downtown shops usually are experiencing sales slumps. Another RAB case-in-point: The commercial development fund of Greater Paterson Chamber of Commerce (Paterson, N. J.) which allocates 75% of its budget in 'round-the-clock radio announcements, also "merchandises" the radio campaign by staging allied promotions, in one instance found sales rocketing 500%.

Copy in these association ads usually stresses transportation conveniences, parking facilities and wide selection of merchandise. The downtown promotion division of Merchants Assn. of Indianapolis tells listeners "if you're buying a hat, you'll find 25,000 downtown." Radio also helps win new converts; for instance, a Brockton, Mass., "downtown drive" has won new converts to the medium—stores that hadn't ever used radio before.

RAB is making available to members case histories of these campaigns.

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

FAB Files Petition On State Court Ban

Florida broadcasters want the state Supreme Court to give the question of electronic reporting a fair hearing.

Last week the court upheld contempt of court convictions of two Miami cameramen for taking pictures of an accused rapist in a courthouse corridor. The picture-taking violated an order by Circuit Judge Vincent Giblin.

A fortnight ago the highest state court had quietly amended the state's judicial code by reaffirming Canon 35 of the American Bar Assn. and making minor changes in its provisions.

The Florida Assn. of Broadcasters filed a petition Dec. 9 asking the court to reconsider its code action, taken Nov. 17 but announced only in a letter sent to judges. FAB asked an opportunity to demonstrate how radio and tv can report trials without interfering with judicial processes. At the same time FAB pointed out that broadcast coverage will enhance public appreciation of court proceedings.

The decision upholding convictions of Robert Brumfield, WTVJ (TV) Miami, and Ben Silver, WCKT (TV) Miami, was unanimous. The two tv cameramen had been fined $25 each on contempt charges by Judge Giblin. Tv pictures of the defendant in a rapist trial had been banned by Judge Giblin in the court room or any place within 30 feet of any entrance to the courtroom. The order had also covered photographing of the defendant while in jail prior to arraignment or on his way to or from the court sessions.

The contempt convictions were appealed on the ground the order violated state and federal constitutional guarantees of freedom of the press. The ban was described in the appeal as arbitrary and discriminatory because other photos of the defendant had appeared in Miami newspapers and on tv programs at the time of the defendant's arrest. Court records show the Silver and Brumfield photos were not telecast.

In writing the Supreme Court decision, Justice E. Harris Drew held Judge Giblin's order was proper because it is the judge's duty to protect the pretrial processes of the court and to ban publicity that is not vital to giving the public full information in a criminal case.

There was no compelling reason or need to photograph the defendant at the particular time and place, he held. The ruling noted there is no need for a running battle between the court and the press on the question of taking photographs within the confines of judicial chambers.

Judge Drew wrote that concepts of a fair trial and free press are basic in our constitutional government, adding, "All that is required is for both the court and the press to place the emphasis upon the constitution and not upon themselves."

In filing the FAB petition J. Kenneth Ballinger, FAB general counsel, contended Canon 35 makes unsupported statements as matters of fact which the court erroneously perpetuates. He argued broadcasters do not "intend" to detract from the dignity of court proceedings, as implied in the canon. He said the canon assumes without proof that electronic reporting degrades the judicial process, pointing to the way newspaper reporters operate during trials. "The court shuts its eyes to the facts of electronic life," he contended. He pointed to an anomaly in the canon—its support of electronic reporting of naturalization trials while criticizing such reporting in other proceedings.

Ralph Renick, WTVJ news vice president, stated in an on-the-air editorial that the court "could have performed a service to the public by looking at two sides of the issue." He said no newspaper, radio, tv or photographic representative had been given a chance to state the other side of the question.

TvB Station Membership Now 224

Eight new stations have joined Television Bureau of Advertising bringing total station membership to 224 (with network and station representative members, the overall total is 243). New members: WSOC-TV Charlotte, N.C., KOVR-TV Stockton, Calif., WDAN-TV Danville, Ill., WINR-TV Binghamton, N.Y., WHEC-TV Rochester, N.Y., WIS-TV Columbia, S.C., WNEP-TV Wilkes-Barre-Scranton, and WAVY-TV Norfolk-Portsmouth. The memberships came in after TvB's Nov. 21 annual meeting at which the bureau introduced its new retail presentation, "Plus Over Normal."

Allow Adman to Do Job—Hardesty

Top-level company executives are hampering the growth of the advertising profession because they insist upon playing the role of advertising "expert," John F. Hardesty, vice president and general manager of the Radio Advertising Bureau, told the 54th annual convention of the Ice Cream Manufacturers at the Conrad Hilton Hotel in Chicago last Thursday (Dec. 11). He insisted that advertising agencies often "are put in the impossible position of trying to sell sensible media policies, arrived at through experience, to a closed-minded management." On another subject, Mr. Hardesty recommended that ice cream manufacturers direct their advertising to adults rather than to children and suggested radio as the "best medium" to achieve this.

World Theme for SMPTE Parley

The overall theme of "films and television for international communications" will be developed in speeches and demonstrations at the 85th semi-annual convention of the Society of Motion Picture & Television Engineers in Miami, May 4-8. One feature of the convention will be an international equipment exhibit at which motion picture and television equipment manufacturers and distributors from all over the world will be invited to show their latest products.

13
WGAN-TV
Portland, Maine

Represented by Avery-Knodel, Inc.



HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

Safety Council Sets Deadline

The deadline for entries in the National Safety Council's 1958 non-competitive, public-interest awards for "exceptional service to safety" is Feb. 1, 1959. The council annually invites entries from radio-tv stations, networks, other media, syndicates and advertisers. Entry blanks are obtainable from the NSC, 425 N. Michigan Ave., Chicago. Winners will be announced next April. NSC again this year also is administering the Alfred P. Sloan Foundation competitive radio-tv awards for highway safety. Winners are chosen from recipients of the non-competitive awards.

Entries Invited for ABA Awards

Radio-tv networks, newspapers, magazines and the motion picture industry have been invited by the American Bar Assn. to submit entries for its second Gavel Awards before March 1. The broadcasting awards are for dramatic or documentary radio-tv programs that contributed to "public understanding of the American legal . . . system" broadcast or released in the year ending Feb. 15, 1959. Winners will be announced Aug. 24-28 at ABA's 82nd annual meeting in Miami Beach, Fla. Further information and entry forms are available from ABA's Committee on Media Awards, 1155 60th St., Chicago 37.

Ohio U. Names Awards Deadline

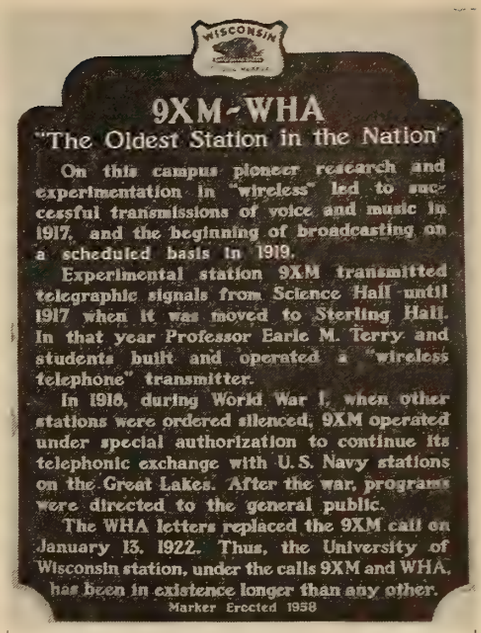
Deadline for entries in the 1959 Ohio State awards is Jan. 5, the Ohio State U. Institute for Education by Radio-Tv, Columbus, has announced. The Competition, officially named the American Exhibition of Educational Radio & Television Programs, is open to radio-tv stations, networks, schools, ad agencies and civic organizations. Winners of the seven radio program classes and 10 tv program classes will be announced next May 4. Entry blanks are obtainable from the university.

AWARD SHORTS

Sydney E. Byrnes, general manager, WADS Ansonia, Conn., has been given award by National Assn. for Mental Health for his "outstanding work in creating and producing a radio marathon for mental health."

Hulbert Taft Jr., president of Radio Cincinnati Inc. (WKRC-AM-FM-TV), has received "outstanding merchandising service award for 1958" from George Wiedemann Brewing Co., Newport, Ky., for WKRC-TV's campaign in advertising and promoting brewery's "Wiedemann-Land" exploitation theme. Award carried with it additional $3,000 billing above present commitments on station.

KTVU (TV) Oakland, Calif., has received two awards, golden trophy from Northern California Industrial Safety Society "in recognition of outstanding accident prevention work in the tv field," and citation from Central & Northern California Chamber of Commerce Executives Assn. for station's "city salute" campaign, which consists of on-air salutes to Northern California communities.



An official Wisconsin historical marker commemorating the founding of experimental 9XM (later WHA Madison) as "the nation's oldest station" was unveiled last month.

The marker is adjacent to the U. of Wisconsin building where Prof. Earle M. Terry made experimental transmission in 1917.

A banquet was held on the university campus Nov. 24 in his honor as part of the dedication ceremonies.

Pioneer electronic engineer C. M. Jansky Jr., board chairman of Jansky & Bailey Inc., Washington, worked on 9XM as a student.

Asked about WHA's "first" claim, Mr. Jansky said, ". . . since it is recognized that regular broadcasting started in the U. S., WHA may also be credited with being the oldest broadcasting station in the world."

Lee H. Bristol, board chairman of Bristol-Myers Co., and **Lewis Gruber,** president of P. Lorillard Co.—will be honored for their "outstanding contributions to advertising" at testimonial dinner Dec. 4 in New York sponsored by advertising-publishing-communications division of Federation of Jewish Philanthropies.

Bob Colvig, KSFO San Francisco air personality, has received "Safety Oscar" from Northern California Industrial Safety Society for his contribution to accident prevention through his program *Colvig Commute Club,* which daily announces traffic hazards.

James A. Barnett, v.p., Rexall Drug Co., L. A., **Arthur A. Bailey,** v.p. in charge of Los Angeles office of Foote, Cone & Belding, and **Russell Z. Eller,** advertising manager, Sunkist Growers Inc., L. A., have received citations from Advertising Council, L. A., for their 1958 contributions to "national welfare." Messrs. Eller and Bailey were commended for their work for Forest Fire Prevention campaign while Mr. Barnett was cited for his efforts in helping Red Cross fund raising campaign.

American Cinema Editors have announced tv winners for its fifth annual "Critics' Awards" for best film editing of 1958. Edward W. Williams, A.C.E., won for best editing of single dramatic episode, for "Poison," on *Hitchcock Presents,* CBS; Robert Hoover, for best edited single episode comedy, "Kathy's Romance," on *Father Knows Best,* CBS; Frank P. Keller, A.C.E., for best edited single episode documentary, "Unchained Goddess," on *Bell Telephone Hour,* NBC, and Robert T. Sparr, A.C.E., for best edited single episode western for "Rope of Cards," on *Maverick,* ABC.

William A. Rockett, account executive for Charles F. Hutchinson Inc., Boston, received annual "Jacob" award for contributing "most to advertising business, community and the promotion of advertising careers among junior executives."

Max Ulrich, sports director of WSJS-AM-TV Winston-Salem, N. C., has been selected as "North Carolina's outstanding sportscaster for 1958" by broadcasting colleagues, and has been given Lee Kirby Memorial Trophy.

WBAP-TV Fort Worth has received certificate of appreciation from Texas Governor Price Daniel for its "valuable contribution to the project of teacher recruitment and education . . . to education in Texas."

CHCT-TV Calgary, Alta., has won Tv Reps award for best overall English language promotion during Canadian Tv Week 1958. CHCT-TV was winner of same award in 1957 in competition with 41 other private Canadian tv stations.

WEW St. Louis has been given 1958 Civic Activities Committee award for "outstanding public service" for its "alert news coverage" and "fine spirit of public service in regularly donating 'premium' hours to public service programming."

WDVA Danville, Va., KWBB Wichita and **WITH Baltimore** have won station honors in nationwide "Battle of the Bugs" public service contribution, sponsored by Home Insect Control Bureau, division of Real-Kill Insecticide Co., Kansas City.

KBIG Santa Catalina, Calif., announces that Reg Spurr, media buyer at Young & Rubicum, L. A., has won top prize in its copywriting contest—Paris trip for two—for submitting best promotional copy on KBIG's current "refreshing sound" advertising theme. Bruce Robertson, BROADCASTING west coast editor, was one of five judges.

CBS has been presented a scroll by National Council of Churches, National Council of Catholic Men, New York Board of Rabbis and American Jewish Committee, in honor of "ten years of distinguished public service" by CBS-TV's *Lamp Unto My Feet.* Louis G. Cowan, network president, accepted citation. Program marked its tenth anniversary on air Nov. 23.

Sets Near '57 Totals in Canada

Television and radio receiver sales are rapidly nearing the totals reached last year, according to figures of the Electronic Industries Assn. of Canada, Toronto. In the January-October 1958 period tv set sales totaled 338,895 units compared with 365,875 in the 1957 period. Sales in October were 11,000 units down from October 1957, with 59,177 sets compared with 70,537 last year. Largest sales were made in Ontario province, with 125,679 sets sold there in the first 10 months of the year, followed by 86,988 sets in Quebec province.

Radio receiver sales in the first 10 months of 1958 totaled 434,432 units compared with 452,637 in the 1957 period. October 1958 sales with 65,375 units topped those of a year ago when 63,128 sets were sold. Ontario accounted for 194,694 sets, Quebec 106,258 in the first 10 months of this year.

Dawson Creek Vhf Starts

Ch. 5 CJDC-TV Dawson Creek, B.C., at the southern end of the Alaska Highway, is scheduled to start today (Dec. 15). The station's first rate card, effective December 1, gives the hourly time rate in class A time at $75, one-minute spot announcements at $16, 20-second spots at $12 and 8-second spots at $10, on a one-time basis. Station manager is Mike LaVern. CJDC-TV representatives at Toronto and Montreal are Television Representatives Ltd.; at Vancouver, Hunt Scharf Representatives Ltd.; at Winnipeg, A. J. Messner & Co., and at New York Donald Cooke Inc.

ABROAD IN BRIEF

EXPLOSIVE VOICE: The Voice of Morocco's new 1,111-ft. radio tower at Oujda, to have gone into operation next month, will be silent for some time to come. It was dynamited to the ground Nov. 25. The $47,000 structure took six months to build. The tower was designed to serve Algeria and Tunisia as well as Morocco.

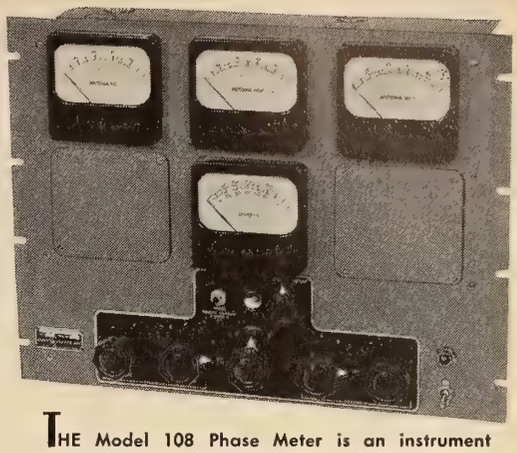
TOWERING MOSCOW: A 1,667-ft. tv tower will be built adjacent to Moscow U. next year, the Soviet newspaper *Trud* has announced. (The 1,610-ft. KSWS-TV Roswell, N.M., tower is the world's tallest.) Plans for the Russian tower include a 240-seat restaurant and an observation platform at 1,300 ft. The Moscow Tv Center will be housed in a 213-ft. diameter base of the reinforced concrete structure.

TV TEACHES PREACHERS: A school for clergymen who preach on television is underway in Britain. Member of Parliament Eric Fisher, director of the British ABC-TV network, says the project is supported by the Anglican, Roman Catholic, Methodist, Congregationalist and Baptist churches. The school is designed to improve the stage presence of clergymen who address an estimated 20 million Britons via tv.

INTERNATIONAL SHORT

CJFB-TV Swift Current, Sask., has appointed Trans-Ocean Radio & Tv Representatives Ltd., Toronto, Ont.

*
NEMS-CLARKE
Phase Meter
MODEL 108
*



THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS-CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

YOURS *FOR INSPIRATION, KNOW-HOW AND NEW RADIO ELECTRONICS KNOWLEDGE*

Bigness has everything in the world to do with it when, each year, THE IRE NATIONAL CONVENTION and THE RADIO ENGINEERING SHOW is planned for you. Industries are only as big as you men who make them. And you have created a colossus that requires a Coliseum to show itself.

Come to see, to hear and to learn. Whatever your special interests—equipment, component parts, instruments or production—these 800 exhibits representing 80% of your industry's productive capacity are an INSPIRATION IN RADIO ELECTRONICS that will take you further along your personal path of progress.

REMEMBERS THE MAN

THE IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
AND THE RADIO ENGINEERING SHOW
Coliseum, New York City
MARCH 23 • 24 25 • 26

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York 21, N. Y.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES


MR. COYLE

DOUGLAS J. COYLE, formerly v.p. of Kenyon & Eckhardt, N. Y., and before that advertising manager of Vick Chemical Co., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as v.p. and management supervisor.

ROBERT B. SCHNERING, formerly president and board chairman of Curtiss Candy Co., Chicago, appointed president of Slayton-Racine Inc., Toledo, Ohio, advertising agency with offices in New York and Chicago.

GERTRUDE KOEHRING, copy chief of Hockaday Assoc., N. Y., elected v.p.

HARRY RAUCH, Young & Rubicam, N. Y., v.p. and manager of tv publicity department, to direct agency public relations in addition to current responsibilities.

MARTIN F. SHEA, with Philco Corp., Philadelphia, since 1929, resigns as v.p. of Philco's automotive division.

OSCAR LUBOW, Young & Rubicam, N. Y., merchandising executive, named v.p. and account supervisor.

WILLIAM F. CRAIG, member of executive board of William Morris Agency, named v.p. in charge of tv programming for Grey Adv., N. Y., effective Jan. 1, 1959.

DR. BERTRAND KLASS, formerly with Marketing Planning Corp., division of McCann-Erickson, to Forbes Marketing Research Inc., N.Y., as v.p. and technical director.

JAMES A. BROWN JR., assistant media director, Grant Adv., Detroit, resigned to join Venard, Rintoul & McConnell as manager of Detroit office.

ESTELLE LEE, formerly advertising manager of Dunhill (smokers' articles), appointed advertising manager of Hat Corp. of America, N. Y., (Cavanagh, Dobbs, Knox hats).

ALBERT C. POWELL, formerly with Max Fine & Co., California supermarket chain, to Adrian Bauer & Alan Tripp Inc., Philadelphia advertising and public relations agency, as comptroller.

JOHN D. F. MARTYN, formerly with Young & Rubicam, N. Y., to The Pulse Ltd., London, as chief officer.

RICHARD H. JACOBS named manager of Memphis office of Noble-Dury & Assoc., Nashville, Tenn., succeeding **JAMES R. STEWARD,** resigned to run motel in Bowling Green, Va. **LESLIE A. SMITH,** formerly sales representative of Rodney Baber & Co., Memphis, appointed assistant account executive of N-D in its Memphis office.

WILLIAM W. TARA, independent advertising consultant, named creative consultant to board chairman of Campbell-Ewald Co., Detroit. Mr. Tara will maintain offices in Detroit and Los Angeles.

FRED L. CORSTAPHNEY resigns as director of public relations for WSLS-AM-FM-TV Roanoke, Va., to form own advertising agency, Associated Advertising, Roanoke.

FRANK ROTHMAN, formerly with Trans World Airlines, to Forbes Marketing Research, N. Y., as project director.

ARTHUR C. WILLIAMS, formerly partner in Rayart Adv., Washington, D. C., appointed creative and production director in radio-tv department of Houck & Co., Roanoke, Va.

ROBERT PASCH, v.p. and copy supervisor, Kenyon & Eckhardt, N. Y., promoted to associate copy director.

BETTY TANNER resigns as director of radio-tv at Wool Bureau, N. Y., effective Dec. 30. Miss Tanner was formerly with *New York Times.*

O. R. (JIM) BELLAMY, formerly account executive and spot sales manager for Ziv Television Programs, to Perry-Brown Inc., Cincinnati, as director of radio and tv and retail foods merchandising.

DR. EDWIN F. LEFKOWITH, formerly with U. S. Navy as air intelligence officer, to Market Planning Corp., N. Y., research affiliate of McCann-Erickson as study director in communications research.

STANLEY GIMBEL, formerly with General Electric Co.'s advertising and sales promotion department, to Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, account staff.

FRED HOWE, for past year head of own consulting firm in Westport, Conn., to D'Arcy Adv., N. Y., as account executive on Glenmore Distillers Co.

JOEL B. STEIN, formerly account executive at Grey Adv., N. Y., to Pharmaceuticals Inc., that city, as assistant to advertising director.

GEORGE A. PRESTON, formerly with Riedl & Freede Inc., Clifton, N. J., to Albert Frank-Guenther Law Inc., N. Y., as account executive.

JOHN F. McMANUS, formerly with Marschalk & Pratt, and **BERNARD GILWIT,** formerly with Kenyon & Eckhardt, to Doyle Dane Bernbach as account executive and art director, respectively.

SANFORD WEISS, formerly of Lewin, Williams & Saylor, N. Y., to copy staff of Lawrence C. Gumbinner Adv., that city.

ROBERT A. ROGERS, formerly with Fuller & Smith & Ross, N. Y., to Reach McClinton & Co., N. Y., public relations and publicity department.

CHARLES DIXON, formerly manager of McGraw-Hill Publishing Co.'s southeastern news bureau, to D'Arcy Adv., N. Y., public relations department.

WALLACE J. GORDON, formerly copy group head at Erwin Wasey, Ruthrauff & Ryan, to Grant Adv. Inc., Chicago, as copywriter.

DANA A. SEYMOUR, formerly with Cunningham & Walsh, N. Y., to H. W. Warden Assoc., N. Y., as copywriter

EUGENE C. GLASGOW, 60, veteran newspaperman and president and founder of Gene Glasgow Assoc., Kensington, Md., advertising and public relations firm, died Dec. 8 in Washington Sanitarium and Hospital, Tacoma Park, Md., of heart ailment.

FREDERICK TROUP, 66, retired RCA executive, died Dec. 5 in Irvington, N. J. Mr. Troup served as executive in RCA's Harrison, N. J. division.

FILM

HENRY UNTERMEYER, formerly with CBS, appointed v.p. in charge of west coast sales of Bandelier Films, Albuquerque, N. M.

MARIO O'HARE appointed resident sales v.p. for Mexico and Central America with Alexander International division of Alexander Film Co., Colorado Springs, Colo.

SIDNEY S. VAN KEUREN, studio manager of Hal Roach Studios, Hollywood, for past 22 years, has announced his resignation due to health.

PHIL PROTERFIELD, formerly with NBC sales staff, to Robert E. Swanson Productions as sales manager.

ROBERT J. KOLB, for past five years account executive and regional sales manager, WOR-TV New York, to CBS Films Inc., N. Y., as account executive.

ALEX SHERWOOD, formerly with ABC Films Inc., N. Y., to Official Films Inc., N. Y., as southeastern representative.

DENIS C. HYLAND, previously assistant in sales promotion department, MCA-TV, named supervisor of audience promotion for feature films.

BEN ALEXANDER, tv and film star who has played Frank Smith, Joe Friday's partner, on *Dragnet* for past six years, has been signed to direct fourth segment of new Mark VII Ltd. tv series, *The D. A.'s Man.*

NETWORKS


MR. HAYES

GORDON F. HAYES, general manager of CBS Radio Spot Sales since May 1956, elected v.p. in charge. Mr. Hayes was western sales manager in Chicago for eight years before he moved to New York to become general manager. He had joined spot sales as account executive in Chicago in December 1945, and before that time was radio salesman for WTOP Washington. Mr. Hayes was erroneously identified as western sales manager for CBS Radio Spot Sales in AT DEADLINE, Dec. 8.

SANFORD CUMMINGS, director of ABC-TV Program Dept., Western Div., elected v.p. of ABC. **JOSEPH STAMLER,** for past three years sales manager for WABC-TV New York, appointed v.p. of ABC and general manager of WABC-TV.


MR. CUMMINGS

JEROME STANLEY, NBC-TV film production supervisor, and **MRS. BLANCHE RUNGE,** in NBC-TV continuity acceptance department, promoted to manager of film program operations and reader in story department, respectively, in NBC-TV's Pacific division, film programming department.

CLAUDE A. MAHONEY, with CBS for past ten years as farms news editor, to Mutual's Washington, D. C., news staff.


MR. STAMLER

CHARLES P. HUGHES, 55, former radio producer-director at WENR, WBBM and NBC, all Chicago, died following heart attack in his automobile Dec. 8. He was voice of onetime network show, *First Nighter,* and retired from radio in 1950.

STATIONS


MR. MENDELSOHN

DAVID MENDELSOHN elected president of Radio Hawaii Inc. (KPOA Honolulu, T. H., WSMB New Orleans and KTVR [TV] Denver) and First Broadcasting Corp. (WTAC Flint, Mich., and WFBL Syracuse, N. Y.), wholly-owned subsidiaries of Founders Corp., New York investing and holding company. Mr. Mendelsohn, with Founders for past five years, was station manager at WTAC and KTVR.

GEORGE R. COMTE, general manager of WTMJ-AM-TV Milwaukee, elected v.p. of parent Journal Co. and **ROBERT J. HEISS,** stations' manager, appointed director. Mr. Comte was named general manager of Milwaukee Journal properties when Walter J. Damm retired as v.p. and general manager last Sept. 27. Mr. Heiss started as WTMJ announcer in 1934.

WILLIAM L. JONES JR., formerly account executive at WEMP Milwaukee and general sales manager at KWK St. Louis since October of this year, promoted to KWK general manager.


MR. SWIFT

ARTHUR M. SWIFT, general sales manager for WOOD-AM-TV Grand Rapids, Mich., appointed manager of WTCN Minneapolis, Time Inc.-owned station. Mr. Swift will assume duties at WTCN shortly after Jan. 1, 1959.

ROBERT S. HIX has resigned as manager of KOA Denver, effective shortly after Jan. 1, 1959. **RALPH RADETSKY,** assistant general manager and manager of KOA-TV, has been named station man-

ager for both radio and tv operations. Prior to joining KOA in 1958, Mr. Hix was executive v.p. and general manager of Missouri Valley Broadcasting Co. and previously general sales manager of KFH Wichita, Kan.

REX KOURY, formerly director of music for ABC, assumes duties of manager of KVNI Coeur d'Alene, Idaho, following FCC approval of station's purchase by Mr. Koury and Howard Flynn, tv-radio director of Walter McCreery Inc., Los Angeles advertising agency.

BILL SAWYERS, account executive at KGIL San Fernando, Calif., appointed station and commercial manager of KBIQ (FM) Los Angeles, effective Dec. 29. KBIQ is scheduled to begin broadcasting about Feb. 15.

MALCOLM S. RICHARDS, formerly sales manager for WING Dayton, Ohio, to WAVI, that city, as national and regional sales manager, succeeding **KEN CAYWOOD.** Other WAVI appointments: **PETE BOYLE** as account executive, **FRED BROPHY** as news staff member and **JOHNNY SAUER** as sportcaster.



MR. SCHWEITZER

EDWIN H. SCHWEITZER, has resigned as v.p. and commercial manager of Station WELI, New Haven, effective Dec. 31, to accept position of commercial manager at WNLC New London, both Connecticut. Mr. Schweitzer has been with WELI for past 15 years.

WILFRED C. PRATHER, member of NBC Chicago engineering department, promoted to television technical operations supervisor for WNBQ (TV) and WMAQ, both Chicago.

FRANK TEAS, air personality at WSMN Nashua, N. H., promoted to program director.

DOM QUINN, air personality at WIND Chicago, promoted to program director.

TED SCHNEIDER, operations manager, WMGM New York, elevated to director of news and special events, and **BOB LAZICH,** formerly night news editor, KWBB Wichita, named WMGM nighttime supervisor of news and special events.

MARTIN WELDON, previously associated with WCBS New York, WABC-TV New York and NBC, to WNEW New York as director of news and special events.

RONALD LITTLE, on WBZ-TV Boston's production staff since 1952, named production supervisor.

WILLIAM M. SCRUGGS JR. appointed promotion manager of WSOC-AM-FM-TV Charlotte, N. C., replacing **JAMES W. EVANS,** to WTAR-TV Norfolk, Va., as promotion manager. **CHARLES M. MARSHALL** named director of merchandising and research.

DONALD R. SMITH named operations manager of WMBR Jacksonville, Fla. **TOMMY HARPER,** WMBR air personality, promoted to production manager, and **CHARLES SCHON** elevated to news editor.

BILL GIVENS, formerly musical director and executive director for WBZ Boston, to WORL Boston as program director and air personality.

ROBERT L. RIERSON, production manager for WBTV (TV) Charlotte, N. C., promoted to program operations manager. **NORMAN PREVATTE,** assistant production manager, to production supervisor, and **J. NATHAN TUCKER,** film director and assistant program manager, to program supervisor.

DON KELLY, air personality on WDGY Minneapolis, promoted to program director. D.j.'s **BILL DIEHL** and **JIM RAMSBURG** named to posts of music director and production director, respectively. **ROBERT T. WEST,** formerly with WTCN-TV Minneapolis, to WDGY as d.j.

JOHN A. POOL, director of public relations for Texas Showman's Assn., joins WBAP-FM Fort Worth as assistant manager and assistant program director. **ROBERT L. BOYS,** formerly program director for Tri-City Broadcasting Co., to WBAP-AM-FM-TV as announcer.

FRANK KALIL, formerly program director of KBUZ Mesa, Ariz., to WSAI Cincinnati in similar capacity.

JOHN CHRISTMAN, formerly sports and news writer for WNMP Evanston, Ill., appointed news director of WHK Cleveland, replacing **JACK PLUNTZE,** named news supervisor for WNEW New York.

BOB WALDROP, formerly announcer and newscaster for NBC New York, to WGMS Washington as announcer.

DAVE MAYNARD to WBZ Boston as air personality.

JIM BERGMAN, formerly with KREM-TV Spokane, Wash., and **DON MORRIS,** formerly with KIHR Hood River, Ore., to KUMA Pendleton, Ore., as announcer-engineers. **LEE CASEY** and **JACK COMFORT,** both formerly with KUMA, to KWRC Pendleton.

BILL KIMBROUGH, formerly director and photographer with WALB-TV Albany, Ga., to WTOC Savannah, Ga., production department.

CHARLIE BRYAN, air personality, moves his nighttime d.j. show from WDSU to WSMB, both New Orleans.

DORSEY CONNORS, personality at WNBQ (TV) Chicago and commercial announcer for local participations on NBC-TV's *Jack Paar Show,* signed for Monday-through-Friday radio series on WGN, that city.

DONALD T. FORTUNE joins WINE New York as air personality.

BRUCE HAYWARD to KMOX St. Louis as air personality.

DICK MOORE, formerly assistant news director at KFBI Wichita, Kan., to KBOX Dallas' action central news staff.

CLAUDE RANEY, formerly program director of WPDQ Jacksonville, Fla., to WHBQ Memphis news department.

PROGRAM SERVICES

ROBERT CAMP, formerly assistant to director of sales of Capitol Records Inc., Hollywood, promoted to executive staff assistant to v.p. of sales and merchandising of CRI.

PROFESSIONAL SERVICES

JULES L. HOFFMAN, formerly on promotion staff of *Philadelphia Inquirer,* appointed advertising promotion manager of *Tv Guide* magazine, succeeding **NELSON H. FUTCH,** named merchandising services director.

ROBERT S. GREEN, formerly attorney in appellate section of civil division, U.S. Department of Justice, becomes associated with Koteen & Burt, Washington, D. C., law firm, effective today (Dec. 15).

IRA J. ADAMS, 81, who established patent department of RCA and served as its first patent attorney died Dec. 4 at Valley Hospital, Ridgewood N. J. He was associated with RCA from 1920-29 and later engaged in private patent law practice.

MANUFACTURING

EUGENE D. SMITH, with Lion Oil Co., El Dorado, Ark., division of Monsanto Chemical Co., St. Louis, since 1949, promoted to advertising manager, succeeding **CLARENCE R. OLSON,** who remains as consultant for advertising and sales promotion.

DON WHITING promoted from assistant advertising manager to advertising manager of Toastmaster Div. of McGraw-Edison Co. (toasters, irons, etc.), Elgin, Ill.

WILLIAM H. PARSHALL named manager of advertising in marketing division of H. J. Heinz Co., Pittsburgh. **JAMES H. HAMILTON** succeeds Mr. Parshall as manager of product marketing. Mr. Parshall has served in various executive capacities for Heinz since 1935, Mr. Hamilton, since 1939.

COL. DANIEL B. WHITE, U. S. Air Force (ret.), named assistant manager of eastern operations, Packard-Bell Electronics Corp. technical products division.

TRADE ASSNS.

HENRY USHIJIMA, Colburn Film Services, elected president of Chicago Unlimited for 1959, succeeding **JAMES G. HANLON,** WGN-AM-TV, that city. Other officers named to head CU, organization devoted to promotion of Chicago as radio-tv advertising center, were **DON McNEILL,** ABC Radio personality, v.p.; **MRS. RUSTY FRANCISCO,** announcer, secretary, and **JACK RUSSELL,** Jack Russell & Assoc., (re-elected) treasurer.

Advertisement

In a letter to Phil Peterson, New England Sales Manager for Community Club Services, Inc., Mr. Ed Waller, President and General Manager of Radio Station WTOR, Torrington, Conn. stated that we "Just concluded Community Club Awards Campaign here in Torrington. It was a tremendous success! We will run our second Community Club Awards Campaign at the same time next year. By the way, we had over 15 million bonus coupons turned in and over 1 million in cash receipts. "As you know, WTOR was the first station in Connecticut to run a Community Club Awards Campaign. Don't be afraid to have the other boys in the area call me. I will be glad to help them all I can".



MR. WALLER

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842



KOSI radio in Denver
KOSI-KOBY GET ACTION!
KOBY radio in San Francisco
SEE YOUR PETRY MAN
Mid-America Broadcasting Company

'Music Man' Leads WIRL Event

Meredith Willson, composer of the Broadway attraction "Music Man," starred in a two-day combination music, retailing, station and Red Cross promotion campaign sponsored by WIRL Peoria, Ill. Mr. Willson was featured at a high school band festival in Peoria, where he conducted a massed band of some 1,200 musicians in his "Music Man" song hit "76 Trombones." In addition, the bands played the Willson tune "It's Beginning to Look Like Christmas," which was accepted as the official selling slogan by the Peoria Downtown Retailers Assn. for the 1958 Christmas season. WIRL also urged listeners to make blood donations at the American Red Cross Blood Center where Mr. Willson autographed "Music Man" albums for donors. Over 1,000 pints of blood were collected, according to WIRL President Robert Frudeger, and more than 40,000 persons attended the massed band concert.

WNEW-TV's 'Chaste' Ads Appeal

WNEW-TV New York—bucking "thousands of lines of network newspaper ads"—has hit upon a novel way with which to garner reader attention. It's taken out 85 3-inch all-type newspaper ads—described by station advertising director Ken Klein as "chaste"—and has slipped them unobtrusively into the women's pages of major New York newspapers. There, adjacent to pictures of the newest shoes, bridge columns and household hints, the ad asks in bold type: "If you have children who watch tv . . . we invite you to watch ch. 5 with them tonight at . . . ." For one WNEW-TV show, re-runs of the old "our gang" film shorts, this type of ad has resulted in a 200% increase in Arbitron ratings, the station claims.

Old Circus Wagon Drawn to KETV

A colorful antique circus wagon cage, now decorating the stage for the daily *Cartoon Circus* program on KETV (TV) Omaha, has been loaned to the station by the Omaha Zoo, Eugene S. Thomas, KETV vice president and general manager, has announced.

Formerly owned by Tony Jentry's Dog and Pony Circus which traveled from coast to coast after World War I, the wagon cage was offered for use by the station after KETV announced plans for its afternoon cartoon show. Floyd Henton, Omaha Zoo supervisor, discovered the abandoned wagon in a small Nebraska town nearly 30 years ago, and restored the wagon for a display at the city zoo, according to KETV.

Redheads Mob WPEN's Red Benson

Red Benson of WPEN Philadelphia is partial to redheads, according to the station. When the musical hit, "Li'l Abner", came to Philadelphia recently, Mr. Benson announced that he would be in the downtown section of the city and would give four tickets to the show to redheads who said "WPEN Li'l Abner" to him, two tickets to all others. Well, according to WPEN, when Red arrived at his location "there was bedlam." The mob that surrounded him was so thick that he couldn't get his hands in his pockets to hand out the tickets. The station reports that policemen restored order and 500 tickets to "Li'l Abner" were finally given away. Afterward, Red said: "I didn't know there were so many redheaded people in Philadelphia."

HOW TO WIN . . .

How can a television station make sure that the newspapers in its coverage area will use the program news releases sent by the station? This question, along with a plan, was taken by a North Carolina station directly to the source of the problem—the editors themselves.

WFMY-TV Greensboro's suggestion had to meet the demands of 15 daily papers and approximately 47 weeklies within a 50-mile radius of the station, each with different make-up, specifications, deadlines, "spheres of interest" and emphasis.

Judd Choler, promotion manager of WFMY-TV, made personal calls on 18 North Carolina and Virginia editors "to find out what the papers want from us, and to get on a pleasant relationship with them." Mr. Choler's promotion idea subsequently was adapted for use at WFMY-TV. During a weekday morning, live, studio program (music, weather, contests, etc.), WFMY-TV utilizes slides of newspaper mastheads to be shown on a special rear screen projection device. An announcer gives a headline type news item of public service content from the newspaper on display. From 40 to 50 papers are rotated in this manner during a period of five to eight weeks. The program ends with the reminder that the station's program information is found in ". . . newspaper, and other fine papers throughout the area."

WFMY-TV furnishes program schedules, free mat service, the station's weekly mimeographed "Channel 2 Program Highlights," and a free one- or two-column zinc plate or mat of a heading for the material. Thus far, the station reports, the editors have given "us all the cooperation we could ask for."

Clues Pay Off in WTMT Contest

On-air clues to the combination for opening the safe used in WTMT Louisville's "Treasure Vault" contest had to be extended to seven weeks before a winner could claim the $1,700 cash prize. According to the station, more than 35,000 persons in the area attempted to crack the 500-pound safe during WTMT's visits to different stores and shopping centers, An additional $100 was added to the original $1,000 prize for each week the safe went unopened. Contestants were allowed two minutes at the dial. Qualifying as an "expert safecracker" was a Louisville bank employe who swung open the vault door after studying the clues from the start of the contest, according to WTMT.

KID-TV Tests Atomic Power

Cameras and recorders operated by atomic power were used by KID-TV Idaho Falls, Idaho, in its dedication coverage of the Argonne Low Power Reactor, Dec. 2, at the National Reactor Testing Station in Idaho. The Argonne reactor produces 200 kw of electricity and 400 kw of space heat for installations in remote areas such as the Arctic DEW line. KID-TV shot film and made tapes for broadcasts that night, using power from the reactor as it began output at 12:30 p.m. The reactor, according to Argonne Labs, will operate with minimum supervision for three years on single fuel loading and may possibly be used to power radio transmitters in remote areas.

WGMS Also Beethoven Fan

Sudden public recognition of composer Beethoven's birthday, due to its promotion in the comic strip "Peanuts," has prompted WGMS Washington, D.C., to combine "only (blank) more days til Beethoven's birthday" with its announcements of "only (blank) more shopping days til Christmas." The precocious little composer in the strip, Schroeder, has heralded his idol's birthday daily. WGMS will celebrate the Dec. 16 (1770) event with a broadcast of Beethoven's Symphony No. 8 in F, Op. 93 at 11:15 a.m. WGMS airs at least one work by the composer almost every day of the year, and no departure from its regular schedule is necessary, the station reported.

WTOL-TV Dynamites Its Message

WTOL-TV Toledo, Ohio, has been mailing simulated sticks of dynamite to agencies to emphasize it as T.N.T.—Toledo's New Tower—according to the station. Inside each stick of dynamite and taped to the "fuse" for easy removal is basic information about the new station, which went on the air with a special premiere program last week [AT DEADLINE, Dec. 1].

Timebuyers Offered Holiday

McGavren-Quinn Corp., N. Y., station representative for four Connecticut stations now being sold as a group—WKNB New Britain, WNHC New Haven, WATR Waterbury and WNAB Bridgeport—is asking New York agency timebuyers to name the new group and is offering as top prize a 16-day California-Hawaiian holiday for two, courtesy Transocean Air Lines. The contest which began Dec. 2 winds up today (Dec. 15).

KFWB Allots Yule Drive Time

KFWB Los Angeles is withdrawing the hours 9-11 p.m. from sale during the month of December and has reserved the time exclusively for Christmas-connected public service announcements, presented in a set-

ting of appropriate music. The station last week mailed invitations to 12,000 fraternal and civil organizations offering such use of KFWB facilities.

Texas Tall Tower Toured

WOAI-TV and KENS-TV, both San Antonio, were hosts Dec. 7 to more than 500 guests from Texas and other parts of the nation at festivities celebrating the formal opening of the stations' joint tv tower, reportedly the tallest in Texas and the third tallest structure in the world.

After touring the $1.25 million facilities, the guests were entertained at cocktails and dinner. Speakers included newscasters David Brinkley of NBC-TV and Ned Calmer of CBS-TV. The guest list included Thomas E. Knode, vice president, NBC station relations, and Carl Ward, CBS affiliate stations, as well as other local, state and national officials. Heading the welcoming committee were James M. Gaines, president of the Texas Tall Tower Corp. and of WOAI-TV (NBC-TV affiliate), and Wayne Kearl, manager of KENS-TV (CBS-TV affiliate).

Bucks Fall for KTBC's Guests

Friends and customers of KTBC-AM-TV Austin, Tex., are taking the bucks home this fall. More than 30 deer have been taken from the several thousand acres in two deer leases maintained by the stations in the hills west of Austin. Sportsminded advertisers and agency personnel from Austin, Dallas, Houston, San Antonio and other Texas cities have been invited for weekend and mid-week hunting expeditions during the deer season.

KLAC Gives Big Push in L.A.

KLAC Los Angeles has been promoting itself recently with a bright little folder which tells how to get "the big push in Southern California supermarkets," according to the station. Included are facts on the KLAC "Supermarket Plan." The station reports it "delivers mass displays within the markets . . . creates point of purchase impact. . . ." All these extras are delivered "by the KLAC team," says the station.

WCBS Sends Leather-Bound Digest

WCBS New York has distributed about 500 copies of the "WCBS Radio Data Digest" to agency account executives and timebuyers, advertiser officials throughout the country, and the staff of CBS Radio Spot Sales. The promotion piece, bound with a leather covering, contains information on the station's programming, personalities, audience, marketing area and merchandising facilities.

Texan Girls Romp at WILS

What happens when a group of station d.j.'s tangle with a team of Texan girls on the basketball court? Top box office, thanks to an unusual public relations effort.

This was demonstrated by WILS Lansing, Mich., when it pitted its d.j. teams against the Texas Cowgirls in the local civic center as part of a double-header that also featured the Harlem Globe Trotters and the Hawaii

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 $7.00
name _____ title/position _____
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city _____ zone _____ state _____
occupation required
Sign gift card _____

2 $13.00
name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 $19.00
name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 $25.00
name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

50th Stater team. A record 5,100 fans turned out, despite bad weather, for the best attendance at the center in two years, WILS reported. The Cowgirls won, 42-28, but it might have been more lopsided—the WILS group included some recruits from Michigan State U.

Money in The Streets, Via WDGY

There's money on the street where you live in Minneapolis-St. Paul, Minn., thanks to a recent WDGY promotion. Every morning, WDGY personality Don Kelly names two "money streets," one in each of the Twin Cities, and listeners living on these streets are invited to send their names and addresses to the station. Five envelopes with random addresses are kept at the station, containing amounts from $5 to $100. If a postcard is received from any of these five people WDGY awards each of them whatever is in the envelope with his name. The first day this contest was run there were over 100 entries from streets announced, according to WDGY, and two winners collected a total of $50.

Gentleman Jim Arrives for KXOK

KXOK St. Louis' new personality, Gentleman Jim Bradley, came to town and got a handsome welcome. Arriving by train, dressed in his black suit, trimmed with grey velvet, derby hat, ascot tie with diamond stick-pin and walking stick, Gentleman Jim was met by a band, models with welcoming signs, and "hundreds of people," according to KXOK. Gentleman Jim then toured the city, handing out simulated diamond stick-pins along the way. According to KXOK Vice President and General Manager C. L. Thomas, Gentleman Jim Bradley was created to fill the station's morning and early afternoon time schedules as well as to appear for five hours on Sunday afternoon.

Santa's Helpers Write to WAMP

In a pre-Christmas contest at WAMP Pittsburgh 28 children between the ages of 6 and 12 will win "shopping sprees" in a local department store by completing the sentence, "I want to be Santa's helper because . . ." Co-sponsored by Rosenbaum's Department Store and promoted on WAMP's *Rex Dale Show*, the contest offers $250 worth of credit in the store to each of the three top winners. The 25 runners-up will each receive $5 merchandise certificates. All 28 will be treated to lunch, after which they will appear on Mr. Dale's program.

D.J. Adds Realistic Note

A personal touch of realism was incorporated into a dairy's commercials on WPBN-TV Traverse City, Mich. D.j. Ted Simon tied in the live commercials for a local dairy, which was giving away miniature sports cars in exchange for dairy carton tops, by giving his "pitch" from beside and inside his own "real" sports car.

Station Authorizations, Applications

Dec. 4 through Dec. 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Christiansted, St. Croix, V.I.—Radio American West Indies Inc., ch. 8 (180-186 mc); ERP 3.79 kw vis., 1.895 kw aur.; ant. height above average terrain 732 ft., above ground 316.5 ft. Estimated construction cost $129,462, first year operating cost $57,500, revenue $45,000. P.O. address Box 931. Studio-Trans. location 0.5 miles SSE of Christiansted. Geographic coordinates 17° 44′ 19″ N. Lat., 64° 42′ 07″ W. Long. Trans.-ant., RCA. Legal counsel Cottone & Scheiner, Washington. Consulting engineer George P. Adair Co., Washington. Applicant is licensee of WIVI Christiansted. Announced Dec. 9.

Existing Tv Stations

ACTIONS BY FCC

KNAC-TV Fort Smith, Ark.—Is being advised that application for transfer of control from **Harry Pollock** to **Donald W. Reynolds** indicates necessity of a hearing. Chairman Doerfer and Commissioner Cross dissented. Announced Dec. 10.

WAVY-TV Portsmouth, Va.—Granted waiver of Sect. 3.652(a) of rules to change identification to Norfolk-Portsmouth.

CALL LETTERS ASSIGNED

KTLE Pocatello, Idaho—KBLI Inc., ch. 6.

WTAS Albany, N.Y.—Van Curler Bcstg. Corp., ch. 35. Changed from WTRI, effective Jan. 1.

KOKE-TV Oklahoma City, Okla.—Independent School Dist. No. 89, ch. *25. Changed from KTVQ.

WQEX Pittsburgh, Pa.—Metropolitan Pittsburgh Educational Tv Station, ch. *47.

KPEC-TV Lakewood Center, Wash.—Clover Park School Dist. No. 400, Pierce County, ch. *56.

Translators

Renville County Tv Corp. (% Robert G. Johnson), Olivia, Minn.—Granted cp for new tv translator station on ch. 76 to translate programs of WCCO-TV Minneapolis. Announced Dec. 4.

New Am Stations

ACTIONS BY FCC

Rockmart, Ga.—Polk Radio—Granted 1220 kc, 250 w D. P.O. address L. E. Gradick, 987 Mt. Paran Rd., N.W., Atlanta. Estimated construction cost $5,696, first year operating cost $24,000, revenue $36,000. Owners, each one-third: **James G. McGarity**, mechanic; **Stephens B. McGarity**, peace officer, and **Leslie E. Gradick Jr.**, engineer. Announced Dec. 10.

Calais, Me.—St. Croix Bcstg. Co.—Granted 1230 kc, 250 w unl. P.O. address % Cottone & Scheiner, 1820 Jefferson Pl. N.W., Washington. Estimated construction cost $14,152, first year operating cost $30,000, revenue $32,000. **Robert D. Hawley** and **Wesley J. Wentworth**, both Amherst bank directors, each own 50%. Announced Dec. 4.

Greenville, Pa.—Greenville Bcstg. Co.—Granted 940 kc, 1 kw DA, D. P.O. address 60 College Ave., Greenville. Estimated construction cost $24,596, first year operating cost $34,580, revenue $38,000. Equal partners are **Kenneth B. Anderson** and **Merle G. Anderson**. Kenneth is former employe, Westinghouse Electric Co., Merle is lumber salesman. Announced Dec. 4.

APPLICATIONS

Fairhope, Ala.—Price Bcstg. Corp., 1220 kc, 1 kw D. P.O. address Box 1317. Estimated construction cost $35,450, first year operating cost $43,000, revenue $52,000. Owners are **George K. Noland** (19.6%), bottler; **John Dixon** (19.6%), recording and publishing; **Sam Price Jr.** (17.8%), salesman, WBMK West Point, Ga.; **Charles L. Thompson** (17.8%) recording and publishing, and others. Announced Dec. 10.

Jacksonville, Ill.—Guy E. McGaughey Jr., 1550 kc, 250 w N., 1 kw D. unl. P.O. address Skiles Bldg., Mt. Carmel, Ill. Estimated construction cost $57,600, first year operating cost $102,000, revenue $120,000. Mr. McGaughey, sole owner, is attorney. Announced Dec. 4.

Morris, Ill.—Grundy Bcstg. Co., 1550 kc, 250 w D. P.O. address Louisiana, Mo. Estimated construction cost $14,077, first year operating cost $48,550, revenue $53,600. Applicants are theatre-owners **Russell** and **Mildred Armentrout**. Announced Dec. 10.

Fremont, Mich.—Rev. Stuart P. Noordyk, 1550 kc, 1 kw D. P.O. address East State Rd., Box 361, Grant, Mich. Estimated construction cost $11,925, first year operating cost $20,000, revenue $30,000. Rev. Noordyk is organist for radio bible class. Announced Dec. 8.

Valdese, N.C.—Central Bcstg. Co., 1490 kc, 250 w D. P.O. address Box 629, Belmont, N.C. Estimated construction cost $13,436, first year operating cost $22,000, revenue $30,000. Applicant is sole owner of WCGC Belmont, N.C., 51% owner of WEGO Concord, N.C., and has minority interest in WPCC Clinton, S.C. Announced Dec. 10.

Winston-Salem, N.C.—Reisenweaver-Communications, 1550 kc, 1 kw D. P.O. address Box 5082. Estimated construction cost $15,200, first year operating cost $48,000, revenue $75,000. **Wilbur B. Reisenweaver**, sole owner, is in two-way radio sales and service. Announced Dec. 8.

Delphos, Ohio—Western Ohio Bcstg. Co., 940 kc, 250 w D. P.O. address % **Charles E. Trivette**, Virgie, Ky. Estimated construction cost $22,830, first year operating cost $31,750, revenue $42,500. Equal partners are Mr. Trivette, 95% owner of WMLF Pineville, Ky., and **Herman G. Dotson**, 50% owner of WNRG Grundy, Va., and 25% owner of WMNF Richwood, W.Va., and WCPM Cumberland, Ky. Announced Dec. 10.

Miamisburg, Ohio—Miami Valley Christian Bcstg. Assn. Inc., 940 kc, 500 w D. P.O. address 419 S. Riverview. Estimated construction cost $21,345, first year operating cost $48,000, revenue $60,000. Applicant is non-profit organization. Announced Dec. 8.

Suffolk, Va.—Nansemond Bcstrs., 1010 kc, 5 kw D. P.O. address % Radio Station WPAQ, Mt. Airy, N.C. Estimated construction cost $52,625, first year operating cost $70,000, revenue $80,000. Applicants are **Mr. and Mrs. Ralph D. Epperson**. Mr. Epperson also owns WPAQ. Announced Dec. 10.

Existing Am Stations

ACTIONS BY FCC

KWEI Weiser, Idaho—Granted change of frequency from 1220 kc to 1260 kc, continuing operation with 1 kw, D.

KFMQ (FM) Lincoln, Neb.—Granted SCA to engage in functional music operation on multiplex basis.

WSOM (FM) Salem, Ohio—Granted SCA to engage in functional music operation on multiplex basis.

KSRV Ontario, Ore.—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1380 kc with 1 kw-N, DA-N.

WCOR Lebanon, Tenn.—Granted increase of power from 250 w to 500 w, continuing operation on 900 kc, D.

KRKO Everett, Wash.—Granted increase of power from 1 kw to 5 kw, continuing unlimited time operation on 1380 kc, DA-N; engineering conditions; remote control permitted during non-DA daytime hours.

WMAM Marinette, Wis.—Granted renewal of license without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings re application of **William Walker**, et al., and **Evening Telegram Co., Norman M. Postles** and **Walter C. Bridges** for consent to voluntary transfer of control of **M & M Bcstg. Co.** (WMAM and WMBV-TV). **Marinette, Wis.** Announced Dec. 10.

APPLICATIONS

WROD Daytona Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KOOD Honolulu, Hawaii—Mod. of cp to increase power from 1 kw to 5 kw and change type trans.

KBUR Burlington, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KASO Minden, La.—Mod. of license to change hours of operation from unl. to SH.

WHMP Northampton, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTXL West Springfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WNBZ Saranac Lake, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBAW Barnwell, S.C.—Cp to increase power from 500 w to 1 kw.

WGAP Maryville, Tenn.—Cp to increase day-

time power from 250 w to 1 kw and install new trans.

KZOL Muleshoe, Tex.—Cp to change ant.-trans. and studio location, make changes in ground system and change station location to Farwell, Tex.

WTIP Charleston, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBKV West Bend, Wis.—Cp to increase power from 500 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KBHC Nashville, Ark.—R.G. McKeever, 1260 kc.

WMRA Marianne, Fla.—Southern Bcstg. Co. of Marianna Inc., 1390 kc.

WIOK Mount Dora, Fla.—Triangle Bcstg. Corp., 1580 kc. Changed from WMDF.

WINQ Tampa, Fla.—Radio Tampa, 1010 kc. Changed from WTNZ.

WEZJ Williamsburg, Ky.—Whitley County Bcstg. Co., 1440 kc.

KEYD Oakes, N.D.—Interstate Bcstg. Corp., 1220 kc.

KYAP Ruidoso, N.M.—Ruidoso Bcstg. Co., 1340 kc.

KSOL Spokane, Wash.—Christian Services Inc., 1330 kc.

WMRW Merrill, Wis.—Ladon Bcstg. Corp., 730 kc.

WTOJ Tomah, Wis.—Jack L. Goodsitt, 1460 kc.

New Fm Stations

ACTIONS BY FCC

Alameda, Calif.—**Patrick Henry** and **David Larsen**—Granted 92.7 mc, .275 kw. P.O. address 6515 Mountain Blvd., Oakland. Estimated construction cost $5,760, first year operating cost $12,000 revenue $16,000. Mr. Henry (75%) is KROW Oakland announcer-engineer. Mr. Larsen is radio and tv information man in U.S. Marine Corps. Announced Dec. 10.

Grand Junction, Colo.—**Western Slope Bcstg. Co.**—Granted 29.3 mc. 2.79 kw. P.O. address Box 30. Grand Junction. Estimated construction cost $10,595, first year operating cost $2,500, revenue $1,500. Applicant is licensee of KREX-AM-TV Grand Junction, Colo. Its president, **Rex G. Howell,** owns 50% of KGLN Glenwood Springs, Colo. Announced Dec. 4.

St. Petersburg, Fla.—**Trans-Chord Inc.**—Granted 99.5 mc, 31 kw. P.O. address 3770 Ocean Dr., Vero Beach, Fla. Estimated construction cost $34,883, first year operating cost $37,785, revenue $44,500. Owners are **Harry C. Offutt Jr.** (93%) and others. Mr. Offutt is in oil and natural gas, etc. Announced Dec. 4.

APPLICATIONS

Huntsville, Ala.—**James A. Hornbuckle,** 99.1 mc, 2.66 kw. P.O. address 512 Forrest Circle. Estimated construction cost $11,720, first year operating cost $12,500, revenue $15,000. Applicant sells hi-fi gear and phonograph records. Announced Dec. 8.

Pine Bluff, Ark.—**Universal Bcstg. Corp.,** 92.3 mc, 3.18 kw. P.O. address Box 957. Estimated construction cost $12,045, first year operating cost $9,576, revenue $18,500. Applicant **B.J. Parrish** also owns KOTN Pine Bluff. Announced Dec. 4.

San Diego, Calif.—Leonard Graysen, 97.3 mc 29.5 kw. P.O. address Suite 1007, 6399 Wilshire Blvd., San Diego. Estimated construction cost $23,200, first year operating cost $51,000, revenue $57,600. Mr. Graysen, sole owner, is in real estate development and construction. Announced Dec. 10.

Louisville, Ky.—**Fidelity Radio Inc.,** 97.5 mc, 17.28 kw. P.O. address 300 W. Broadway St. Estimated construction cost $17,500, first year operating cost $24,000, revenue $28,000. **Mr.** and **Mrs. Stephen A. Cisler Jr.** (50% of KEAR [FM] San Francisco) are owners. Announced Dec. 8.

Medford, Mass.—**Conant Bcstg. Co.,** 107.9 mc, 15 kw. P.O. address 99 Revere Beach Pkwy. Estimated construction cost $14,515, first year operating cost $25,000, revenue $35,000. Applicant is licensee of WHIL Medford. Announced Dec. 8.

Port Arthur, Tex.—**Triangle Bcstg. Co.,** 93.3 mc, 3.33 kw. P.O. address Goodhue Hotel Bldg., Box 430. Estimated construction cost $11,470, first year operating cost $9,600, revenue $15,000. **Harry Diehl,** sole owner, is in electronic parts. Announced Dec. 10.

Existing Fm Stations

CALL LETTERS ASSIGNED

KPLI Riverside, Calif.—Parker-Lee Inc., 99.1 mc. Changed from KPIP.

KFMB-FM San Diego, Calif.—Marietta Investment Corp., 100.7 mc.

KSTN-FM Stockton, Calif.—Valley Bcstrs. Inc., 107.3 mc.

WOHI-FM East Liverpool, Ohio—East Liverpool Bcstg. Co., 104.3 mc.

WSAD San Juan, P.R.—Segismundo Quinones Jr., 98.5 mc.

WYFI Norfolk, Va.—Electronic Research Inc., 99.7 mc.

KLSN Seattle, Wash.—Sight and Sound, 101.5 mc.

Ownership Changes

ACTIONS BY FCC

KWCB Searcy, Ark.—Granted transfer of control from **C.N., Mary** and **Carlene Dodd** to **C.R. Horne** (KXRJ Russellville, Ark.); consideration $72,000 for 88% interest. Announced Dec. 10.

KBMX Coalinga, Calif.—Granted assignment of license from **Vernon J. Stedry** and **Jesse F. Tepper** to **Sheldon Anderson;** consideration $30,000. Announced Dec. 4.

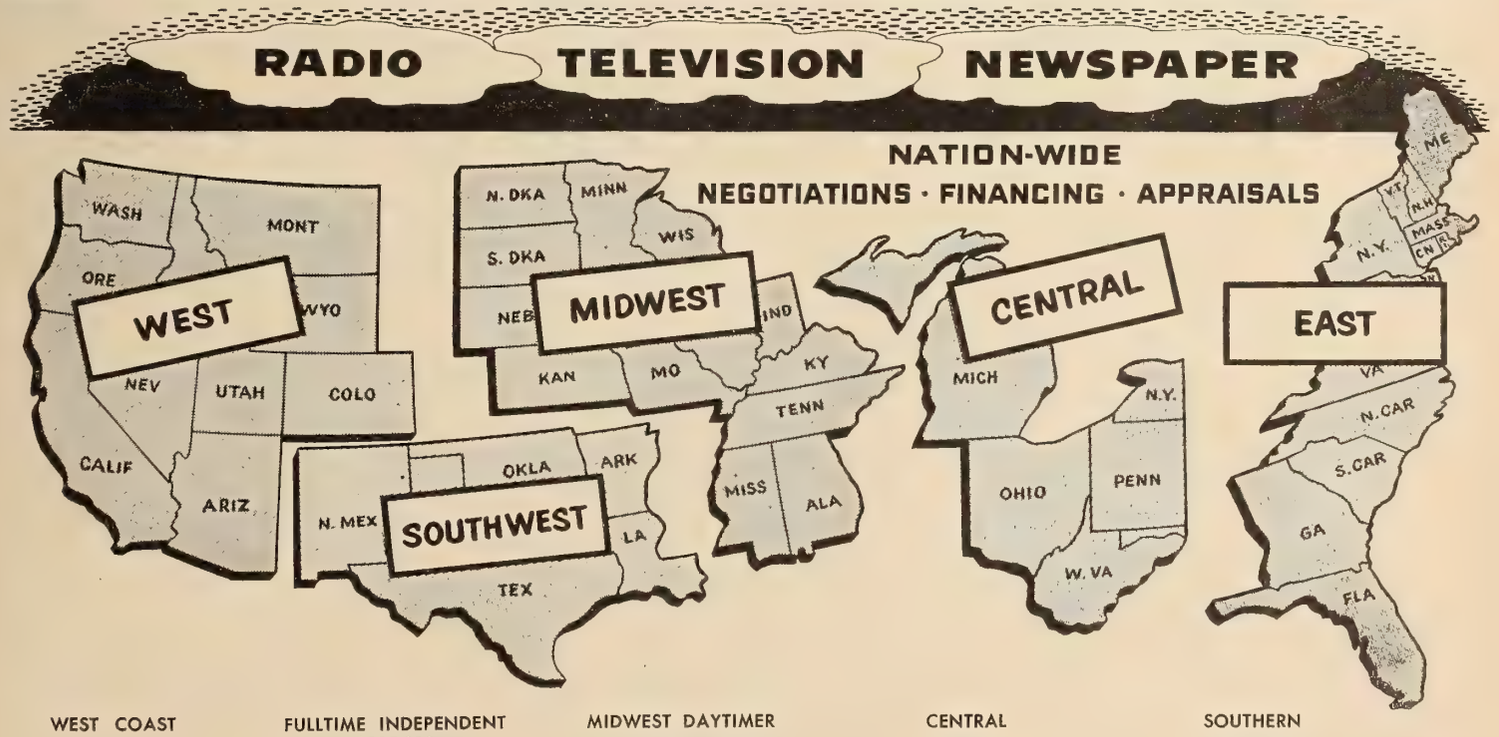
KVFM (FM) San Fernando, Calif.—Granted assignment of cp from **Walter Gelb** and **Ted Bolnick** to **San Fernando Valley Bcstg. Co.,** in which Messrs. Gelb and Bolnick will have 69.9% interest; stock transaction.

WABR Winter Park, Fla.—Granted assignment of license to Contemporary Bcstg. Co. (**J. Edward Edwards,** president); consideration $225,000. Announced Dec. 10.

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and **KMAU-TV Wailuku,** all **Hawaii**—Granted transfer of control of **Hawaiian Bcstg. System Ltd.,** from **Consolidated Amusement Co.** to **Hialand Development Corp.;** consideration $8,738,249. Of transferee's 17 stockowners, only ones having other broadcast interests are **Roy J. Turner,** 12½% interest in KWTV (TV) Oklahoma City and **C. Dale, M. Clare** and **Lloyd W. Miller,** 1.57% in KARD (TV) Wichita. Announced Dec. 4.

WSJM St. Joseph, Mich.—Granted assignment of license to WSJM Inc. (**William E. Walker,** president); consideration $152,319. Assignee stockholders have interests, individually or collectively in WBEV Beaver Dam, Wis.; KCLN Clinton, Iowa; WSHE Sheboygan, Wis.; WMAM and WMBV-TV Marinette, Wis.; WONN Lakeland, Fla.; WHBL Sheboygan, Wis.; and WKOW-AM-TV Madison, Wis.; grant is subject to condition that **Benedict F. Hovel** divest himself of his interest in and association with WHBL within 90 days after consummation of assignment of license of WSJM. Announced Dec. 10.

WCTW New Castle, Ind.—Granted acquisition of negative control by **Adaline B. Chambers, et**



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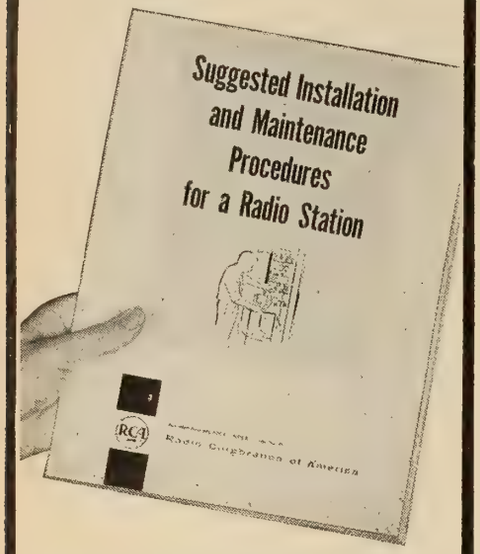
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al., by purchase of 0.03% of stock from **Allen C. Hiner** for $9,000. Announced Dec. 4.

WEBC Duluth, Minn.—Granted assignment of cp and licenses to WEBC Inc. (**George H. Clinton**, president, has interest in WTMA-AM-FM Charleston, S.C.); consideration $250,000. Announced Dec. 10.

KWRE Warrenton, Mo.—Granted assignment of licenses to **KWRE Radio Inc.** (**Harry G. Kline**, president); consideration $65,000 and W. T. Zimmerman to be employed as consultant for 10 years at $2,500 per year. Announced Dec. 10.

KXLO Lewiston, Mont.—Granted assignment of licenses to **Asger Mikkelsen**; consideration $100,000. Announced Dec. 10.

WFVG Fuquay Springs, N.C.—Granted assignment of license from **J.M. Stephenson** to **James F. Flanagan**, et al., d/b as **Radio Station WFVG**; consideration $42,000. Announced Dec. 10.

WKIX-AM-FM Raleigh, N.C.—Granted assignment of license to **WKIX Bcstg. Co.** (**Ralph C. Price**, president); consideration $215,000; conditioned that **James M. Stephenson** dispose of his interest in station WFVG Fuquay Springs, N.C., prior to consummation of assignment of licenses. Announced Dec. 10.

W79AA Claremont, N.H.—Granted assignment of license of tv translator station to **Mt. Mansfield Television Inc.** (WCAX-TV, ch. 3, Burlington, Vt.); consideration $3,600 includes lease of equipment for three years with option to renew lease for additional three years at $50 per year or purchase same for $100. Announced Dec. 10.

KFLY Corvallis, Ore.—Granted acquisition of positive control by **David E. Hoss** (now 50% owner) through sale by Leander Quiring of latter's 50% interest—additional 2% to Mr. Hoss, 24% to **Leon C. Boner** and 24% to **Douglas Whipple**; consideration $25,500. Announced Dec. 4.

WHHS (FM)* Havertown, Pa.—Granted (1) renewal of license and (2) assignment of license and cp to The School District of Haverford Township. Station has been off air since Mar. 1956 to enable it to be transferred to new senior high school. Announced Dec. 10.

WWBD Bamberg, S.C.—Granted transfer of control from **P. Eugene Brabham**, et al., to **Joe Speidel III** (WOIC Columbia, and WPAL Charleston, both South Carolina); consideration $15,687 for remaining 59.43% interest. Announced Dec. 4.

WHLP Centerville, Tenn.—Granted assignment of license to **Trans-Air Broadcast Corp.** (**William R. McDaniel** and **Eugene N. Hester**); consideration $26,250, Announced Dec. 4.

WTUC Union City, Tenn.—Granted assignment of license from **Joe H. Harpole** and **William H. Parks** to **Davy Crockett Bcstg. Co.** (**David J. Capps, Don Hickman** and **Paul Clark**); consideration $25,000. Announced Dec. 10.

WCHV Charlottesville, Va.—Granted assignment of license to **Eastern Bcstg. Corp.** (**R.A. Neuhoff**, president); consideration $200,000 plus $10,000 to firm handling transaction. Announced Dec. 4.

KLAN Renton, Wash.—Granted assignment of license to **Walter N. Nelskog**, et al., d/b as **Seattle Musicasters**; consideration $192,000. Mr. Nelskog is part owner of four am sations—KUDI Great Falls, Mont.; KUDE Oceanside, Calif.; KQDY Minot, N.D., and KQTY Everett, Wash. Comr. Hyde voted for a 309 (b) letter. Announced Dec. 4.

APPLICATIONS

WBYE Calera, Ala.—Seeks assignment of license from **Shelby County Bcstg. Co.** to **Shelby County Advertising Corp.** (two-thirds owned by **Ralph W. Sears**, Alabama College public relations director), for $40,000. Announced Dec. 10.

WJHB Talladega, WTLS Tallassee, both **Alabama**, and **WMBC Macon, Miss.**—Seek transfer of 50% of licensee (**Confederate Bcstg. Co.**) from **Mr.** and **Mrs. Ned Butler** to **William Tyler**, general manager, WHNY McComb, Miss. Plan calls for sale of all of WTLS to Mr. Butler for $15,000 and WMBC to **Mr. Walter Welch**, for assumption of debts. Announced Dec. 9.

KITO San Bernardino, Calif.—Seeks transfer of 100% of licensee (**Radio Assoc. Inc.**) from **Marshall S. Neal** et al (all stockholders) to **Myer Feldman**, partner in KLAD Klamath Falls, Ore., and **Arnold S. Lerner** and **Raymond Ruff**, both formerly in KOMA Oklahoma City, Okla., for $76,654 ($1 per share). Announced Dec. 8.

WFRP Savannah, Ga.—Seeks assignment of license from **Ga. Bcstg. Co.** to **Fisher Bcstg. Co.** $87,500. Buyer **Albert T. Fisher Jr.** is former stockholder in several South Carolina am stations. Announced Dec. 4.

WKTG Thomasville, Ga.—Seeks assignment of license from **John H. Phipps** to **James S. Rivers** tr/as **Radio Station WKTG** for $60,000. Mr. Rivers also owns WMJM Cordele and WDOL Athens, 52% of WTJH East Point, 84% of WJAZ Albany and 51% of WACL Waycross, all Georgia. Announced Dec. 4.

KIDO BOISE, Idaho—Seeks assignment of license from **KIDO Inc.** to **Mesabi Western Corp.** for $181,000. Purchasers are **Pacific National Bank of Seattle**, 80%, and **William E. Boeing Jr.**, sole owner of KEDO Longview, Wash., 20%. Announced Dec. 10.

WMBH-AM-FM Joplin, Mo.—Seeks assignment of license from **O'Brien & Assoc. Inc.** to **Radio Joplin Inc.** for $40,500. Certain other real estate is included. Buyers are **Edward E. Haverstick Jr.** (53.7%), **William K. Haverstick** (40.74%) and **Dick J. Kasten** (5.56%) who have same percentage of ownership in KSTL St. Louis, Mo. Announced Dec. 8.

KDRO-TV Sedalia, Mo.—Seeks transfer of 100% of licensee (**KDRO-TV and Radio Inc.**) from **Milton J. Hinlein** et al (all stockholders) to **Cook Paint and Varnish Co.** for $50,000 ($1 per share). Cook owns KMBC Bcstg. Co. which owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. Announced Dec. 9.

KSD-AM-TV St. Louis, Mo.—Seeks transfer of control of licensee corporation from **Joseph Pulitzer Jr.** and **Charles J. Hentschell**, voting trustees to Messrs. **Pulitzer** and **Hentschell** and **Dell B. Stafford, Raymond L. Crowley** and **John G. Jackson**, voting trustees. Announced Dec. 8.

WISP Kinston, N.C.—Seeks assignment of license from **Citizens Bcstg. Co.** to **Kiehl Bcstg. Co.** for $25,000. Buyers are **William K. Diehl**, with WLOW Norfolk, Va., and **Mrs. Diehl**, 95%, and **Frederick T. Stant Jr.**, attorney, 5%. Announced Dec. 8.

WHEB Portsmouth, N.H.—Seeks assignment of license from **WHEB Inc.** to **Knight Bcstg. of N.H. Inc.** for $75,000. Buyer **Norman Knight** is general manager of WNAC-AM-TV and WRKO-FM, all Boston. Announced Dec. 10.

WCMB-AM-TV Harrisburg, Pa.—Seeks acquisition of 80% (66⅔% from **Edgar T. Shepard Jr.** and 13⅓% from **Edgar K. Smith** who retains 20%), by Washington radio-tv attorney **James A. McKenna** for $277,500—$192,000 for stock and balance for related agreements. Mr. McKenna owns 50% of KEVE Minneapolis-St. Paul. Announced Dec. 8.

WGRF Aguadilla, P.R.—Seeks transfer of 100% from **Guillermo R. Ferreri** et al (all stockholders) to **Manuel A. Cabrera** (interest in WNIK Arecibo), for $21,000. Announced Dec. 9.

WOKE Oak Ridge, Tenn.—Seeks transfer of 100% licensee (WOKE Inc.) from **Arthur D. Smith Jr.** and **Carter M. Parham** to **WATO Inc.** for $30,200. Buyer is licensee of WATO Oak Ridge. Announced Dec. 4.

WEZL Richmond, Va.—Seeks assignment of license from **William E. Benns Jr.** and **Barbara Benns**, d/b as **Chesterfield Bcstg. Co.**, to **WEZL Inc.** for $111,000. Buyers are equal partners **Ben Strouse** (interest in WWDC-AM-FM Washington, WMBR-AM-FM Jacksonville, Fla., and WEBB Baltimore); and **Leon B. Back** (interest in WEBB). Announced Dec. 9.

WRON Ronceverte, W.Va.—Seeks transfer of 84.2% from **Charles E. Springer** to **James E. Venable**, manufacturer of septic tanks, for $63,150. Announced Dec. 8.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 23 initial decision and granted application of **Patrick Henry** and **David D. Larsen** for new Class A fm station to operate on 92.7 mc in Alameda, Calif.

By order, Commission made effective immediately Oct. 28 initial decision and granted application of **Capitol Bcstg. Corp.** to change facilities of station WCAW Charleston, W.Va., from 1400 kc, 250 w, U, to 680 kc, 250 w, DA, U. Chairman Doerfer and Commissioner Ford dissented.

By decision, Commission denied application of Joe Tom Easley to establish and use studio in Eagle Pass, Tex., for transmission of radio programs to station XEMU Piedras Negras, Coahuilla, Mexico, Commissioner Cross dissented. Initial decision of March 27, 1957, looked toward grant.

INITIAL DECISIONS

Hearing Examiner **Forest L. McClenning** issued initial decision looking toward granting application of Carthage Bcstg. Co. for new am station to operate on 1350 kc, 500 w D, in Carthage, Tenn. Announced Dec. 9.

Hearing Examiner **Millard F. French** issued initial decision looking toward granting application of WLBE Inc., to increase daytime power of WLBE Leesburg-Eustis, Fla., from 1 kw to 5 kw and change from DA day to non-DA day, continuing operation on 790 kc with 1 kw-N, DA-N. Announced Dec. 9.

OTHER ACTIONS

By memorandum opinion and order, the Commission (1) granted protest and petition for reconsideration filed by William C. Forrest (WRDB), Reedsburg, Wis.; (2) designated for hearing applications of Tomah-Mauston Bcstg. Co. for new am station (WTMB) to operate on 1390 kc, 500 w, D, in Tomah, Wis., and mod. of cp to reduce maximum expected operating value and made protestant party to proceeding, and (3) postponed effective dates of Oct. 15 and Nov. 5 grants to Tomah pending decision after hearing. Comr. Bartley issued dissenting statement; Comr. Ford issued concurring statement in which Chairman Doerfer and Comr. Cross concurred. Announced Dec. 10.

By decision, Commission (1) granted protest and petition for reconsideration filed by Community Service Bcstg. Corp. (WCSS), Amsterdam, N.Y., and (2) revoked July 18, 1957 grant of cp and denied application of Walter T. Gaines for new am station (WGAV) to operate on 1570 kc, 1 kw, D, in Amsterdam. Chairman Doerfer not participating; Comr. Cross dissenting. April 8 initial decision looked toward denying WCSS protest and affirming July 18, 1957 grant of Gaines application.

By memorandum opinion and order, Commission denied petition by Straits Bcstg. Co. for

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reconsideration of July 28 decision which granted application of Midwestern Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan, Mich., and denied competing application of Straits. Comrs. Bartley and Ford dissented; Comr. Cross not participating.

By memorandum opinion and order, Commission granted petition by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S.C., and Greenville Television Co. (WGVL, ch. 23), Greenville, S.C., to extent of amending issues in remand proceeding involving mod. of cp of Spartan Radiocasting Co. station WSPA-TV (ch. 7), Spartanburg, S.C., to move its trans. to Paris Mountain with ERP of 200 kw vis., 120 kw aur., ant. 1182 ft., change studio location within Spartanburg, etc., to determine manner in which Spartan, as former licensee of stations WORD-AM-FM, and as licensee of WSPA-AM-FM-TV, operated said station, and any other facts or circumstances affecting Spartan's reliability and candor as licensee.

Commission scheduled oral argument for Jan. 23, 1959, in proceeding on applications of Crosley Bcstg. Corp. (WLWI) and WIBC Inc., for new tv stations to operate on ch. 13 in Indianapolis, Ind., pursuant to Court of Appeals remand. Comr. Craven not participating.

By memorandum opinion and order, Commission granted petitions for reconsideration and rehearing filed by KXA Inc., and Puget Sound Bcstg. Co., to extent of setting aside July 25, 1957 decision which granted application of Queen City Bcstg. Co. for new tv station (KIRO-TV) to operate on ch. 7 in Seattle, Wash., and denied petitioners' competing applications, and scheduling oral argument for Jan. 30, 1959, but permitted KIRO-TV to continue operation pending final outcome of proceeding ordered herein, and without prejudice to any action which Commission may take as result of its ultimate determination in further proceedings. Oral argument may be made to all exceptions heretofore filed with respect to both initial and supplemental initial decisions and, in addition, may be directed to procedural errors which were alleged by parties in their petitions for reconsideration. Commission is of opinion that, in view of U.S. Court of Appeals decision in *WIBC Inc., Indianapolis, Ind.*, v. *FCC*, decision of July 25, 1957, should be vacated and proceeding reset for oral argument.

By memorandum opinion and order, Commission denied joint petition by WMBO Inc. (WMBO) and Auburn Publ. Co. (WMBO-FM), both Auburn, N.Y., for reconsideration of that part of Commission's order of July 30 which requires them to file applications for renewals of licenses of those stations; ordered such renewals to be filed within 30 days. Comrs. Hyde and Cross dissented. Petitioners had sought reconsideration of May 22 grant to Herbert P. Michels for new am station (WAUB) to operate on 1000 kc, 1 kw, D, at Auburn, because of economic impact, to which Commission's July 30 order afforded them evidentiary hearing.

Majority of Commission on Dec. 10 directed preparation of document looking toward denying petition by Federal Bcstg. System Inc. (WSAY), Rochester, N.Y., for reconsideration or rehearing of March 12 decision which (1) dismissed WSAY protest and (2) affirmed March 11, 1953 grants of cps to WHEC Inc. (WHEC-TV) and Veterans Bcstg. Co. (WVET-TV) for new tv station to operate on ch. 10 on share-time basis in Rochester.

Commission on Dec. 10 directed preparation of document looking toward denying application of Oregon Radio Inc., for extension of time to construct station KSLM-TV (ch. 3), Salem, Ore. Initial decision of Mar. 26 looked toward this action.

Tobacco Valley Bcstg. Co., Windsor, Conn.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, DA, D; made WTXL West Springfield, Mass., and WMMW Meriden, Conn., parties to proceeding. Announced Dec. 4.

Tri-County Bcstg. Co., Jerseyville, Ill.; WAMV East St. Louis, Ill.—Designated for consolidated hearing applications of Tri-County for new am station to operate on 1480 kc, 500 w, DA, D, and WAMV to increase daytime power from 250 w to 1 kw, continuing operation on 1490 kc with 250 w-N; made KTTR Rolla, Mo., and WKRO Cairo, Ill., parties to proceeding. Announced Dec. 4.

WBBC Flint, Mich.—Designated for hearing application to increase daytime power from 1 kw to 5 kw and change daytime DA pattern, continuing operation on 1330 kc with 1 kw-N, DA-2; made WFIN Findlay, Ohio, and WKMH Dearborn, Mich., parties to proceeding. Announced Dec. 4.

WHOA San Juan, P.R.; Jose R. Madrazo, Guaynabo, P.R.—Designated for consolidated hearing applications of WHOA to change facilities from 1400 kc, 250 w, U, to 870 kc, 5 kw, DA-1, U, and Madrazo for new am station on 860 kc, 500 w, D. Announced Dec. 4.

Commission en banc, by Comrs. Doerfer (Chairman), Hyde, Bartley, Craven, Ford and Cross, on Dec. 4 postponed oral argument from Dec. 12 to Dec. 19 on following proceedings:

Nevada Telecasting Corp. (KAKJ), Reno, Nev.

Westbrook Bcstg. Co., Westbrook, Me., and Sherwood J. Tarlow, Saco, Me.

North Dakota Bcstg. Co., Fargo, N.D.

Wayne M. Nelson, Concord, N.C., and Fred H. Whitley, Dallas, N.C.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 10

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,270	49	106	581
FM	544	29	116	67
TV	431[1]	84	102	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 10

	VHF	UHF	TOTAL
COMMERCIAL	434	81	515[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs DELETED	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Routine Roundup

Philco Corp., Philadelphia, Pa.—Requests rule making looking toward adoption of am stereophonic transmission standards. System proposed has following objectives: (1) to develop compatible system which would provide signal which could be used for stereo reception and which would in no way diminish nor degrade existing am broadcast service to existing monophonic receivers; (2) to develop system which would provide for inexpensive stereo receivers at price level which everyone could afford, and (3) to develop system which would not impose unreasonable economic burden upon existing am broadcast stations, should they wish to add stereo service. Announced Dec. 5.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Dec. 4

Granted petition by Historyland Radio for extension of time to Dec. 5 to file reply exceptions in proceeding on its am application and that of Star Bcstg. Corp., both Fredericksburg, Va.

By Hearing Examiner Isadore A. Honig on Dec. 8

On oral request of Gateway Bcstg Corp. extended to Dec. 15 time for filing replies to proposed findings of fact and conclusions in proceeding on am application of Westminster Bcstg. Co. (WCME), Brunswick, Me.

Ordered further hearing for 9:00 a.m., Jan. 12, 1959 in proceeding on am application of Russel G. Salter, Aurora, Ill.

By Hearing Examiner Charles J. Frederick on dates shown

Scheduled hearing for Jan. 26, 1959 and cross-examination for Feb. 9, 1959 in tv ch. 8, Moline, Ill., proceeding. Action Dec. 8.

Granted motion by Newark Bcstg Corp., Newark, N.J. for extension of time to Dec. 8 for the exchange of written lay testimony among parties in proceeding on its fm application and that of WMGM Bcstg. Corp., New York City. N.Y. Action Dec. 5.

By Hearing Examiner Annie Neal Huntting on Dec. 9

Granted motion by James W. Miller, Milford, Conn., for continuance of hearing from Dec. 10 to Feb. 16, 1959 in proceeding on am application.

By Hearing Examiner Millard F. French on the dates shown

On own motion, cancelled prehearing conference scheduled to be held Dec. 11, and continued without date hearing scheduled for Dec. 16 in proceeding on am application of Cherokee Bcstg. Co., Centre, Ala. Action Dec. 9.

Scheduled prehearing conference for Dec. 30 in proceeding on am applications of Northwest Bcstrs. Inc., Bellevue, and Rev. Haldane James Duff, Seattle, both Washington. Action Dec. 8.

Continued on page 90

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RADIO

Help Wanted

Management

New independent in suburban area, major metropolitan market upstate New York seeks sales manager looking for solid future. Salary, commission and override arrangement. Give all details first letter, we'll do same. Box 973G, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Midwest independent station interviewing for successful salesman seeking bigger potential with management ambitions. Send full story in first letter. Box 917G, BROADCASTING.

Oklahoma-medium market kilowatt needs aggressive commercial manager. Top money and future for right man. Box 969G, BROADCASTING.

Florida station, large market, needs aggressive salesman. Send full details with photo. Box 977G, BROADCASTING.

California radio station needs man for selling and servicing accounts. Send full information to P. O. Box 167, San Jose, Calif.

Wanted: Experienced salesman. Must be idea man with announcing experience. Above average commissions. Car necessary. No floaters. Contact Manager, KCHE, Cherokee, Iowa.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

Hawaii calls! Experienced radio salesman. Must be creative, reliable, and sales management caliber. Manager will be available for personal interview December 22nd through 31st. Write full details care of McGavren-Quinn Corporation, 1741 Ivar, Hollywood 28, California.

Announcers

Wanted: For a Piedmont, North Carolina daytimer a man who likes getting up in the morning; has a sincere interest in country music but who can also handle other shows. Experience not important, but willingness to work is. Send tape, photograph, and resume to Box 895G, BROADCASTING.

We have an opening in a Piedmont, North Carolina daytime station for a permanent staff announcer with an eye on advancement into news and production. Prefer someone who is willing to work and learn to someone who already knows it all. If interested, send photograph, resume and tape to Box 896G, BROADCASTING.

Top station in medium sized midwestern market has excellent opportunity for announcer-salesman. Send full details in first letter. Box 918G, BROADCASTING.

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Washington, D. C. Modern format, top 40. Unusual deejay, good news, future. Box 929G, BROADCASTING.

Morning man for Boston. Fast bright, quick humor, tight prod., understand modern radio. Tape, resume to Box 930G, BROADCASTING.

Radio announcer, experienced, fast pace, news and music operation. Box 960G, BROADCASTING.

Combo man, accent on announcing for Florida full timer. Must have 1st class ticket. Position open immediately. Please reply stating starting salary expected. Box 963G, BROADCASTING.

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Florida station needs good first phone combo man. Tell all. Must be good sweet music deejay. Box 976G, BROADCASTING.

Top morning man for independent in major southeastern market. Proof of successful record, recent photo and references first letter. Will request tape if interested. $600 month to start. Right man can soon earn much more. Box 987G, BROADCASTING.

Expansion allows immediate spot radio-tv announcer at one of industry's top stations. Versatility, stability, three years minimum experience required in exchange for good job with ample opportunity and solid employee benefits. Send variety tape, picture, resume, salary desired. P. O. Box 796, Omaha, Nebraska.

Morning personality man with first phone ticket, news background. $450 starting salary to qualified person. Box 1405, Great Falls, Montana.

Experienced morning man needed now. Send tape and details. Box 2038, Lakeland, Florida.

Need 3 sharp, fast combo men with first ticket. Send tape and tell all resume to Ed Jansen, KASK, Box 593 Ontario, California.

Announcer-engineer. First phone. Good announcer shift. Complete charge Gates equipment. Established daytimer in good, growing community. Congenial staff. Send details, tape. KOFO, Ottawa, Kansas.

Unusual opportunity. Salesman-announcer. Must know and like good music. KRIC, Box 870, Beaumont, Texas.

Florida station needs immediately sports announcer-disc jockey. Mail tape, photo, resume to WCNH, Quincy, Florida.

Wanted, combination announcer-engineer to assume chief engineer's duties immediately. Experienced only need apply. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TRiangle 2-2455.

Wanted: Experienced staff announcers—radio-television. Send full details and photo. WDXI, Jackson, Tennessee.

Wanted: Announcer with first phone, no maintenance $5,000 for first year, 40-hour week. Paid hospitalization—paid life insurance—paid vacation. Call the manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

We are in need of program director-announcer, if you are 25 years old or older and can get along with people, and have a desire to use your ideas to make our station sound good, we are interested in you. You must be honest, sober, and sincere in your thoughts, if you are, please contact manager of WFSC, Franklin, North Carolina.

Florida. Immediate opening for experienced dj personality on good music station. Air mail tape and complete information to WHIY, Fort Gatlin Hotel Bldg., Orlando, Florida.

Glib deejay with first ticket needed for top rated 10 kw in booming Florida market. Enthusiasm for modern sound top requisite. Great opportunity with expanding chain. No drifters. Rush tape, resume to Bill Clark, WHOO, Orlando, Florida.

RADIO

Help Wanted—(Cont'd)

Announcers

Suburban New York for the experienced news man—announcer who wants to get into big time radio. Here's your opportunity to be heard by New York broadcast executives who live in our area. Write or call WHTG, Asbury Park, N. J.

Needed immediately first phone announcer. 5000 watt independent. Send tape and resume to WLIK, Newport, Tennessee.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Reporter-newscaster to handle entire local news department at WSLB, Ogdensburg, N. Y. Please do not apply unless you have previous experience. Write for interview to George W. Bingham, P. O. Box 889, Poughkeepsie, N. Y.

A rapidly growing group of California radio stations offers opportunity for ambitious personality dj's in a fast-moving music-news operation. Current openings in Southern California's most popular resort area. Send tape and outline of experience to Imperial Broadcasting System, 3401 Russell St., Riverside, California.

Experienced newsman, Hawaii's top radio station. Manager available for personal interview December 22nd through January 1st. Write full details McGavren-Quinn, 1741 Ivar, Los Angeles 28.

Technical

Chief engineer-announcer wanted immediately for Shenandoah Valley, Virginia independent. Top pay for qualified engineer to handle Collins transmitter and Rust remote equipment. Minimum announcing duties with farm appeal desired. Personal interview required. Box 983G, BROADCASTING.

Engineer, 1st phone, control room, maintenance, immediate, permanent, Lutheran church-owned, non-commercial, religious, educational station. Reply fully, stating experience, salary requirements to Manager, KFUO, St. Louis 5, Missouri.

Engineer-announcer. First phone. Daytimer. Gates equipment. Maintenance and announcing. Good shift. Congenial staff. Good town. Send details and tape. KOFO, Ottawa, Kansas.

Chief engineer, good pay, good working conditions. WKEY, Covington, Virginia.

WQIK Jacksonville's country music station, needs chief engineer who can also do an uptown country music dj show. No floaters—no drifters. Send tape, resume and starting salary to Marshall Rowland, WQIK, Jacksonville 6, Florida.

Immediate opening for engineer with first phone ticket, no announcing. Good pay, excellent medical hospital pension plans. Contact Richard Sommerville, General Manager, WTTH, Port Huron, Michigan.

Delaware. Transmitter engineer with 1st ticket for WAMS, Wilmington. Chance for advancement in 8-station radio-tv chain. No announcing required. Contact Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Wanted — by established organization that is rapidly expanding—copywriter—experienced in copywriting and traffic. Salary is open and commensurate with experience, either male or female. Please send full particulars at once. Box 975G, BROADCASTING.

For teaching position in major midwestern university, competent producer-director with broad commercial station experience; MA requirement, additional graduate work desirable. Better-than-average opportunity for right man. Send details, photograph. Box 981G, BROADCASTING.

Accident claimed producer-announcer. Need stable experienced deep voice replacement to join young, aggressive staff. Station voted first in Idaho. Prefer someone from northwest. Salary unlimited. If you meet above qualifications, air mail tape KOZE, Lewiston.

KTIX Radio, Seattle, interested in hiring two: Production-copywriter with first class ticket plus experienced salesman. Possible sales management. Station format is to adults with popular albums. Send resume immediately to H. B. LaRue, KTIX, Seattle 2.

RADIO

Situations Wanted

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. Chet Thomas, Vice President of KXOK, St. Louis, Mo. said, "Immensely pleased with news service. Congratulations on an excellent job." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. **Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.**

Management

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

Attention Miami, Florida area radio and television stations. Am young, intelligent, hard working general manager eastern radio independent. One of top ten markets. Thorough knowledge all phases station operation. 12 years radio-tv. Age 35. College grad. Desire sales or management position with Miami area station. Pay contingent on results. Write Box 932G, BROADCASTING.

Young, experienced manager desires growing company, challenge and opportunity. Box 957G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Take me to your leader! I have the only new, successful, independent station management formula developed past ten years. 22 years experience. Box 978G, BROADCASTING.

Manager, sales manager. Excellent radio background, good record sales. Resume. Box 982G, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 42. Willing to relocate and invest. Replies confidential. Resume available. Box 986G, BROADCASTING.

Excellent management and sales record. First phone. Ten years experience. Box 997G, BROADCASTING.

Experienced in successful music-news stations formulated and hour-sound (Storz type) desires permanent connections with opportunity for growth. Have always had the #1 station in the market; they weren't when I started, they were when I departed. Call, wire W. N. Schnepp, 3312 Normandy Rd., St. Joseph, Missouri.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Top salesman play-by-play, remotes, first phone. Good announcer. Box 996G, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Professional experience includes network production. M. A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 730G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Women's programs - announcer-writer-director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

9 months experience. 21, 4-F, some college, strong on news. Available in January. Box 892G, BROADCASTING.

One of the best heads west! Syracuse, New York mid-day dj with first ticket and family in San Diego area January 5. Desire permanent coast radio position. Seven years tops in town with music of past, present, future presentation. The delight of management, sponsors, listeners. Age 27. Eye to future. Box 903G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Fast paced deejay, authoritative news. On-air salesman. Programming ideas. Showbusiness background. Married, bondable, presently employed. Box 955G, BROADCASTING.

Staff announcer, deep resonant voice, 2 years experience present station. News, hardsell, dj; married; ready for larger market. Box 958G, BROADCASTING.

Negro announcer, dj, pd. Knows every phase of local radio station operation. Programming, promotion, etc. 8 successful years. Seek greater responsibility with maximum advancement potential. Box 964G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 949G, BROADCASTING.

Employed mature adult, with 1st ticket and combo experience with full-time directional wishes to re-locate in southwest. Not the best announcer but steady as a rock and willing. Will exchange tape and references for reasonable offer. Box 967G, BROADCASTING.

Seven years, solid references. All phases announcing. Veteran with college. Know standard and formula radio. Finest background. Box 968G, BROADCASTING.

Experienced announcer. Married, excellent references. Progressive stations anywhere. Immediately available. Box 989G, BROADCASTING.

Attention Pa., N.J., Del., announcer, 2 years experience. All phases radio, pleasant voice, 27, married, vet. Box 990G, BROADCASTING.

Versatile promotion-newsman-announcer. Sales time too. Go getter. Box 992G, BROADCASTING.

DJ-net voice, eight years all phases major metropolitan markets: Writing, remotes, hops, production, steady staff, pd and sales. College, family: Bargain basement in all-around man available January 1. Money starts talking at $125 per week. Or will haggle. Box 993G, BROADCASTING.

Available—Combo 1st phone. Wishes to stay in southern market. Call 933XM, Fort Payne, Alabama.

Announcer eight years experience wants work. Southeast call-write Jim Aycock, WRWJ, Selma, Ala. Phone 2-1683.

Four years staff. Dependable. Cal Harvey, North Wilkesboro, North Carolina.

Top flight personality available, call collect, Rip Rogers, NEwton 9-3678. — 54-08 Roosevelt Ave., Woodside, Long Island, New York.

Technical

Engineer with first phone. Experienced. Available now. No announcing. Box 974G, BROADCASTING.

Technical school graduate. Have 1st phone. Desire engineering job-radio or tv. 4 years service experience. Walt Hartmann, Garland, Nebraska.

Young married man with first phone wants to enter broadcasting field. Prefer Pacific coast but will consider any location. Joe Lundy, Oroville, Washington.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Program director-assistant manager. Have ideas to vitalize, add appeal to your sound. Eleven years radio-tv production. Work cheap. Box 926G, BROADCASTING.

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Married. 2 children. Employed. Available. Box 972G, BROADCASTING.

TELEVISION

Help Wanted

Sales

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Vacancy for competent and versatile television announcer. Opportunity for experienced man, preferably with potential for directing or other responsibility in production. Southwest location. Tape, snapshot and details to Box 979G, BROADCASTING.

Technical

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador C.A.

Want experienced engineer who is now ready to step into job as chief engineer combination radio and television operation. Reasonable salary for conscientious, hard-working man who wants permanent set-up in good climate. Manager, KSWS-TV, Roswell, New Mexico.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Manager or assistant. Active salesman, family man, college and law degrees, with experience in engineering, news, film buying, programming, and administration. Box 988G, BROADCASTING.

Announcers

Announcer-producer. Tv, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Technical

Chief engineer, 16 years in broadcasting, 10 years in tv. Constructed two stations. Presently employed by network. New England and east preferred. Box 961G, BROADCASTING.

Chief engineer: Proven ability all phases am, uhf, and vhf construction, operation, maintenance and technical management. Age 37. Available immediately. Box 994G, BROADCASTING.

11 years broadcasting am-tv-fm. Planning, construction, maintenance, and operations. 3 years chief plus 4 years supervisory. Can be available in 30 days. Box 995G, BROADCASTING.

Production-Programming, Others

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

Program director—knows programming, production directing, film buying, 6½ years experience. Excellent record, family man. Box 962G, BROADCASTING.

Producer-director. Family. Presently employed. Capable young man, imaginative, personable and thoroughly experienced all phases production, desires position similar capacity with progressive organization. Excellent references. Box 965G, BROADCASTING.

Production problems? Make good cutting profits? Aggressive, creative 2-man production team can solve them. Eleven years solid experience in telecasting. Can take full charge. Present employers among our best references. From announcing to Zoomars we can "produce the Whirlwind . . . direct the storm." (Apologies to Addison.) Box 980G, BROADCASTING.

Producer-director-creative, capable. B.S. degree. 3 years experience radio, tv writing production, including comedy, variety, musicals, news, sports remotes, public affairs, kids shows. Presently employed 3 station market. Must relocate due to station cutback. 25 years old, single, excellent references. Box 984G, BROADCASTING.

Available immediately—TV producer director, 6 years valuable experience, top 15 nation-wide market. College education—excellent references —ability, character. Call BE 1-9519 or write to 2354 Beechmont, Cincinnati 30, Ohio.

FOR SALE

Stations

Arizona. Quarter-kilowatt $5000.00 down only $29,750.00. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Pacific northwest. Metropolitan suburb fulltimer. Excellent potential. $75,000 with 29% down, balance in 10 years. Exceptional real estate included. Box 875G, BROADCASTING.

Farwest top-rated 24 hour 250 watt independent grossing $70,000, growing market of 90,000. Asking $110,000. $25,000 down. Box 956G, BROADCASTING.

KCHS, Truth-or-Consequences, New Mexico being offered this week for $50,000. (But why buy it this week when the price will be lower next week—and still lower the week after that?) Box 351, Truth-or-Consequences, New Mexico.

Gulf state metropolitan market station, $250,000, terms; medium market station, $125,000, $35,000 down payment. Chapman Company 1182 West Peachtree, Atlanta.

Florida station, 1 kw daytime in medium market. Must sell because of other Florida interests. Price $80,000.00 with excellent terms. Write Owner, P.O. Box 5648, Jacksonville, Florida.

Northeast monopoly market stations (2), $65,000; $100,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

California. Southern-market kilowatt $150,000.00. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

What radio or tv do you want to buy? Let's talk turkey. Lee Hollingsworth, Lic. Bkr., IV 1-8482, 514 Hempstead Ave., West Hempstead, N.Y.

Florida medium market stations (5), prices ranging $83,000 to $500,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Midwest metropolitan market, $1,000,000; terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

FM transmitters: 250w GE, 250w RCA, HP fm monitor, GE 4-Bay fm antenna, Magnecord PT6-J&A, Magnecord 814, 3 Locke base insulators #25100. Box 221, Lebanon, Tennessee.

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

AM transmitter Western Electric 250 watt type 451A-1 complete with crystals, operating tubes and spares. Also included antenna turning unit with remote meters, packaged price $1200.00. WFKY, Frankfort, Ky.

Several second-hand galvanized Stainless, Inc. **AM Towers.** Ace High Tower. Box 55, Greenville, North Carolina.

Television monitors. We manufacture the most widely accepted monitors in broadcast and **industrial applications. Delivered under several trade names.** Tilted front, plug-in construction. **8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.**

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. **Box 732G, BROADCASTING.**

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

What have you for $20,000 down? Strict confidence. Ready to move immediately. Box 971G, BROADCASTING.

Equipment

Western Electric consoles model 23, turntables, microphones and what have you. Box 736G, BROADCASTING.

Wanted: GE BA-5A limiting amplifier, any condition cash. KKEY, Vancouver, Washington.

500-watt transmitter in operating condition with complete set tubes. Wire type and price to Joe Brandt, KRUX, Sahara Hotel, Phoenix.

Wanted Magnecorder PT6-AH, and PT6-R, in repairable condition. Portable equipment considered. Send price and condition to: Chief Engineer, KSAL, Salina, Kansas.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

4 SALES EXECUTIVES WANTED

Mountain States - Mid-West

New England - S. East

The men we want are 30-40, willing to travel 5 days weekly. Must have managerial experience, complete overall working knowledge of radio operation, local regional, metropolitan. Able to make big-city agency presentations and sell a gas station attendant under a grease-rack.

Our guys make a good appearance, "look money", drive a good car. They must be forceful and dramatic, able to address large groups of people authoritatively.

The job is fascinating, exciting, profitable; nerve-wracking and tiring (so our men say—but they love it!).

Not a "crew deal" or "fast-buck" operation, we have some of the nation's top stations. Solidity is a must for our man. He'll be joining one of the fastest growing companies in the industry with a five year proven record.

If you're looking for a job with incentive, direct commissions with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—we'll be in touch, arrange personal interview. Our staff knows of this ad. These are newly created posts, part of our program giving our clients more, better, closer supervision and service. January start. Reply Box 941G, BROADCASTING.

RADIO

Help Wanted

Announcers

D.J. WANTED

We're still looking for disc jockeys with sound ideas to work for the fastest growing chain serving the three largest markets in the mid-west. Send photo, tape and resumé to J. Peter Boysen, WLOL, 870 Northwestern Bank Building, Minneapolis, Minnesota. All tapes will be returned.

Production-Programming, Others

Live "*SPARKPLUG" as commercial program and operations manager. Good salary and incentive. All benefits. Big radio station—Eastern Canada. Proven past performance a must. Bilingual (French-English) preferred.

"We'll buy a *SPARKER for programs and a *PLUGGER for work."

Box 966G, BROADCASTING

RADIO

Situations Wanted

DOCTOR OF STATIONS:

Here's how I guarantee results: On 90-day agreement I come in, work with every phase of radio and TV, finding the holes and weaknesses, confidentially showing you the dead wood, lost motion and how revenue is being lost or not made. If I fail, you lose salary; if I succeed, you pay percentage of increases I produce. Write Doctor of Stations, Box 985G, BROADCASTING.

TELEVISION

Situations Wanted

Announcers

TV PERSONALITY

Personal interview only. 10 years top stations. Currently employed. Box 991G, BROADCASTING

TV PRODUCTION SUPERVISOR for over 10 years with New England's first station. Outstanding ability producing, directing, creative techniques from idea inception to finished product. Have handled network feeds; local studio, remote, film and video tape. Diversified background, art, stage, acting. Prefer television station or ad agency southern New England. Other areas if salary right. Married, family, age 40. Resume on request. P.O. Box 72, West Medford 56, Mass.

FOR THE RECORD *Continued from page 86*

By Hearing Examiner Horace Stern on Dec. 8

Granted petition by Public Service Television Inc., Miami, Fla., to correct transcript of oral argument in tv ch. 10, Miami, Fla., proceeding.

By Hearing Examiner H. Gifford Irion on Dec. 5

Continued hearing to Jan. 30, 1959 in proceeding on fm applications of Frank James, Redwood City, and San Mateo Bcstg. Co., San Mateo, both California.

By Hearing Examiner J. D. Bond on Dec. 5

Granted petition by Broadcast Bureau for extension of time to Dec. 15 to file proposed findings of fact and conclusions of law in tv ch. 13, Hampton-Norfolk, Va., proceeding.

By Hearing Examiner Thomas H. Donahue on Dec. 5

Closed record in proceeding on am applications of Pan American Radio Corp., Tucson, Ariz., and Vernon G. Ludwig, Benson, Ariz.

By Chief Hearing Examiner James D. Cunningham on Dec. 3

Granted petition by Greenwood Bcstg. Co. (WABG), Greenwood, Miss., for leave to intervene in proceeding on am applications of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., and The Firmin Co., Vincennes, Ind., and petitioner allowed participation with reference to issue of whether proposed operation of Hirsch would cause objectionable interference to radio station WABG.

By Hearing Examiner Isadore A. Honig on Dec. 4

Granted petition by Blue Island Community Bcstg. Co., Blue Island, Ill., for continuance of hearing from Dec. 16 to Jan. 20, 1959, in proceeding on its fm application, and continued from Dec. 8 to Jan. 12, 1959, date for exchange of exhibits among the parties, with copies to be supplied to Hearing Examiner.

By Hearing Examiner Forest L. McClenning on dates shown

Granted petition by Broadcast Bureau for extension of time from Dec. 1 to Dec. 11 for filing proposed findings of fact and conclusions in proceeding on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Calif. Action Dec. 2; granted petition to correct transcript of hearing, filed by CBS Radio. Action Dec. 3.

Granted petition by Cookeville Bcstg. Co., Cookeville, Tenn., for leave to amend its am application to specify facilities 1550 kc, 250 w, D, in lieu of facilities 1350 kc, 1 kw, D, and application as amended is removed from hearing docket and returned to processing line; retained in hearing status application of Carthage Bcstg. Co., Carthage, Tenn. Action Dec. 3.

By Hearing Examiner Elizabeth C. Smith on Dec. 3

Upon request of Ralph Luke Walton, Indianapolis, Ind., continued without date prehearing conference scheduled for Dec. 5 and hearing for Dec. 17 in proceeding on am application of Mr. Walton, pending action on request for leave to amend application and remove from hearing status.

By Hearing Examiner Thomas H. Donahue on Dec. 3

Granted petition by Gulf Coast Bcstg. Co., Sarasota, Fla., for leave to amend its am application to specify 1280 kc, 1000w, D, in lieu of 1320 kc, 500 w, D, and removed application from hearing.

By Hearing Examiner H. Gifford Irion on Dec. 3

Scheduled further hearing for Dec. 10 at 3 p.m. on am applications of Fox Valley Bcstg. Co., Geneva, Ill., et al.

By Chief Hearing Examiner James D. Cunningham on Nov. 28

Scheduled for hearing on the dates shown following proceedings: am application of Fayetteville Bcstg. Co. (KHOG), Fayetteville, Ark., on Feb. 3; am applications of Los Banos Bcstg. Co. Los Banos, Calif., Southern General Bcstg. Co. (WTRO), Dyersburg, Tenn., and applications of Dale W. Flewelling and KROY Inc., for fm facilities in Sacramento, Calif. on Feb. 9.

By Hearing Examiner Jay A. Kyle on Dec. 2

Ordered that Electronic Music Co. is held in default for failure to prosecute its application and record is closed in proceeding on its application and that of WSBC Bcstg. Co., both for fm facilities in Chicago, Ill.

By Commissioner Rosel H. Hyde on Dec. 2

Granted petition by Eastern States Bcstg Co., Hamden, Conn., for extension of time to Dec. 17 to seek review of adverse rulings of Hearing Examiner in proceeding on its am application, et al.

By Chief Hearing Examiner James D. Cunningham on Dec. 2

Granted petitions by Plains Television Corp. and Prairie Television Co., for leave to intervene in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and Livesay Bcstg. Co., for cp for new tv stations to operate on ch. 10 in Terre Haute, with reference to Livesay's proposal, and dismissed Livesay's motion to defer action on the petitions in question.

By Hearing Examiner Millard F. French on Dec. 3

On own motion, cancelled prehearing conference presently scheduled for Dec. 3 on am application of South County Bcstg. Co., Wickford, R.I.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 5

WTOL-TV Toledo, Ohio—Granted mod. of cp to change studio location; redescribe trans. location (no change in site), and make changes in ant. system and equipment.

WBAI (FM) New York, N.Y.—Remote control permitted.

KFMU (FM) Los Angeles, Calif.—Granted request to cancel cp for aux. trans.

KTWR (FM) Tacoma, Wash.—Granted extension of authority to remain silent for additional period of 60 days to 2-1-59 pending application for mod. of station license.

KASK-FM Ontario, Calif.—Granted extension of authority to remain silent for period ending 1-31-59.

KASK-FM Ontario, Calif.—Granted extension of completion date to 1-31-59.

WIS-TV Columbia, S.C.—Granted extension of completion date to 3-4-59.

Actions of December 4

KMUZ (FM) Santa Barbara, Calif.—Granted assignment of cp to **William H. Buckley** d/b under same name.

Actions of December 3

KDEC Decorah, Iowa—Granted acquisition of negative control by each **Verne Koenig** and **Kenneth L. Bjerke** through purchase of stock from **Frank R. Miller** by Scenic Bcstg. Co.

KLER Orofino, Idaho—Granted license for am station.

KPFM (FM) Portland, Ore.—Granted license for increased ERP to 33 kw and change type trans.; ant. 929 ft.

KWHI Brenham, Tex.—Granted license covering installation of new trans.

WABY Albany, N.Y.—Granted license to replace expired cp to install presently licensed main trans. as aux. trans. at present main trans. site.

KRBA Lufkin, Tex.—Granted license covering installation of new trans.

WMIN St. Paul, Minn.—Granted license covering installation of new trans.

WSTN St. Augustine, Fla.—Granted license covering changes in transmitting equipment.

WWJB Brooksville, Fla.—Granted license covering installation of new trans. and change studio location; remote control permitted.

KAFE Oakland, Calif.—Granted mod. of license to change studio location and remote control point.

WBEN-FM Buffalo, N.Y.—Granted cp to change ERP to 33 kw; install new type ant.; and change ant. height to 1350 ft. for aux. trans.

KCFM (FM) St. Louis, Mo.—Granted cp to change ERP to 60 kw; change trans. and studio locations; change ant. system; and install new ant. and trans.; ant. 450 ft.; condition.

WHBF-TV Rock Island, Ill.—Granted cp to use old main trans. and ant. as aux. trans. and ant.

WGHJ-FM Lawrence, Mass.—Granted mod. of cp to change ERP to 1.35 kw; ant. height to 210 ft.; trans. location; type ant.; ant. system and type trans.; remote control permitted; condition.

WLST Escanaba, Mich.—Granted mod. of cp to change type trans.

KNDC Hettinger, N.D.—Granted authority to sign-off at 7 p.m. for period beginning Dec. 8 and ending 1-30-59.

KLUK Evanston, Wyo.—Granted authority to operate specified hours of 6:30 a.m. to 6:30 p.m. except for special events for period beginning Dec. 1 and ending 2-26-59.

WGEZ Beloit, Wis.—Granted change of remote control authority.

KNPT Newport, Ore.—Granted extension of completion date to 5-27-59.

KHOF (FM) Los Angeles, Calif.—Granted ex-

EMPLOYMENT SERVICE

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CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS TO BE FILLED IN THE DYNAMIC NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

tension of completion date to 1-31-59.

Actions of December 2

WAGY Forest City, N.C.—Granted license for am station.

KBIZ Ottumwa, Iowa—Granted license covering change of ant.-trans.; studio and remote control location and changes in ground system.

WPFB Middletown, Ohio—Granted license covering installation of new trans.

WSGN Birmingham, Ala.—Granted license covering installation of new trans. as aux. trans. at present main trans. site.

WROV Roanoke, Va.—Granted license covering installation of new trans. (main).

Actions of December 1

KMBC Kansas City, Mo.—Granted license covering installation of new main trans.; and install different type aux. trans. at main trans. site.

KTVO (TV) Kirksville, Mo.—Granted mod. of license to change name of KTVO Television Inc.

KMCD Fairfield, Iowa—Granted cp to install new trans.

KACC-FM Abilene, Tex.—Granted request to cancel license for noncommercial educational fm station; call letters deleted.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

560 kc

XESV San Cristobal las Casas, Chiapas—500 w, ND U. Class III-B. 10-22-58. Change in call letters from XEUG.

600 kc

XEKZ Tehuantepec, Oaxaca—500 w D, 100 w N U. Class IV. 10-22-58. Change in call letters from XEDS.

980 kc

XELC La Piedad, Michoacan—5 kw D, 0.2 kw N U. Class IV. Commenced operation on 8-26-57.

1110 kc

XEWR Ciudad Juarez, Chihauhau—500 w, ND D. Class II. 4-22-59. New.

1170 kc

XEOV Orizaba, Veracruz—100 w, ND D. Class II. 4-22-59. New.

1240 kc

XEKC Ensenada, B.C.—100 w, U. Class IV. 4-22-59. Change in call letters from XEHC.

1250 kc

XEUA Iguala, Guerrero—250 w, U. Class IV. 4-22-59. Delete assignment.

1270 kc

XEXC Taxco, Guerrero—250 w D, 100 w N, U. Class IV. 4-22-59. New.

1280 kc

XEKY Huixtla, Chiapas—1000 w D, 100 w N, U. Class IV. 4-22-59. New.

1340 kc

XEDS Colima, Colima—1000 w, D. Class IV. 10-22-58. Change in call letters from XEKZ.

1450 kc

XEDJ Magdalena, Sonora—250 w D, 100 w N, U. Class IV. 1-28-59. Increase in day power.

1590 kc

XEHC Ensenada, Baja California—10 kw D, 1.5 kw N, ND U. Class III. 4-22-59. Change in location from Mexicale, B.C., and call letters from XEKC.

XETE Ciudad Madero, Tanaulipus—1 kw, DA-D D. Class III. 4-22-59. New.

570 kc

XEVX Comalcalco, Tabasco—1 kw, ND D. Class III. 9-10-58. Change in call letters from XECY.

620 kc

XEPT Ciudad Pemex, Tabasco—0.25 kw D, 0.1 kw N, ND U. Class IV. 5-10-59. New.

840 kc

XEEC Tampico, Tamaulipas—0.5 kw, ND D. Class II. 9-10-58. Assignment of call letters.

1110 kc

XEKP Rio Bravo, Tamaulipas—0.25 kw, ND D. Class II. 9-10-58. Change in call letters from XEFL.

1240 kc

XERZ Leon, Guanajuato—1 kw D, 0.25 kw N, ND U. Class IV. 2-10-59. Increase in day power.

1320 kc

XEOJ Ocotlan, Jalisco—0.5 kw D, 0.25 kw N, ND U. Class IV. 5-10-59. New.

XERN Montemorelos, Nuevo Leon—1 kw D, 0.2 kw N, ND U. Class IV. 2-10-59. Increase in power.

XEUI Comitan, Chiapas—1 kw D, 0.5 kw N, ND U. Class III-B. 5-10-59. Change in location from Teapa, Tabasco.

1400 kc

XESB Sta. Barbara, Chihauhau—1 kw D, 0.2 kw N, ND U. Class IV. 2-10-59. Correction in operating power.

1460 kc

XEJT Altamira, Tamaulipas—1 kw, ND U. Class III. 5-10-59. Change in location from Tampico, Tamaulipas.

License Renewals

Following stations were granted renewal of license: WBRB Mt. Clemens, Mich.; WHBF (Main & Aux.) Rock Island, Ill.; WAIT Chicago, Ill.; WTVO Rockford, Ill.; WCMY Ottawa, Ill.; WFMT (FM) Chicago, Ill.; WATK Antigo, Wis.; WJPF, Herrin, Ill.; WMFM (SCA) Madison, Wis.; WMAX, Grand Rapids, Mich.

UPCOMING

December

Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.

Dec. 16: NAB, convention committee, NAB headquarters, Washington.

Dec. 17: NAB, ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.

Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25: AWRT, Michigan conference, Detroit.

Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.

Feb. 8-14: National Advertising Week.

Feb. 17-20: Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.

March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.

April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.

April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.

April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.

April 30-May 3: AFA, 4th district, Tides Hotel & Bath Club, St. Petersburg, Fla.

May

May 4-8: Society of Motion Picture and Tv Engineers, 85th semi-annual convention, Fontainebleau Hotel, Miami.

June

June 7-10: AFA, 55th annual convention, Hotel Leamington, Minneapolis.



SAMUEL W. SLOAN, Ass't. Treasurer

Like Hundreds of Broadcasters . . .

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SAMUEL W. SLOAN
of
WOHO
Toledo, Ohio
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EDWIN J. POWELL, Chief Engineer

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Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

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San Franciscans are sold on KRON-TV

October 11-17 ARB
KRON Share of Audience

38.4 9 A.M. - 6 P.M. Mon. - Fri.
34.1 7:30 - 10:30 P.M. Mon. - Sun.
34.2 Sign-on-Sign-off, Mon. - Sun.

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

from **JOE GANS,** *president, Joe Gans & Co., New York*

Fm listener: good game but hard to flush

More interest has been generated on the subject of fm during the past six months than at any other time during the past three or four years. This long-ignored medium may finally be coming into its own. It is not a moment too soon. For I am convinced that 1959 will be fm's year of decision.

In the past four years I have spent more money in fm than any other national buyer. I continually am asked: "How do you go about buying fm?" and "Is it worthwhile?" I can only offer one conclusive answer: I have spent a great deal of money in fm for just one reason. It works.

Too many people say "fm" but really mean "Good Music." There are some fm managers who will argue this point but they are wasting their time. The simple fact is that the expression "Good Music" relates to both am and fm. It is the difference between the station which exclusively programs classical music and that which does not. Therefore, the obvious difference is the programming, not the facility.

Like most timebuyers I originally came to the conclusion that it was virtually impossible to buy Good Music stations. This was especially true in fm. No matter how many yardsticks you apply, you never arrive at a satisfactory cost-per-thousand. Coverage, in terms of area, is meaningless. The stations' favorite measurement, number of sets in the market, generally is unrealistic.

I was convinced that the Good Music stations had the right kind of audience for the products I was selling, even if I could not find it on paper. The results of the first test schedules were immediate—and astounding. Ten 1-minute announcements on one fm station pulled close to 2,000 postcards in 10 days. This phenomenal success was duplicated in various degrees on the other test stations. As things turned out, the campaign was not to be an isolated success story. During the past four years I have used Good Music stations, both am and fm, for a wide variety of products and each campaign more than paid its own way. True, a great deal depends upon the product. Equally true, however, the audience is there, even if to this very day we are having a tough time trying to prove it.

The only possible way to measure the size and depth of that audience is by making a qualitative survey of its potential size and characteristics.

A very substantial percentage of people who listen to Good Music stations simply cannot be reached by an advertising message in any other way. The degree of selectivity among Good Music people is very high. On the whole they do very little dial twisting. Many subscribe to the station's program guide. These range in cost from $1 up to $4 per year. The total number of program guides sold nationally is unbelievably high. When these people tune in, they listen attentively because they chose to listen.

This, then, is the kind of audience you buy when you buy fm. It is a well-informed, highly educated audience, a highly selective audience, and one whose income to a very large extent is higher than average. It is, in short, a quality audience—and it is a large audience—even if it cannot be found on a slide rule.

The problem boils down to this: How can the fm stations prove they have an audience? Over-simplified, my answer would be: Give them something to sell. If the product matches their specialized audience, you will soon have all the proof you need.

Up to now fm has been just too difficult to buy. There is no steady flow of information—no handy point of reference that reveals availabilities and programming—no day-to-day contact that has become such an important part of today's timebuying. With the exception of Good Music Broadcasters Inc., there is no large organization set up to discuss Good Music am and fm stations on a nation-wide basis, and GMB represents only a handful of stations. Once you get beyond those, you have to dig up every bit of information you need the hard way.

However, despite some obvious faults, fm has been growing at a phenomenal rate. More stations are on the air. Probably 100 more will be operating within the next 18 months. Locally the picture is rosy. Bigger audiences, more revenue. More stations are enjoying their biggest year. This first blush of prosperity, however, will do more harm than good if fm fails to take advantage of its hard won gains.

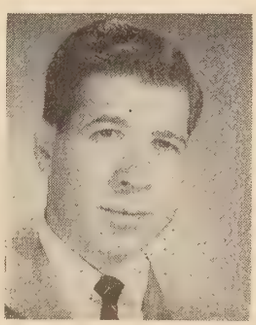
That is why 1959 will be fm's year of decision—the year when it must go all out to gain recognition as a national advertising medium, or suffer the consequences of its shortsightedness. Even now new surveys and reports are popping up to indicate that stereo will soon by-pass fm. I, for one, doubt very strongly that it will. But the surveys cause comments, and the comments cause confusion, and confusion generally ends in apathy to the whole subject.

If that is not enough, we now also have the unhappy situation of several sources discussing the possibility of forming a nation-wide fm network. Why? If at the present time the stations are finding it difficult to prove to anyone's complete satisfaction that they have a local audience, how are they ever going to justify a national one? In my opinion, a national fm network is not feasible.

If my four happy but harrowing years as a timebuyer and a consultant with fm stations and advertisers mean anything, I would strongly suggest that the station owners play out the cards they now hold. Build a strong station in the market. Program it effectively. Constantly improve it.

To potential advertisers I can only recommend a re-evaluation of attitudes. While fm may be more difficult to buy, it is in my opinion definitely worth the effort. Forget about cost-per-thousand for the present. Judge the medium only by its ability to sell your product. That, in the final analysis, is the only real test. Get all the advice and guidance you can from the stations and take advantage of their specialized format. The audience is there, but it is up to you to make it a responsive one.

Joe Gans, b. Sept. 20, 1918, New York City. A former free-lance writer and timebuyer, Mr. Gans pioneered the concept of radio-tv "response advertising" on fm [ADVERTISERS & AGENCIES, *June 30*]. *Was radio-tv vice president at Thwing & Altman and Maxwell B. Sackheim agencies, both N.Y. This year formed his own agency, placing 100% of its U.S. and Canadian billing in broadcast media. Married to the former Dorothy Sherr. They are parents of two children, age 9 and 7. The Ganses reside in Springfield, N. J.*



Programming for the Public

AS any reader of newspapers or magazines knows, television programming is being unmercifully drubbed.

To read recent pieces in *Fortune, Newsweek, Reader's Digest* and more newspapers than we can name is to believe that there is nothing on television but mayhem and mediocrity.

There will be more pieces of that kind, and lest the magazines and newspapers run out of material a U.S. Senate committee is preparing to manufacture more. Next month (the exact date hasn't been set) the Senate Commerce Committee will hold hearings in New York on the effect of television rating services.

You can bet that there will be testimony that ratings aren't true measurements of the audience, that the popular programs, as indicated by ratings, aren't really attracting audiences as big as the researchers say, that television's use of ratings leads to imitativeness and hence shallowness in programming.

What has been happening in the magazine and newspaper pieces on tv programming and what we fear will happen during the Senate hearings next month is that persons of higher than average tastes are applying their personal judgments to their analyses of tv programming. They assume that because they personally may not find every television program rewarding the experience is universal. By every statistical method in use, this assumption is inaccurate.

There is no evidence whatever to suggest that the mass of the people are turning off their television sets. The total audience is increasing, and the time the audience spends with television remains at an astonishing peak.

Mass media must attract the mass or go out of business. To be sure, their responsibility does not end with the collection of a large audience. They must also provide a reasonable amount of fare for the minorities and, in realistic degree, endeavor to assist in the general cultural development of the public. In its short history television has been more successful at this complex job than any other medium.

There is no denying that it could do more—particularly in the field of serious journalism. But that is not to say that it has not already done much—so much more than its critics give it credit for.

Golden Opportunity

TIME was when broadcasters would man the turrets at the drop of a bureaucratic phrase threatening to impinge upon their right to program as they saw fit. "Censorship," they would loudly proclaim, reacting in the manner of the press, then and now.

But over the years, by default, attrition and legalistic dicta, broadcasters by degrees have accepted program regulation. It has been perpetrated by interpretations of the "public interest, convenience and necessity" clause of the law. Ignored is the clear language of another section of the same law which precludes censorship.

This has come about through acceptance by broadcasters of FCC requirements that stations specify, in their applications for renewal of licenses, the amounts of time devoted to various categories of programming.

Three weeks ago, the FCC issued rulemaking proceedings proposing to modify the renewal forms to make them less onerous in the programming categories. While the proposals admittedly are much better than the existing forms, they nevertheless continue to require data on programming categories and "balance."

Only one member of the Commission—T. A. M. Craven—dissented. He feels the programming requirements are both illegal and impractical. He speaks from experience, not only as a two-time member of the FCC, but also as a former broadcaster who knows the vagaries of programming for audiences in wholly different geographical areas. He regards the FCC's imposition of its programming ideas through the category breakdown as a direct violation of the First Amendment and of the anti-censorship provisions of the Communications Act.

This is not the horseback opinion of a neophyte. It is the studied judgment of an able public servant with vast experience in government and industry. Here an opportunity is presented for an all-out test of the law, if broadcasters will accept the challenge.

The time to act is now. Replies to the FCC's rulemaking are due Jan. 19. Perhaps more time is needed to prepare the broadcasters' case. It is an undertaking not for individual stations but for the NAB and perhaps the Federal Communications Bar Assn.

FCC consideration will simply be the start. It will be a long hard pull—perhaps all the way to the Supreme Court. Only that court can clear away the haze and confusion engendered by more than a quarter century of contradictory FCC decisions and court opinions which are in derogation of the First Amendment to the Constitution which guarantees a free press and, by court interpretation, a free radio.



Drawn for BROADCASTING by Sid Hix

Last Resort

THE break in negotiations for new ASCAP music licenses for radio stations, announced a week ago [LEAD STORY Dec. 8], has to be described as disappointing, especially since it came after only two real sessions between the radio and ASCAP representatives.

If the impasse continues, the issue must surely land in court. In our view, that step is as yet premature.

This is not to say that the All-Industry Radio Music License Committee should have capitulated to ASCAP's demands, which at best seemed to require a one-year extension of present contracts.

The problem—at the moment—is time. It was Dec. 3 when the negotiators agreed to disagree, and the licenses to be renewed will expire on Dec. 31. The stations had to be kept informed on how to protect their rights in case the negotiations were unsuccessful; they had to be given time to ask questions and be answered, and, all this had to be done in time for them to apply to ASCAP for new licenses before Dec. 31.

So a great deal had to be done in a relatively short period. It can be argued that this notification process could proceed without breaking off negotiations. But it should be remembered that ASCAP took the position that lower rates, which were among the committee's objectives, would come only if the court imposed them. In these circumstances, with time short, a schism can appear "hopeless" when it would seem less formidable at a somewhat greater distance from the deadline.

A rate case in court can be immensely expensive and, quite possibly, fail to pay its own way in terms of concessions won by either side.

At this late date it appears that the only course for the stations is to go ahead, before Dec. 31, and apply to ASCAP for new licenses. This automaticaly allows 60 additional days to negotiate new terms. While applicant stations may negotiate individually with ASCAP, we would hope that this 60-day grace period woud be used by the all-industry committee and the society's representatives to resume their discussions in search of a reasonable agreement.

Even if further negotiation should prove as useless as it appeared on Dec. 3, it deserves a try in circumstances less hurried than the last. The court is always there as the last resort, but that is what it should be—the last resort.

SEASON'S BEST



"SPELLBOUND"
starring Ingrid Bergman and Gregory Peck



"THE THIRD MAN"
starring Orson Welles and Joseph Cotten



"CYRANO DE BERGERAC"
starring Jose Ferrer

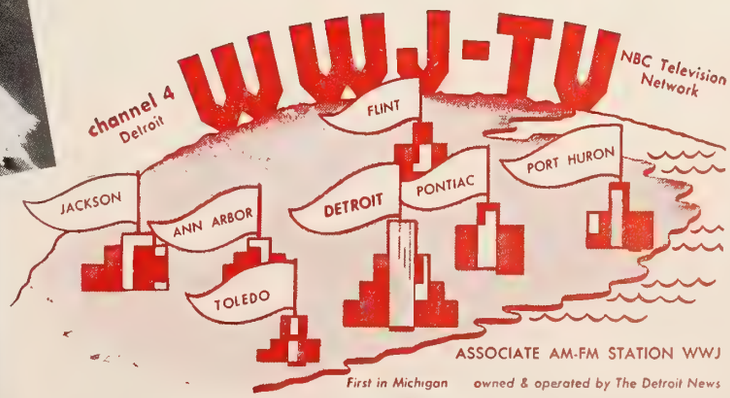
Detroit's first-run favorite

"Premiere Film Parade"

6:00 – 7:30 P.M. SUNDAYS

Believability, hallmark of WWJ-TV, is at work for you every Sunday evening as Detroit and southeastern Michigan viewers enjoy the great stars and great pictures featured on this salesmaking showcase.

For a happy and prosperous New Year, make reservations now through your PGW Colonel.



ASSOCIATE AM-FM STATION WWJ
First in Michigan *owned & operated by The Detroit News*
National Representatives. Peters, Griffin, Woodward, Inc.



...with top CBS-ABC-NTA network programs in America's 37th TV market

CBS

Gunsmoke
Have Gun Will Travel
Playhouse 90
Jack Benny
Ed Sullivan
Alfred Hitchcock
G.E. Theatre
Phil Silvers
Person to Person
Perry Mason
Oh Susanna
Jackie Gleason
Name that Tune
December Bride
The Millionaire
I've Got A Secret
Danny Thomas
Red Skelton
To Tell the Truth
Douglas Edwards
What's My Line
$64,000 Question
Lassie
Bachelor Father
20th Century
Hit Parade
Trackdown
Zane Grey
Lux Playhouse
Wanted Dead or Alive
Robin Hood
Mighty Mouse
Garry Moore
Captain Kangaroo
For Love or Money
Play Your Hunch
Arthur Godfrey
Top Dollar
Love of Life
World Turns
Jimmy Dean
House Party
Big Payoff
Verdict is Yours
Edge of Night
Secret Storm
CBS Hockey
Pro Football

ABC

Cheyenne
Sugarfoot
Zorro
Walt Disney
Lawrence Welk
Rin Tin Tin
American Bandstand
Mickey Mouse Club
Wed. Night Fights
Voice of Firestone
Pat Boone
The Lawman
Patti Page
All-Star Golf

NTA

This Is Alice
Man Without a Gun
How to Marry A Millionaire
TV Hour of Stars

as for coverage, NCS #3 confirms Channel 9 domination in the rich Upper Ohio Valley.

A Member of the Friendly Group Stations!
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.

WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

"Best Buy by Any Known Source."

DECEMBER 22, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE

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Haerrlich Nei Yohr* from

*Pennsylvania Dutch for "Happy New Year"

A TRIANGLE STATION

WLYH-TV

LEBANON — LANCASTER, PA.

ABC-TV **Channel 15**

Blair Television Associates, Inc.

WLBR-TV becomes WLYH-TV on January 1. We're adopting the new name to indicate clearly that we serve *all* of America's Number ONE UHF Market...**L**ebanon-**L**ancaster-**Y**ork-**H**arrisburg. Blair Television Associates has all the facts on "Wonderful Good" WLYH-TV. Call them today.

We cover *all* of
LEBANON-LANCASTER
YORK
HARRISBURG

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

who says KVTV is the best buy in Sioux City?

NATIONAL ADVERTISERS SAY SO!

An air check during the week of October 19 through 25 found that:

- National advertisers invested 70% of their TV ad dollars for Sioux City on KVTV.
- Of the 19 national advertisers using KVTV and Station B, 16 invested more than 50% on KVTV.

LOCAL ADVERTISERS SAY SO!

This same air check showed these facts about local advertisers:

- Local advertisers invested 71% of their TV advertising dollars on KVTV.
- Of the 8 local advertisers using KVTV and Station B, 7 invested more than 50% on KVTV.

KVTV had 70 exclusive advertisers, both local and national. Station B had 22.

ARB SAYS SO!

An ARB Metropolitan Survey made from October 19 through 25 shows that:

- From sign-on to sign-off, KVTV had 36% more share of audience than Station B.
- KVTV had 312 quarter hour wins. Station B had 128.
- KVTV carried 19 of the top 25 programs.

To sell your product most effectively in Sioux City, sell on the most watched station in Sioux City — KVTV.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC



PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yankton, South Dakota
KVTV, Sioux City, Iowa



Coverage that Counts!

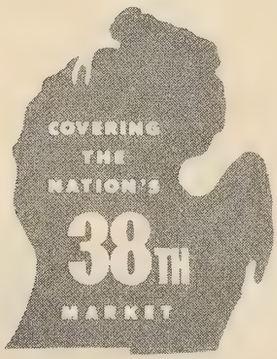
WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

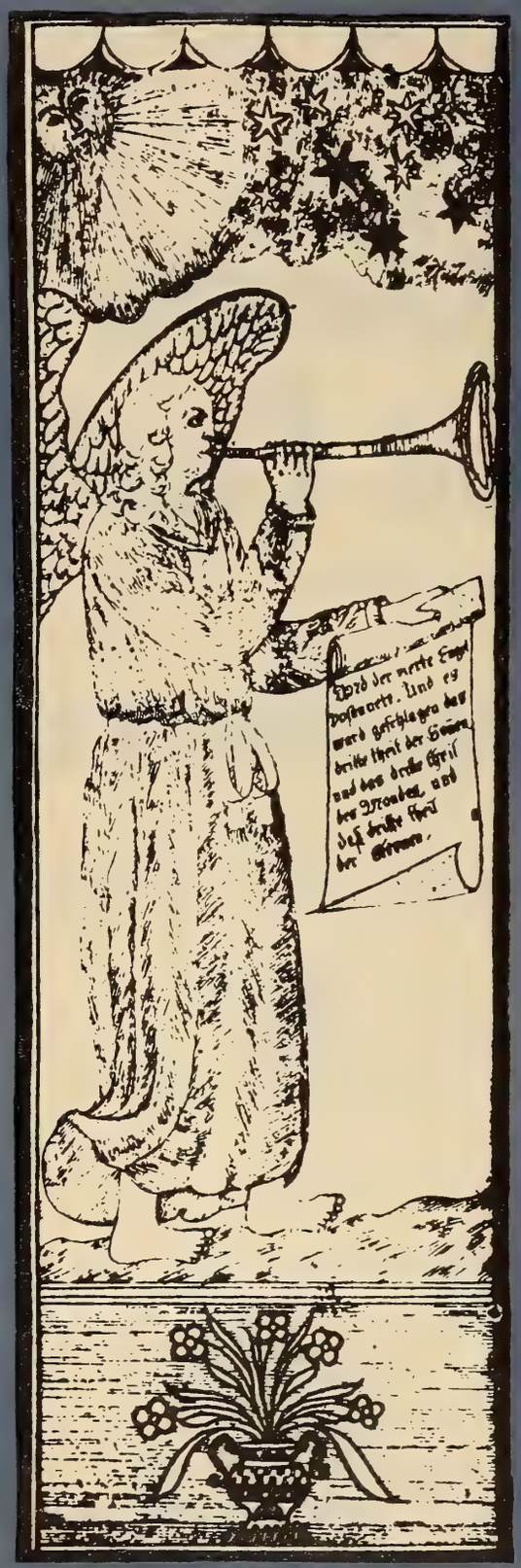
Basic

NBC... CBS ...ABC



Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



This angel is an enlarged portion of the capital letter "F," shown at right, from the Christian ABC Book "Vorschriftbuch," or copybook used in the writing school in the Ephrata Cloisters, Ephrata, Pennsylvania, circa 1750.

Courtesy of Ephrata Cloister Associates, Inc.



WGAL-TV and the Steinman Stations best wishes for the holiday season and a happy and prosperous New Year

STEINMAN STATIONS

Clair McCollough, Gen. Mgr.

WGAL-TV, Lancaster, Pa. • WGAL, Lancaster, Pa. • WDEL, Wilmington, Del.
WKBO, Harrisburg, Pa. • WORK, York, Pa. • WRAW, Reading, Pa.
WEST, Easton, Pa. • WRAK, Williamsport, Pa.

closed circuit®

IS KNOWLEDGE POWER? • FCC, after several staff briefings on tv allocations, is far better informed but no closer to solution of problem that has plagued it since "final" allocations report of 1952. Briefings, last of which was last Thursday, include slide projections, overlays and other visual aids to portray what coverage picture would look like under various alternatives, making use of latest available TASO field information. But FCC continues in quandary.

•

Under mandate to present allocations plan to Senate Commerce Committee next month, FCC may not be able to meet deadline. Instead it may report impasse and perhaps conclude that unless more vhf channels are made available, or Congress legislates transitional move to all uhf system, only alternative will be shorter mileage separations and directional antennas, to provide three-station competitive service (for three networks) in at least 100 markets (roughly, ABC proposal). Possibility of getting more vhf space is still being explored, with Comr. Fred W. Ford as FCC's contact. But prospects were gloomy as ever last week.

•

MEMORY LINGERS • While defeated Sen. John W. Bricker (R-Ohio) won't be fixture of 86th Congress, version of his network licensing bill may be. Sen. Paul Douglas (D.-Ill.) is pondering measure placing networks under direct FCC regulation as outgrowth of AFTRA fight with NBC's WMAQ-WNBQ (TV) Chicago. Senator is awaiting result of his protest to FCC on alleged cutdown of local programming before deciding course. He particularly is interested in authority of NBC's Chicago management to develop and exploit local talent.

•

Two other senators, one Democrat and one Republican, said network regulation proposal coming from Sen. Douglas would gain "tremendous" support it did not enjoy under Sen. Bricker's sponsorship. One said regulation of some sort is inevitable, but not to extent of public utility-type controls. Sen. Andrew Schoeppel (R-Kan.), who replaces Sen. Bricker as ranking minority member of Commerce Committee, said he "would have to think about" lending his support to Bricker proposal.

•

WMUR-TV SOLD • Purchase of ch. 9 WMUR-TV Manchester, N. H., by Richard Eaton, multiple station owner, from Radio Voice of New Hampshire Inc. has been negotiated for about $500,000. Agreement was made before death Friday of former Gov. Francis P. Murphy, sole owner, who had suffered four-month illness. Station last year was purchased by Storer Broadcasting Co. for approximately $850,000 but transaction subsequently was cancelled when FCC failed to approve change of location.

•

Mr. Eaton previously had negotiated with Storer for purchase of now dark ch. 12 WVUE (TV) Wilmington-Philadelphia. Storer, however, turned in license last Thursday (see page 40) to enable him to take over ch. 6 WITI-TV Milwaukee. Eaton's stations are WOOK, WFAN (FM) Washington; WSID Baltimore; WARK-AM-FM Hagerstown; WINX Rockville; WANT Richmond, and WYOU Newport News. Purchase of WSRS Cleveland is pending (see page 56).

•

COURT TEST • There's action due shortly after first of year on long-awaited legal test of community antenna system pickups of broadcast signals, Douglas A. Anello, NAB chief attorney, will go to Salt Lake City after Christmas to work out details of test case involving city's tv stations. Suit is expected to involve unauthorized rebroadcast of Salt Lake City telecasts by community system in Southern Idaho.

•

CATV afterthought: If broadcasters win property right test case in courts, members of National Community Antenna Assn. have informally discussed their possible course in future. One school takes position CATV operators could finance cost of buying tv rebroadcast rights by selling time to local advertisers. They could operate without federal regulation, maintaining any type of programming service that suits their whims. Result, they hint, could be creation of competitive tv medium.

•

SAFETY MEASURE • While there are misgivings in some station quarters over decision of All-Industry Radio Music Licensing Committee to ask court to fix reasonable fees by virtue of break in negotiations with ASCAP, there appears to be built-in safeguard to protect stations from higher rates. ASCAP's consent decree carries "most favored nation" clause which means that it cannot charge stations any more than best arrangement it has made with other stations. Number of stations, it's understood, already have renewed existing contracts with ASCAP until July 1963. This presumably means that all stations would be entitled to same terms.

•

All-Industry Committee is seeking rate reductions but broke off negotiations after ASCAP held fast on existing rates. Committee feels that at very minimum stations should get rates equivalent to those paid by tv, which would amount to roughly 12% decrease or about $1 million per year.

•

RETURN TO ACTION • Whatever became of Herb Moore, founder and president of Transradio, which broke ice in mid-30's in providing news for radio and ceased operations in 1951 after regular press associations were serving radio full-tilt? Mr. Moore, who publishes *Ski-Time*, national consumer monthly in New York, for past three years quietly has been working with Civil Defense at Battle Creek headquarters in charge of emergency information. Recently he was named director of information for new Office of Civil & Defense Mobilization at Battle Creek operations headquarters. It's labor of love because he came out of Transradio litigation with considerable money and his publishing operation is successful.

•

Despite reports to contrary, House Legislative Oversight Committee will make pitch for continued life during new session of Congress and will request new appropriation. Report, now being drafted by staff, it's learned in informed quarters, will state that committee has not completed its work and feels that because of results achieved, it should not die.

•

PROBLEMS, PROBLEMS • Tv broadcasters with plans for program syndication via videotape have hit new problems, in addition to those of syncronization fees, union jurisdictions and limited number of present VTR markets. New puzzler is how to insure getting back same quality tapes that are sent out, how to prevent station receiving program on new tape from re-recording it on tape already used 100 times or more and returning that one, keeping original for its own use.

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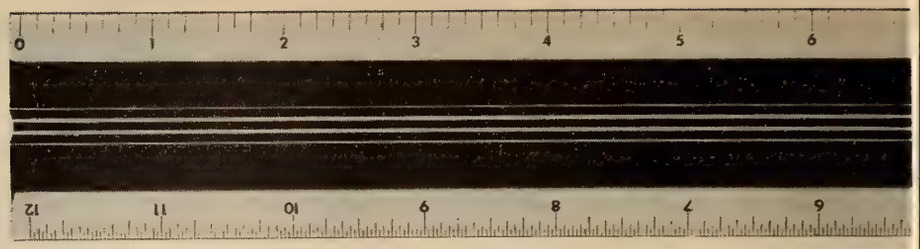
Defeated Ohio Sen. Bricker's administrative assistant, John M. McElroy, will be named minority clerk of Senate Commerce Committee replacing Bert Wissman. Mr. Wissman, chief clerk during Republican controlled 83rd Congress, will remain on committee's professional staff.

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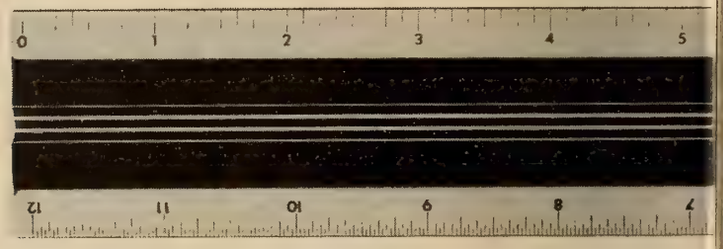
TOURISTS • Rep. Morgan M. Moulder (D-Mo.), who "resigned" last winter as chairman of Oversight Subcommittee, returned to Washington Thursday (Dec. 18) after two-week trip to Europe for ostensible purpose of studying educational tv. Accompanied by House Commerce Committee professional staffer Kurt Borchardt, he visited Copenhagen, Paris and Rome. Rep. Moulder refused to comment, but stated report would be forthcoming.

•

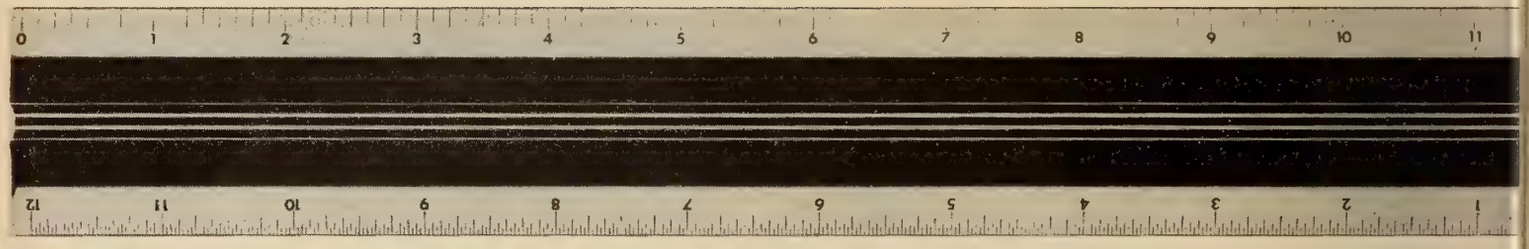
On earlier European trip, House Judiciary Chairman Emanuel Celler (D-N.Y.) took long look at overall tv operations, although that was not express purpose. Often critic of American network operations, trip convinced Rep. Celler that our system is by far superior. Staff of congressman's Antitrust Subcommittee is accumulating considerable information on European tv.



EVERY



WEEK



IS RATING WEEK!

* NEWS * SPORTS
* PUBLIC SERVICE
* WESTERNS
* COMEDY
* CHILDREN'S SHOWS
* MYSTERY
* ADVENTURE
* VARIETY
* TOP MOVIES

If it has audience appeal ... Channel 13 has it!

• Broad programming, covering every audience base, makes WSPD-TV television **Toledo** television. This wide variety of appeal to every member of the family—day and evening— is the big reason WSPD-TV can meet and whip the rating challenge **every week!** Ask your Katz man.

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo • **WJW-TV** Cleveland • **WJBK-TV** Detroit • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

THE WEEK IN BRIEF

Who's Hot in Radio Spot—Radio Advertising Bureau, reviving list on top U.S. spenders in spot radio, reveals that 51 companies spent about $78 million in 1958, General Motors leading the list with $5.4 million. Because of ties, 21 advertisers crowd top 15 category. Page **19.**

Uncle Sam Socks Co-Op—New tax ruling levies 10% on $2 billion in advertising money alloted by manufacturers to local sales outlets that match this allowance. Fears voiced that decision will discourage co-op advertising in major media. Page **20.**

Do Tv Stations Put Up a False Front?—Yes, says WTVJ's Wolfson and Grey Adv.'s Accas, who decry "hypoed" ratings via loading of "known rating weeks." Wolfson suggests rating week be abolished; Accas agrees and adds a few thoughts of his own. Page **21.**

East-West Mergers—Gardner of St. Louis to meld with Paris & Peart, New York, on Jan. 1, looking toward $35 million bracket. Page **22.** Broadcast-oriented North Adv., Chicago, combines with Alfred J. Silverstein, Bert Goldsmith Inc., New York, after first of year. Page **22.** Chicago's Edward H. Weiss & Co. wants to expand on both coasts. Page **22.**

Staff Ownership at McCann-Erickson—McCann of McCann-Erickson retires; Harper adds title of board chairman; on tv side—it's Pat Weaver signed as a tv consultant. Page **23.**

That New York Press Strike—Radio and television stations fill in for newspaperless Gotham. Broadcasters unable to fully capitalize on added advertiser revenue due to already-full schedules. Page **24.**

Allstate in Good Hands With TV—Sears, Roebuck & Co.'s insurance subsidiary boosts sales, satisfies customers and spurs agent morale with $2.5 million investment in CBS-TV's *Playhouse 90*. Page **28.**

Whan Surveys Iowa Market Again—Kansas State College study finds more adult exposure to color tv, but little purchasing desire. Out-of-home listening via car radios continues sharp upsurge. Page **29.**

SSC&B's Tv Facility—The blueprint and the thinking behind a tv studio that will be installed by the agency at a $100,000 cost. Work gets underway in January with completion in the spring. Page **30.**

Galaxy Attractions Bows—New Gordon enterprise formed by Milton Gordon with Manny Reiner as a principal executive. Objective: piece of the business pie in television and theatrical film. Page **34.**

Bigness Unlimited—Once dependent on the whims of Hollywood, MCA now reverses roles, becomes landlord of Universal-International Studios by acquiring Universal's lot for $11.25 million. Page **34.**

NTA Sale Up for Approval—National Theatres asks stockholders for proxies to go ahead with debenture-warrant exchange in acquiring National Telefilm Assoc. Page **38.**

Storer Surrenders ch. 12—Wilmington, Del. vhf dropped after unsuccessful attempt to sell facility. Storer prepares to take over ch. 6 WITI-TV Milwaukee as fifth v. Page **40.**

Interim TV Plan in New Orleans—FCC offers to let three applicants for ch. 12 in New Orleans use Biloxi ch. 13 on joint basis pending final awards in New Orleans and Biloxi. Page **42.**

AFTRA-Networks Reach Agreement—The American Federation of Television & Radio Artists and the radio-tv networks reach agreement on a new two-year contract, subject to the approval of AFTRA's board and its membership. Page **46.**

AFM Conservatives Win, 2 to 1—In Hollywood's Local 47 biennial election conservative administration candidates register victories. Seen as turning point of local's trips to courts. Tranchitella and Herman elected president and vice president, respectively. Pretrial hearing of Anderson case also held on Dec. 15 election date. January hearing dates set for MGA petitions for certification elections with three recording companies. Page **46.**

Getting Ready for March—NAB convention planners face tough problem in trying to cut down size of annual meeting but they've crowded programming into a three-day agenda. Equipment exhibit to be largest in history. Film and other program firms can't exhibit but will be assigned hospitality suites. Page **50.**

Robert Sarnoff Is Keynoter—NAB picks NBC board chairman to receive annual keynote award and deliver opening speech at convention. John T. Wilner, of Hearst, will receive first NAB broadcast engineering award for development of "image orthicon saver." Page **50.**

Aids to Editorializing—Special NAB committee proposes series of rules to guide radio-tv stations in their editorializing. Committee completes study of problem and submits report to NAB board of directors. Page **51.**

Radio Up, Tv Down—Electronic Industries Assn. estimates production of 960,383 radio sets in November, higher than October total. Tv sets, however, totaled only 439,904 in November, beneath the October figure. Page **52.**

Tv Miscast in 'Whipping Boy' Role—Parkson Adv.'s Ted Bergmann rises to medium's defense in this week's MONDAY MEMO. When viewer picks up newspaper, turns off tv, the broadcaster will be the first to know it and to change, he concludes. Page **73.**



MR. BERGMANN

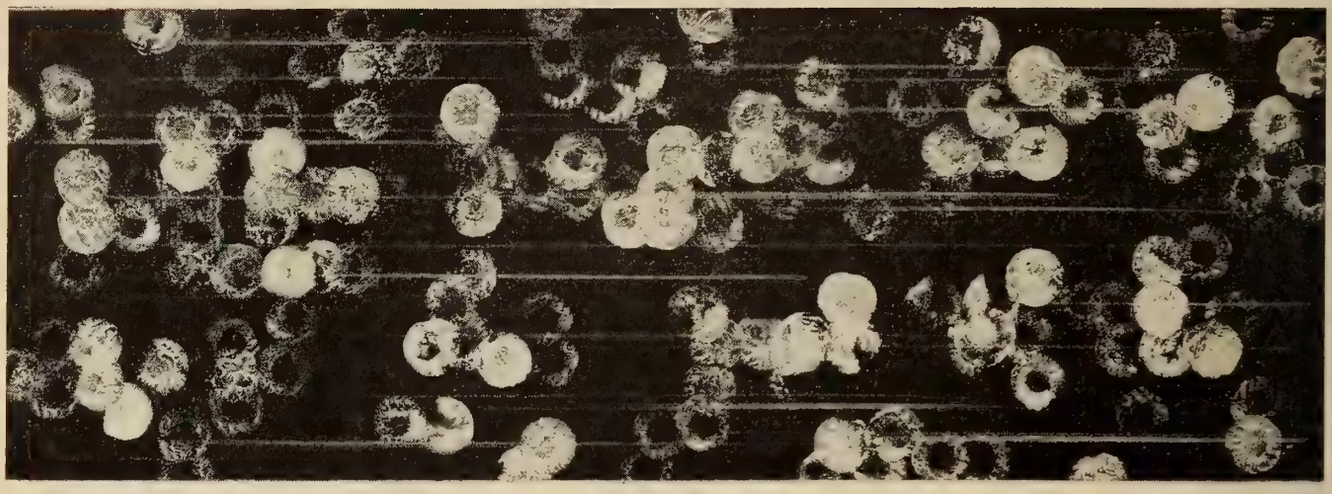
DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Stimulating Sounds



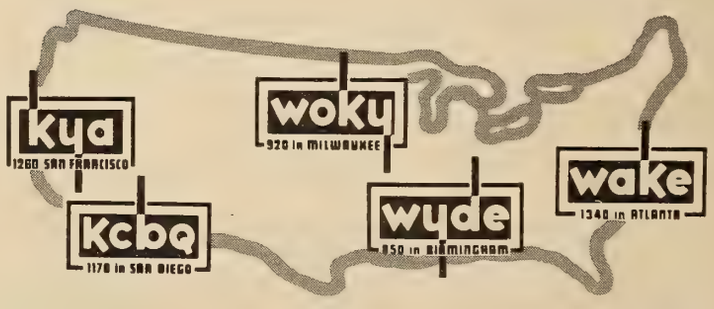
What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

SPACE RELAYS UNVEIL NEW ERA

New concept in long-range communications—space relaying—is established fact following successful reception Friday of President Eisenhower's "peace on earth, goodwill to men" message received from orbiting Atlas missile 115-930 miles above earth.

Primitive as baby's first words is way military communications-electronics experts termed first "Signal Communications by Orbiting Relay Equipment" project. But, Robert Brady, chief, communications section, Signal Corps Research & Development division, asserted, in 10 years when satellites remain up for long periods, when equipment has greater capacity and reliability, orbiting active radio relays will mean accomplishment of major breakthrough in spectrum utilization. When that time comes, Defense Dept. said, many more circuits for telegram and telephone communications and even television signals for intercontinental service may be greatly expanded.

As explained by Defense Dept. specialists, long-range radio communications up to now have had to use high frequencies (hf). This band is completely saturated. Through use of space relay stations defense communications officials see possibility of use of vhf, uhf and super-high (shf) frequencies. In these areas there is more space.

U.S. put its 4½-ton radio relay missile into space Thursday night. It is calculated missile will remain in orbit 20 days before plunging back into earth's atmosphere and burning up. Use of inertial guidance system to put Atlas into orbit considered significant first; other satellites have been "thrown" into orbit.

Missile is 85 x 10 ft., contains two communications packages (each 34 x 12 x 10 in.) in addition to tracking transmitter. Each package comprises single endless loop tape recorder (size, 7 x 5-in.; capacity, 4 minutes); fully transistorized receiver (3½ x 4½ x 1-in.); miniaturized 8 w transmitter (6¼ x 4½ x 4½-in.); control unit; zinc-silver oxide batteries (life, 4-6 weeks). Each package weighs about 35 pounds. Total communications gear aboard Atlas totals 150 pounds, including antennas and Minitrack equipment.

This is how it works: When satellite is in line-of-sight of one of four ground stations message from ground is recorded in airborne tape recorder and stored. When satellite appears over another station, ground installation triggers recorder with command signal, and message on tape is transmitted earthward. Satellite also can be used as direct relay.

As of Friday night experiments in this technique were underway, but results were not made public.

Frequencies used for communications are 132.435 mc. and 132.905 mc. Frequencies used for tracking are 107.94 mc. and 107.97 mc.

(Continued on page 10)

Colgate Acquires Wildroot; Agency Assignment Uncertain

Colgate-Palmolive Co., N. Y., will enter hair tonic field with acquisition of Buffalo's Wildroot Co. Agreement in principle to acquire Wildroot as C-P subsidiary was reached in New York late last week. Acquisition will be effected through exchange of stock, ratio to be determined. Wildroot's annual business is in excess of $10 million. Colgate's world-wide earnings for first nine months of 1958 were $403,540,000 (up from 1957 first nine months of $388,220,000), with net income $14,780,000 (up from $14,460,000). Colgate's total ad budget is estimated at $41 million, with about $20 million in network tv, $8 million in spot tv.

Though Wildroot is publicly-held firm, not much is known about its financial history. Founded in 1911, it maintains headquarters and plants in Buffalo, Canadian operations in Fort Erie, Ont. Wall St. guesses are that stock value exchange should be worth about $10 million.

C-P officials said no decision had been made as to agency assignments. Wildroot is serviced by BBDO but that agency handles products of competing Lever Bros. It would seem that account will be reassigned to one of several C-P agencies which include McCann-Erickson, Street & Finney, Ted Bates & Co., Lennen & Newell, D'Arcy, John W. Shaw Adv., Norman Craig & Kummel, Cunningham & Walsh and Charles W. Hoyt Co.

Estabrook-Valdes Buy WCUE

WCUE Akron, Ohio, sold Friday (Dec. 19) by Edwin T. Elliot for $600,000 to Ted Estabrook, former owner of WERI Westerly, R. I., and WHOO Orlando, Fla., and Jack Valdes, former account executive with BBDO and at one time in CBS-TV production department. Blackburn & Co. negotiated. Mr. Elliot plans to move to Providence, R. I., where he owns WICE.

WZFM (FM) Sold for $110,000

Sale of WZFM (FM) Jacksonville, Fla., by Carmen Macri to Irving Glick, general manager of station and of sister WZOK Jacksonville, for $110,000 filed at FCC Friday. WZFM is on 96.9 mc with 9.7 kw.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 20.

GREYHOUND SPECIALS • Greyhound Corp., Chicago, will sponsor two hour-long special programs featuring Jack Benny on CBS-TV March 8 and May 23 in prime evening time and will announce other network programming plans later. Company made no mention of current sponsorship of NBC-TV *Steve Allen Show*, but association is expected to terminate March 1. Agency: Grey Adv., N. Y.

L&M TO RETURN • After considerable hiatus from spot radio, Liggett & Myers' L&M brand returns to medium next month, understood to be ordering 40-60 spots a week for 10 weeks in over 100 markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

BORDEN RADIO SPOTS • Borden Co. (instant coffee), N. Y., reported to be preparing spot radio campaign in major markets throughout country to break beginning of 1959. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

McCORMICK PLACING • McCormick & Co. (instant mashed potatoes), Baltimore, understood to be lining up spot radio campaign in undetermined number of markets. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Providence Stations Sold

Sale of WPRO-AM-FM-TV Providence to Capital Cities Television Corp. for estimated $6.5 million [CLOSED CIRCUIT, Dec. 15] announced by William S. Cherry, president of Cherry & Webb, owner of WPRO stations. Sale is subject to customary FCC consent. WPRO-TV is on ch. 12, WPRO on 630 kc with 5 kw. Capital Cities owns WROW and WTEN (TV) Albany, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C., and is owned by newscaster Lowell Thomas and associates, including Frank M. Smith, president of corporation.

Z-Bar Files CATV Suit

New approach to tv property rights taken by Z-Bar Network in suit filed in Montana state court against Helena Tv Inc., community antenna operator. Z-Bar, headed by Ed Craney, asks court for declaratory judgment restraining CATV firm from rebroadcasting network signals carried by KFBB-TV, Z-Bar affiliate in Great Falls. Suit is based on common law statutory infringement.

at deadline

Radio-Tv Network Contract Approved by AFTRA Board

American Federation of Television & Radio Artists board of directors last Friday (Dec. 19) voted to approve contract negotiated by its officials with radio-tv networks. Proposal will be submitted to membership for ratification in early January (see page 46).

Among highlights of agreement are national taped commercial fee of $93 for session and first use, with re-run formula totaling $865 for 13-week cycle and $983 for 26-week cycle. Network radio fees remain as under old contract, except for 10% increase for sportscasters. ABC-TV and CBS-TV agreed to formula for payment of fees to performers on network programs sold in foreign markets, established earlier this year with NBC-TV.

Negotiations between Los Angeles' four non-network tv stations and AFTRA recessed Thursday (Dec. 18) probably until after holidays, while union mulls station offer of flat 5% increase for staff announcers ($7.50 a week) and proposal that no attempt be made to pin down videotape with restrictions now, when it is virtually unknown field, but that AFTRA be free to reopen talks on VTR at any time during new contract term.

NBC-TV, CBS-TV Each Receive Seven 'Look' Magazine Awards

CBS-TV and NBC-TV tied with seven winners each of 9th annual *Look* (magazine) tv awards, to be announced tomorrow (Dec. 22) in publication's Jan. 6 issue. Presentation scheduled Dec. 30 on CBS-TV's *Garry Moore Show*, sponsored by Revlon, Pittsburgh Plate Glass, and Kellogg's, last-named cited also for its alternate sponsorship of *What's My Line?* on CBS-TV. Dominating awards with two mentions each were NBC-TV's *Steve Allen Show* (participating advertisers), *An Evening With Fred Astaire* (Chrysler Corp.) which will be rebroadcast Feb. 11 (see page 54), and CBS-TV's *Playhouse 90* (multiple sponsorship). Last-named show was singled out for controversial *Plot to Kill Stalin* drama that cost network its Moscow news bureau.

Votes cast by 353 newspaper tv critics, editors and columnists also went to Robert Saudek Assoc. *Omnibus* (for unprecedented sixth consecutive year), NBC-TV's *Perry Como Show* (third year), and CBS-TV's late *See It Now* (also third year). Repeat winners included *Jack Benny Show* (CBS-TV, American Tobacco Co.); *Father Knows Best* (CBS-TV, Scott Paper Co.), *Gunsmoke* (CBS-TV, Liggett & Myers Tobacco and Remington-Rand). Judging was done for network shows only, on air between Nov. 1, 1957 and Oct. 31, 1958. ABC-TV won no awards.

WEATHER RADAR

RCA is announcing today (Monday) development of new ground weather radar system that enables stations to telecast upproaching storms as far away as 150 miles. System picks up storm data, which is displayed on radar screen, and by use of standard RCA studio vidicom film camera, radar scope presentation may be transmitted to tv station's viewers.

SPACE RELAYS *(Continued from page 9)*

Signal Corps ground stations established at Fort Huachuca, Ariz.; Fort Sam Houston, Tex.; Ft. Stewart, Ga.; and one near Los Angeles. Ground antennas, highly directional, are helix type arrays. Direction finders were used to orient antennas.

Defense Dept. reported that when in range, satellite communication systems can send and receive seven teletypewriter messages and one voice message at same time. Bandwidth is 3 kc. Multiplexing equipment at ground stations can handle up to 60 words per minute on each teletypewriter channel, or total of 420 words plus one voice. Each recorder can store about 1,680 telegraphic words in its four minute capacity.

President's voice was clear, but thin and distant like early radio voice DX communications. Signal strength was reported as S4/R4. Pre-recorded tape also contained TWX message which was received at Los Angeles Friday evening.

Among companies contributing to communications elements: RCA (communications components) were Convair (antennas on missile), Radiation Inc. (ground antennas), Eagle-Picher Co. (batteries), Potter & Brumfield (special relays), Radio Frequency Labs (telegraph multiplex on ground).

Gov. Francis P. Murphy

Former Gov. Francis P. Murphy, 81, of New Hampshire, owner of ch. 9 WMUR-TV Manchester, died early Friday (Dec. 19) of throat cancer. Active in broadcasting for 17 years, he built WMUR radio in 1941 and sold it in 1956. In 1953 he established WMUR-TV as New Hampshire's only station, subsequently selling it to Storer Broadcasting Co. for $850,000. This sale was cancelled, after FCC failed to approve change of location. Last week agreement was reached to sell station to multiple owner Richard Eaton (see CLOSED CIRCUIT).

Mr. Murphy served two terms as governor from 1937-1941 and was only Catholic governor in state's history. He is survived by two daughters and a son.

PEOPLE

ROBERT E. LEWIS, Sylvania Electric Products senior vice president, elected Friday as president and will be proposed as president of new General Telephone & Electronics Corp. that would be formed in proposed merging Sylvania with General Telephone Corp. Mr. Lewis succeeds **DON G. MITCHELL,** who continues as board chairman.

DEL MARKOFF, sales manager of Pullman Coach Co., Chicago, appointed national accounts sales manager of Sealy Inc. (bedding firm), same city, effective Jan. 1, 1959. Sealy set to launch heavy advertising campaign in mid-January, with network radio, local radio-tv spots and other media.

JOHN T. BRAY, timebuyer, Cunningham & Walsh, joins Robert E. Eastman & Co., station representative, N.Y. sales staff. **AL CARRELL,** vice president and account executive, Sanders Adv., Dallas, joins Eastman to supervise station representative firm's new office in Dallas.

WMBV-TV to Be ABC-TV Primary; Wisconsin Pleas Dropped

WMBV-TV (ch. 11) Marinette-Green Bay, Wis., will become primary affiliate of ABC-TV next Feb. 1, Joseph D. Mackin, station's general manager and Alfred Beckman, ABC vice president in charge of tv station relations, announced Friday. WFRV-TV there, which had been ABC-TV's affiliate, becomes NBC-TV primary affiliate on May 23 [AT DEADLINE, Dec. 1]. WMBV-TV is owned and operated by M&M Broadcasting Co., operating with 240 kw visual, 135 kw aural power.

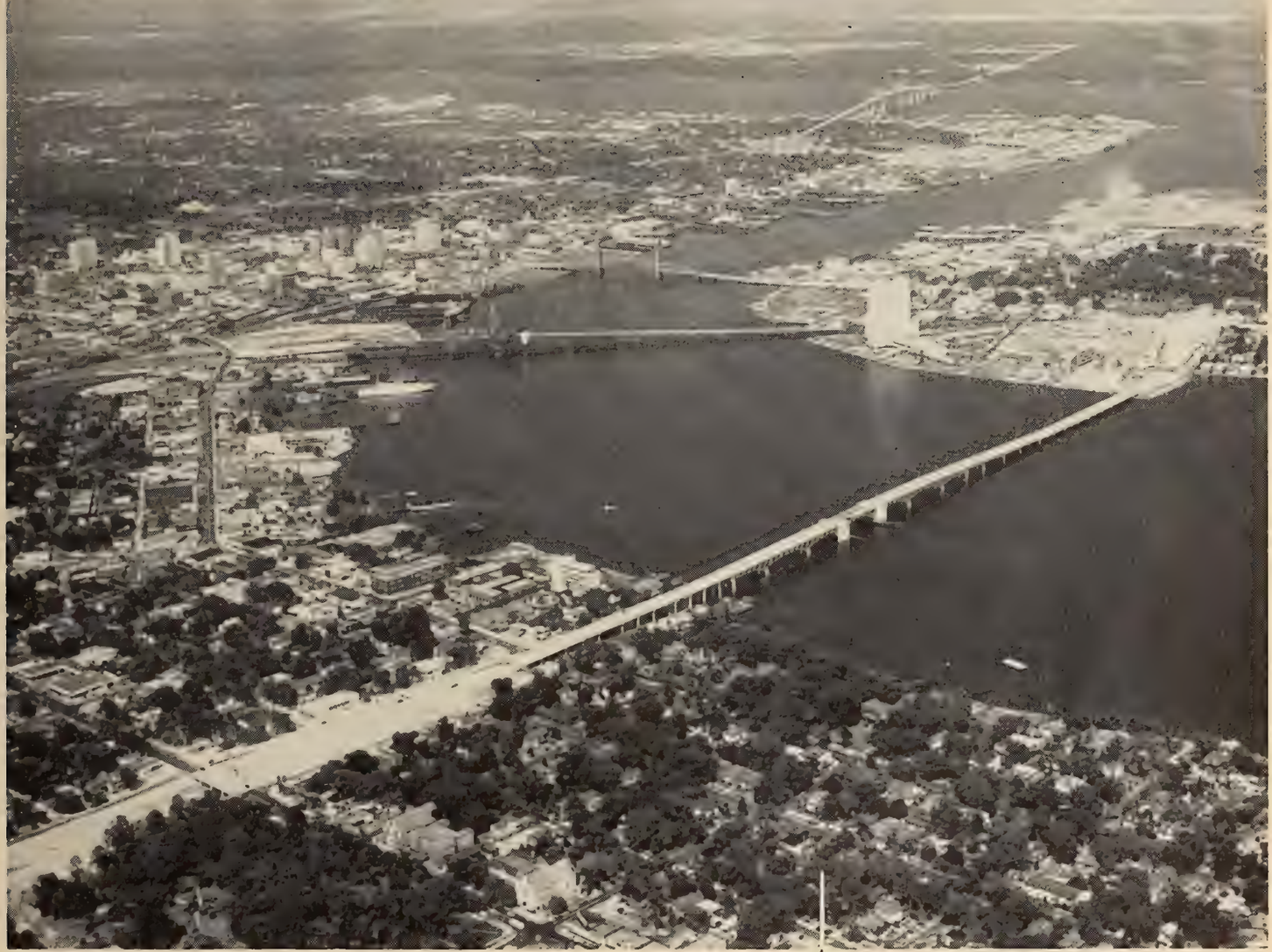
WMBV-TV, which had asked for hearing on renewal of WFRV-TV license and for speed-up of proceedings involving changes in facilities and transfer of control of WMBV-TV and WMAM Marinette, withdrew actions Friday, saying ABC-TV affiliation relieves urgency of station's situation [GOVERNMENT, Dec. 8]. WFRV-TV and WBAY-TV Green Bay withdrew oppositions to WMBV-TV moves except to deny WMBV-TV allegations.

Hearing on protests by two Green Bay outlets to sale of 75% of WMAM-WMBV-TV to Morgan Murphy-Walter C. Bridges interests completed and awaits initial decision. Second proceeding on objections by two stations to WMBV-TV application for move of transmitter closer to Green Bay and antenna height and power increases is in hearing stage.

Powell Staff Joining C&W

Robert H. Powell, president of Powell Adv., Detroit, and his entire staff at agency join Cunningham & Walsh Jan. 1, Robert N. Newell, president of C&W is announcing today (Dec. 22). Mr. Powell becomes vice president in charge of C&W's Detroit office, an additional branch for agency. Powell accounts include various local automobile dealer associations as well as WCAR Detroit.

WMBR



The great station in Florida's gateway

WMBR · JACKSONVILLE

announces the appointment of

JOHN BLAIR & COMPANY

as National Representative

effective January 1, 1959

in Florida's major markets, John Blair & Co. represents four outstanding stations:

Jacksonville · WMBR
Miami · WQAM
Orlando · WDBO
Tampa · WFLA





KDUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager
NATIONAL REPRESENTATIVE : THE BRANHAM COMPANY

HALLMARK HALL OF FAME

In a complete change of pace from its customary dramatic presentations, *Hallmark Hall of Fame's* Dec. 14 program was a yuletide variety show that included light and serious drama, comedy and beauty on ice and the story of the Nativity, read by Maurice Evans from the words of St. Matthew and St. Luke and illustrated by famous religious paintings.

As colorcast on NBC-TV, Hallmark's "Christmas Tree" was a thing of multicolored beauty, star-studded with Ralph Bellamy, Carol Channing, Margaret Hamilton, Tom Poston, Cyril Ritchard, William Shatner, Hiram Sherman and Jessica Tandy, as well as Mr. Evans, and drenched in Christmas sentimentality. Aside to writer Helen Deutsch and producer Mildred Freed Alberg: the best Christmas cakes include bits of tart citron and orange rind to offset the sweetness.

Sponsored by Hallmark Cards through Foote, Cone & Belding on NBC-TV, Dec. 14, 7-8 p.m.

Producer: Mildred Freed Alberg; director: Kirk Browning; associate producer: Robert Hartung; musical conductor: Franz Allers; ballet librettos: Helen Deutsch; choreography: Jonathan Lucas.

WANTED—DEAD OR ALIVE

Take a boy young enough still to believe in Santa Claus, his worried mother and cynical father, a bounty hunter, a make-believe Santa and a mysterious stranger; mix them with a large dollop of sentiment and a dash of poignancy in a ranch house and set to cool in a Christmas Eve snowstorm, and you'll have the recipe for a western-Christmas program.

Jay North was appealingly wide-eyed as the youngster who pays eight cents to the bounty hunter to find Santa Claus for him; Lloyd Corrigan was a believable old codger with a willing heart but a weak will; the rest of the cast did well what was required of them. Steve McQueen, as bounty hunter Josh Randall, was manful, noble and sympathetic (as well as a little uncomfortable) as the star of a drama in which sentiment replaced action as the main ingredient.

Production costs: Approximately $37,000.

Sponsored on CBS-TV, Saturday 7:30-8 p.m. (This episode Dec. 20.) Sponsored by Brown & Williamson Tobacco Corp. through Ted Bates & Co., N.Y.

Produced by Malcolm-Four Star Productions; executive producer: Vincent Fennelly; producer: John Robinson; director: Tom Carr; executive producer for CBS-TV: Edgar Peterson.

BOOKS

SCREEN WRITING AND PRODUCTION TECHNIQUES, The Non-technical Handbook for Tv, Film and Tape by Charles W. Curran. Hastings House Publishers Inc. 242 pages. $4.95.

Charles Curran's 25 years experience in screen writing, direction and production have been utilized with a teacher's skill in this handbook for beginners in a complex field. Originally published in 1952 under another title, the volume now treats such important developments as videotape.

Included are 36 basic plots as well as lists of subjects for story characters, locale and plot development. At the back of the book is a 26-page glossary.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Dec. 25 (9:30-11 p.m.) *Playhouse 90,* Kimberly-Clark through Foote, Cone & Belding.

NBC-TV

Dec. 22-26, 29-31 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Dec. 22-26, 29-31 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Dec. 22, 29 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Dec. 22, 29 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Dec. 23 (8-9 p.m.) *Eddie Fisher Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 24, 31 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Dec. 24, 31 (9-9:30 p.m.) *Milton Berle Starring in Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Dec. 25 (10-10:30 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Dec. 26 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.

Dec. 27 (8-9 p.m.) *Perry Como Show,* participating sponsors.

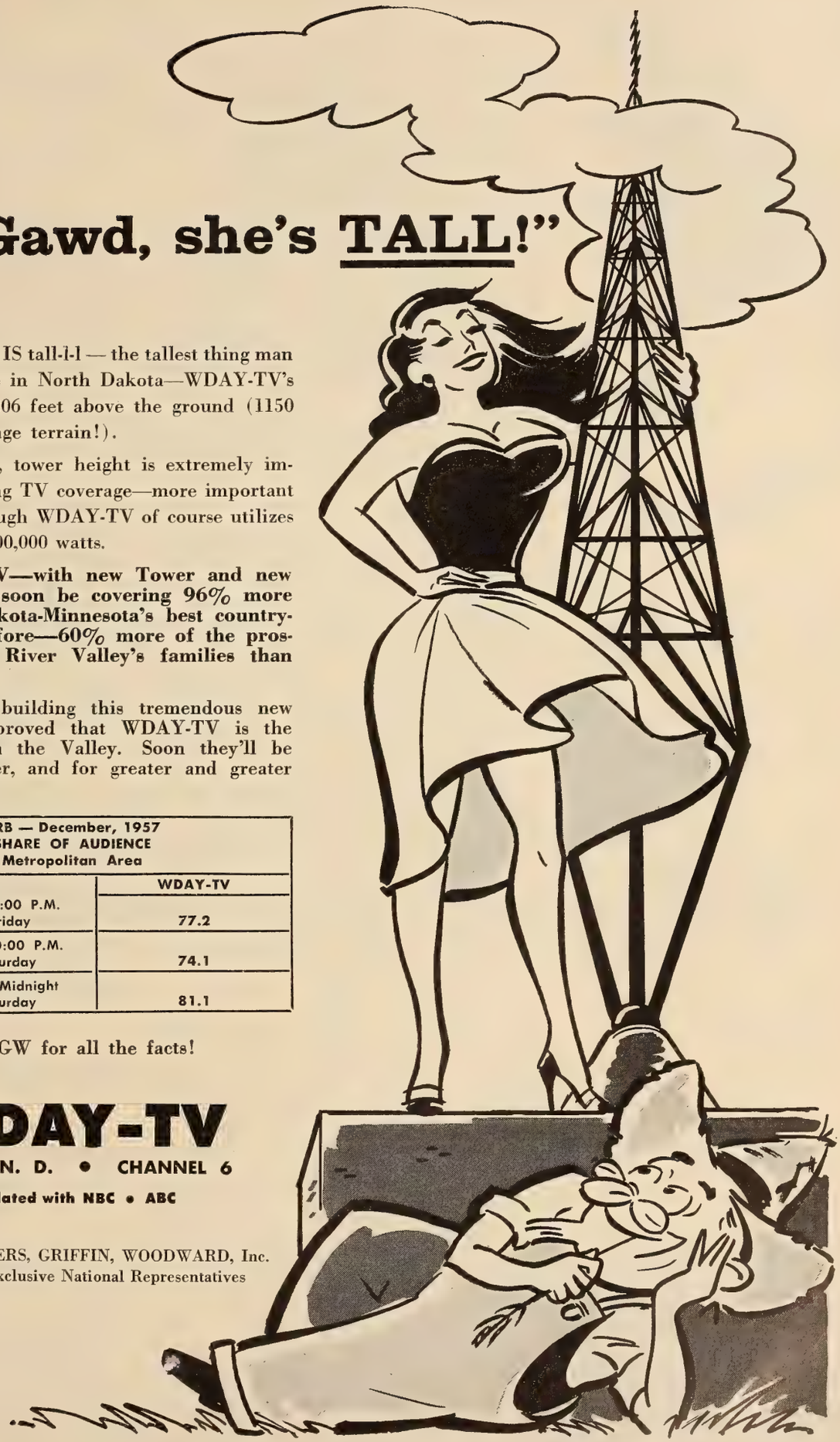
Dec. 28 (7:30-8 p.m.) *Northwest Passage,* Reynolds through Esty and RCA through Kenyon & Eckhardt.

Dec. 28 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO and Greyhound through Grey.

Dec. 28 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 30 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

"My Gawd, she's TALL!"



YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



A Merry Christmas to "Jaxie's" Friends in National and Local Agencies

You've made 1958 a Year to Remember down WFGA-TV way!

BASIC NBC AFFILIATION

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S COLORFUL STATION

OPEN MIKE

Triple Spotting Inquiry

EDITOR:

In the use of tv spots we are confronted with the problem of finding our spots amongst triple spotting programs.

I recall articles in your publication reflecting the attitudes, practices, etc. on the part of the advertisers and/or their agencies in overcoming this practice on the part of individual tv channels.

I am particularly interested in the control set up by the agency or advertiser to make sure that their spots are not broadcast within the framework of triple spotting. Also, just how prevalent is this practice of triple spotting.

I would appreciate receiving by air mail, any clippings on this subject, and/or mention of the issues and page numbers.

I would also like to receive any viewpoints you might have to offer on this subject.

We are a subscriber to your publication and your cooperation in this matter will be most appreciated.

M. A. Mattes
Standard Oil Co. of California
San Francisco, Calif.

[EDITOR'S NOTE: Triple spot stories ran May 26 page 31, June 23 page 31 and Sept. 15 page 38]

Is Tv He, She or It?

EDITOR:

We are presently running a slogan contest and one of the entrants had an interesting question to ask of us. His slogan read, "WJRT, The King of Television." He then went on to say, "Or, 'the Queen' of Television. What gender is a television station?"

So I ask you now, what gender is a television station?

Donn Shelton
Promotion Manager
WJRT (TV) Flint, Mich.

[EDITOR'S NOTE: Obviously neuter. Sex before 10 p.m. is too controversial.]

'Shelf-Talker' Echo

EDITOR:

Could you please send us 500 reprints of page 86 of the Nov. 17, 1958, issue. The particular article that we are interested in is the one about Lowell Jack of KMAN here in Manhattan, and his use of the Radio-Tv Merchandiser.

Our interest in this article is that we are the exclusive radio and tv distributors for the 11BLR-RT, Radio-Tv Merchandisers, in the United States.

As you are probably aware, this is a fairly new item on the market. Our plans at the present are to give these Merchandisers a trial run at a few stations in this area and then hit the national markets on a large scale in the near future.

Jack Landon
Landon & Landon Productions Inc.
P.O. Box 950
Manhattan, Kan.

[EDITOR'S NOTE: Story described new "shelf-talker" machine used by KMAN for store merchandising which ties on-air spots with in-store promotion. Radio-Tv Merchandiser is manufactured by Armstrong-Templemann Co., Abilene, Kan.]

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*Reg. U. S. Patent Office

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Season's Greetings

to all our friends in the entertainment world and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

Sell The ENTIRE
DETROIT METROPOLITAN
MARKET by including

Oakland County
PONTIAC
MICHIGAN

A
CONCENTRATED
MICHIGAN AUDIENCE

WPON
serving
A
Billion Dollar
Market

1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

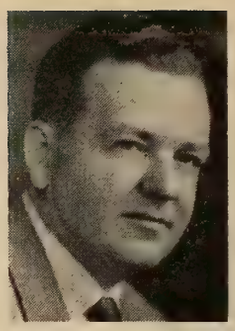
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Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Joseph Thomas Connolly



THE cutbacks in CBS Radio's programming to stations can't chip Joe Connolly's rock-like outlook: to the general manager of WCAU Philadelphia, radio is a medium of unlimited sales and programming potential.

This is not an unusual viewpoint. Mr. Connolly's thoughts about radio have been shaped through fat and lean years, from the period of ascendancy and triumph to the tougher years of tv's impact and up to the role radio now occupies—as he describes it, "a 'companion' medium of tv and as a service."

He winces at the term "juke box radio." It's a misnomer for music and news stations. "People want popular music, good showmanship and entertainment," he notes. As for radio networking, he says, "At WCAU we always believe in it as giving stations the things the stations are unable to do themselves. Such programming as music festivals, the Philharmonic and documentaries are better done by a network and its facilities." And, he reminds, WCAU tries to program locally, relying on its strength in local programming and personalities—"We are great exponents of integration, network and local. One can help or complement the other."

Looking up from his desk covered by a large white sheet of paper with small red and white bars (WCAU's new schedule showing CBS Radio's block programming), Mr. Connolly expounds: "A station can build a great image of community service, and over the long period of time, this pays off."

It's inevitable that a talk with Mr. Connolly will land on programming because this facet and sales are the areas in which he now concentrates. "I am a salesman at heart," he smiles. "As for programming it is something you cannot escape. It is the backbone of our business; without it we have nothing to sell."

Joseph Thomas Connolly is a native of the City of Brotherly Love. He was born in Philadelphia March 10, 1912, attended elementary schools there, graduated from West Catholic High School and left the U. of Villanova in 1933 after three years of study in commerce and finance. Faced with the depression, Mr. Connolly entered into the entertainment business. Newly-assigned by Fox Theatres to manage a local theatre in 1934, Mr. Connolly "had a go for about nine months showing British quality pictures," and while the film house had quality, "we found we had an artistic success but a financial failure." It was back to Fox in 1935 and involvement with a local radio station: WFIL, which was created by amalgamation of WFI and WLIT, previously share-time stations.

HIS "go" with radio then has endured 23 years and is as strong as ever. During the time, Mr. Connolly has done "just about everything in the broadcast business except engineering." He was assistant news editor, then director of news, advertising, special events, promotion and publicity at WFIL. He started with WCAU in April 1940 as director of advertising, sales, promotion and special events. After a Navy hitch in the war (he's a commander in the U. S. Naval Reserve), he set up a personnel department at WCAU, took over his old job of news editor and head of special events, then got into programming and later into sales (program director in 1946, vice president in charge of radio programs a year later and 1953-56 added supervision of national sales). He was elected vice president in charge of WCAU in 1956, the title changing to general manager of the station when CBS purchased the WCAU properties last summer.

Mr. Connolly, who is fond of his locale, in 1941 married his secretary of a year, Mary Louise Maloney, a Philadelphia product and daughter of Andrew J. Maloney, president of Philadelphia & Reading Coal & Iron Co.

Mr. Connolly is an avid traveler. A few years ago he covered 37 states and parts of Canada for Broadcast Music Inc. and in Puerto Rico served as a "one man clinic." Mostly his talks centered on the need for imagination in programming.

For the past seven or eight years, the Connollys have spent winter vacation in the Caribbean, most of the time in Jamaica. He's a "voracious" reader, his tastes leaning toward study of American history. In the outdoor season, golf beckons as his "great escape." He shoots in the high 80s but modestly modifies this to: "or the low 90s." The Connollys live in Devon, Pa., a suburb 17 miles out of Philadelphia and near Valley Forge. Their children are J. Thomas Jr., 14, and Andrew Jerome, 7.

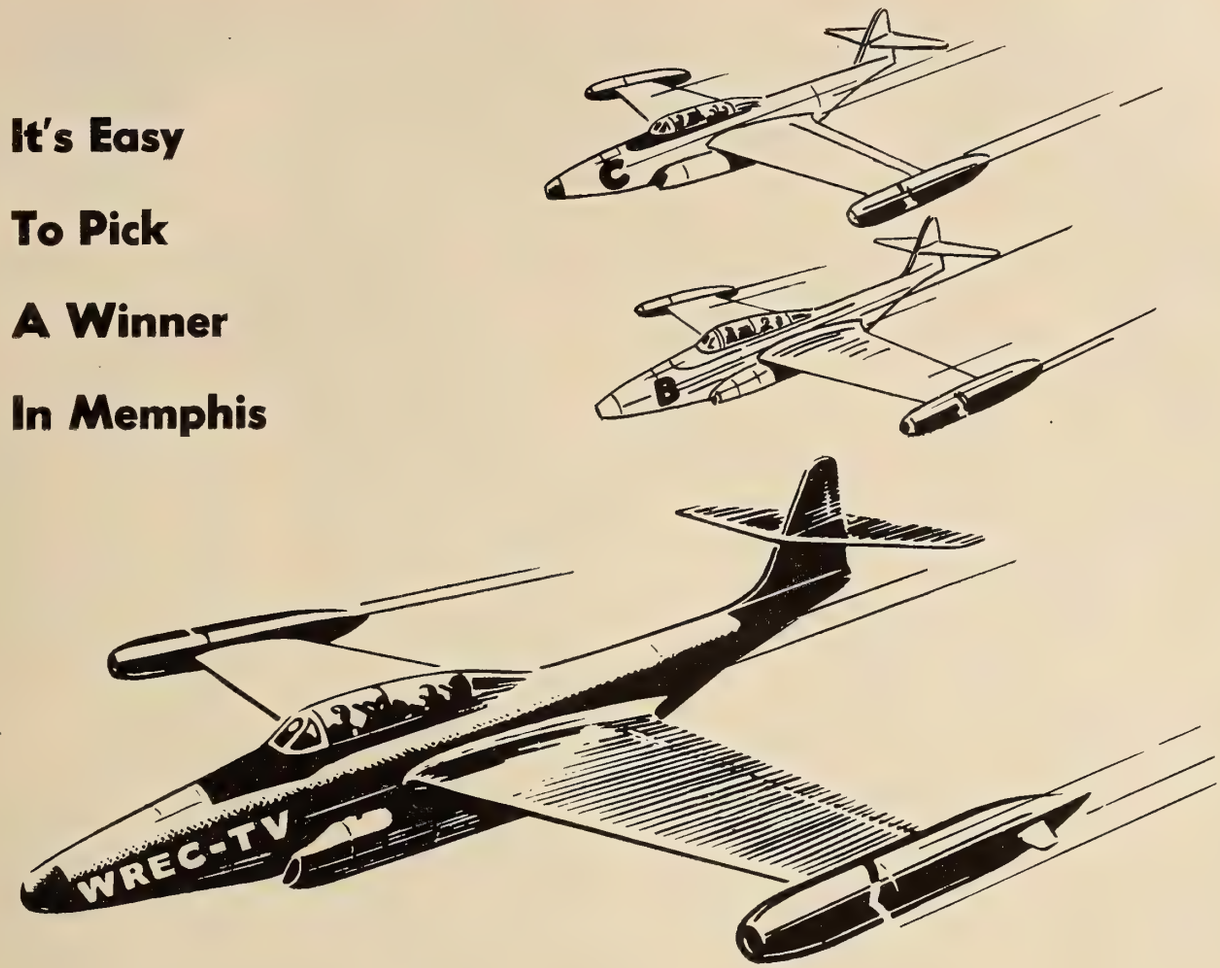
He served as president of the Pennsylvania Assn. of Broadcasters 1955-56; is a member of the board of Children's Cruise & Playground Society, member of the Poor Richard Club, St. David's Golf Club, Broadcast Pioneers and the Navy League of the U. S. At present, he is a commanding officer of a naval reserve unit.

It's Easy

To Pick

A Winner

In Memphis



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

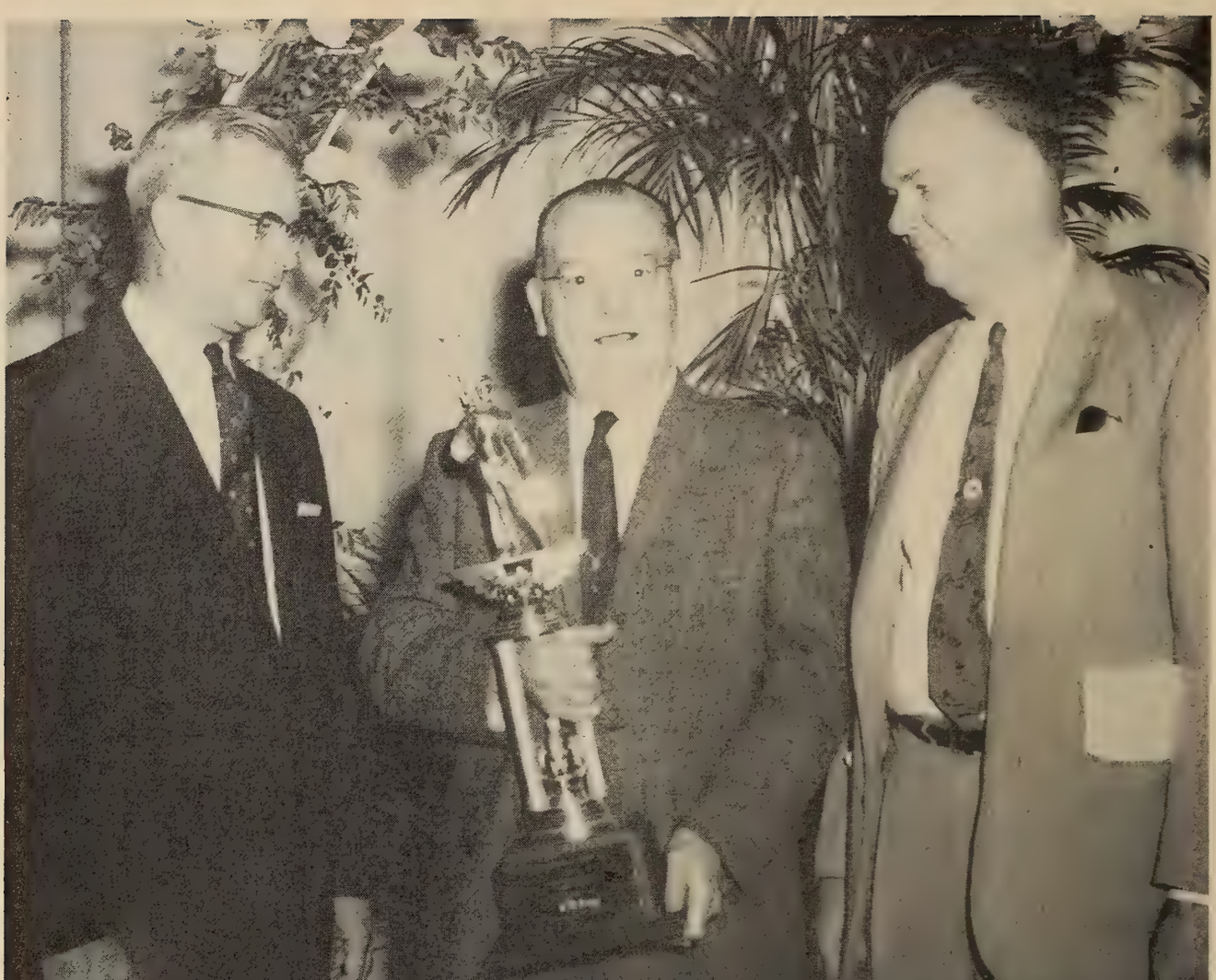
	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

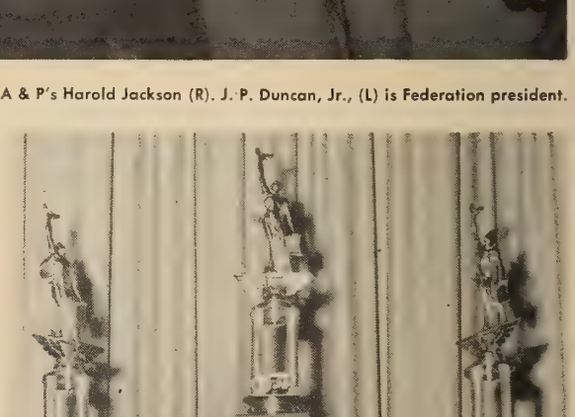


WSB Farm Director Roy McMillan clasps trophy presented for Ga. Farm Bureau Federation by A & P's Harold Jackson (R). J. P. Duncan, Jr., (L) is Federation president.

Farm Service Award again goes to Atlanta's WSB Radio

For three of the four years it has been offered, the Georgia Farm Bureau Federation trophy has gone to WSB Radio. The 1958 award was made in recognition of the station's "outstanding service to Georgia agriculture"

Up-to-the-minute market reports, specialized news and information are the backbone of WSB Radio's farm programming. Georgia's farm families show their appreciation by making WSB their most listened-to radio station.



50,000 watts of service to Southern farmers

WSB RADIO

The Voice of the South–ATLANTA

Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw. Petry & Co.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 25 December 22, 1958

SPOT RADIO'S BLUE CHIPS IN 1958

- **Radio Advertising Bureau lists first estimates in years**
- **21 firms crowd 'top 15' category; 51 spend total $78 million**
- **General Motors' $5.4 million is tops, leading Ford, Reynolds**

The burgeoning business of broadcasting is being given a keen new tool today (Dec. 22) to measure its range and vitality. The Radio Advertising Bureau is releasing the first rundown on radio's leading spot spenders to be compiled and issued in recent years. The estimates are for the entire current year.

The list shows that 51 companies accounted for approximately $78 million in spot radio expenditures in 1958.

General Motors, followed by Ford and Reynolds Tobacco, topped the list. General Motors spent $5.4 million, Ford $5 million and Reynolds $4.7 million in the spot radio category, according to RAB's figures.

A total of 21 accounts made up the "top 15," counting those that tied with one another. From General Motors' $5.4 million the group ranged down to $1.4 million for Plough Inc.

In addition to these, RAB listed 30 other leaders with their estimated expenditure in spot radio to bring the list up to 51. In this group the spending ranged, according to RAB estimates, from $1.2 million (P. Lorillard) down to $650,000 (Ballantine Beer, General Mills and Hamm Brewing Co.).

RAB said its figures represented "firsts" on two scores—first spot radio dollar figures compiled by an industry trade association and first media expenditure totals to be issued on a net rather than a gross basis. Most such figures, it was pointed out, are computed at the highest one-time rate and therefore are exaggerated in comparison with what the advertiser actually pays after frequency and other discounts.

The bureau stressed that its list (below) should not be regarded as *the* "top 51" in spot radio. Officials said these are the leading accounts and that the 21 which figure in the "top 15" probably are the top spot radio spenders, ranked in order, but that the others do not necessarily rank in the order shown by RAB.

RAB authorities noted that because their figures "are based on a large but not complete sample . . . they may omit sizeable accounts, particularly large regionals."

The RAB estimates also were based on third-quarter figures, which showed the leading category to be foods, followed by gasolines and tobaccos.

RAB held out the hope that in future reports, "as the size of the sample increases, it will be possible . . . to put more and more of the RAB information on a dollar basis like the figures being released . . . for spending by leading clients."

"Of major significance," said RAB President Kevin B. Sweeney, "is the amount of money being expended in spot radio by the leaders. Until now the question of just how much the giants were investing in spot radio was a mystery concealed by the difficulty of measuring a medium which comprises over 3,300 stations—though far fewer than that number are nationally used for any single campaign."

RAB officials noted that some accounts are spending $90,000 a week or more in spot radio and said this is equal to the cost of a major nighttime half-hour tv show.

✓ CHECKLIST OF THIS YEAR'S ELITE IN RADIO SPOT

Rank	Company	RAB-estimated 1958 spot radio expenditures
1.	GENERAL MOTORS	$5,400,000
2.	FORD MOTOR	5,000,000
3.	R.J. REYNOLDS TOBACCO	4,700,000
4.	AMERICAN TOBACCO	4,600,000
5.	LIGGETT & MYERS	2,700,000
6.	TEXAS CO.	2,600,000
7.	CHRYSLER CORP.	2,300,000
8.	SINCLAIR OIL	2,200,000
9.	THOMAS LEEMING & CO.	2,000,000
10.	LEVER BROS.	1,900,000
	STANDARD BRANDS	1,900,000
12.	ANHEUSER-BUSCH INC.	1,800,000
	CARLING BREWING CO.	1,800,000
14.	BRISTOL-MYERS	1,700,000
	FELS & CO.	1,700,000
	SHELL OIL	1,700,000
17.	CONTINENTAL BAKING	1,600,000
	STERLING DRUG	1,600,000
19.	BENEFICIAL FINANCE	1,500,000
	B.C. REMEDY CO.	1,500,000
21.	PLOUGH INC.	1,400,000
22.	P. LORILLARD	1,200,000
	STANDARD OIL CO. (N.J.)	1,200,000
24.	ALEMITE DIV. OF STEWART-WARNER	1,100,000
	BEST FOODS	1,100,000
	CITIES SERVICE	1,100,000
	MILES LABORATORIES	1,100,000
	NORTHWEST ORIENT AIRLINES	1,100,000
29.	AMERICAN AIRLINES	1,000,000
	GULF OIL CORP.	1,000,000
	METROPOLITAN LIFE INS. CO.	1,000,000
	QUAKER OATS CO.	1,000,000
33.	TETLEY TEA	960,000
34.	AMERICAN HOME PRODS	925,000
35.	HOUSEHOLD FINANCE	900,000
	JOSEPH SCHLITZ BREWING	900,000
37.	CAMPBELL SOUP	840,000
38.	NATIONAL CARBON (DIV. OF UNION CARBIDE)	800,000
39.	ASSOCIATED SEPIAN PRODUCTS	780,000
	LIEBMANN BREWERIES	780,000
41.	COLGATE-PALMOLIVE	750,000
	REVLON INC.	750,000
43.	SUN OIL CO.	730,000
44.	ROBERT HALL CLOTHES	725,000
45.	FALSTAFF BREWING	720,000
46.	BEECH-NUT LIFE SAVERS	715,000
47.	SEABOARD FINANCE	700,000
48.	P. BALLANTINE & SONS	650,000
	GENERAL MILLS	650,000
	THEO. HAMM BREWING	650,000
	TRANS WORLD AIRLINES	650,000

NOTE 1: Figures shown here are totals for the company named, including all of its brands and divisions. The figures are for the calendar year 1958 as estimated by RAB based on its surveys during the year with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditure rather than overly high "gross" figures.

NOTE 2: Other large spot radio accounts equal in billings to some of those listed here, particularly regionals, may be omitted. Reason: the RAB sample, after only three surveys is not large enough to insure that all accounts are being fully reported.

NOTE 3: Rankings through the 21st position were specified by RAB. No. 22 through No. 48 were ranked by BROADCASTING based on RAB's alphabetical listing of those companies under the $1.4 million figure.

10% MANUFACTURERS EXCISE TAX EXTENDED TO CO-OP ADVERTISING

- **Internal Revenue Service taps $2 billion annual billings**
- **Industry groups apprehensive about future of co-op funds**

The $2 billion annual billing for co-op advertising has been dealt a stiff punch by the tax collector.

Effective Feb. 1, the U.S. Internal Revenue Service will apply the 10% manufacturers' excise tax to money allotted by appliance makers and others to local sales outlets for jointly financed advertising.

The impact? Few manufacturers apprised of the IRS ruling are ready to guess its effect on their advertising programs this soon.

But a number of industry associations and groups are taking a dismal look at the future of co-op advertising, fearing the decision will tend to discourage this all-media bonanza.

Television Bureau of Advertising was unhappy, noting co-op advertising in tv was approaching $275 million a year; in 1957 it was estimated at $268.3 million.

Norman E. (Pete) Cash, TvB president, said: "As America emerges from what could be a serious depression, no restrictions should be placed on the sales of goods by manufacturers for a negligible return to the government. The government could get substantially more in revenue through whatever means manufacturers might use to move goods, depending on their marketing requirements."

A spokesman for Radio Advertising Bureau estimated that co-op advertising on radio in 1958 will run around $130 million.

Assn. of National Advertisers, representing a heavy segment of major national buyers of media, said: "ANA regrets that the bureau has seen fit to finalize these regulations inasmuch as some advertisers have said that this ruling might tend to reduce the volume of their cooperative advertising efforts."

The $2 billion co-op estimate was made by the *Co-Operative Advertising Newsletter,* published in New York. The letter said newspapers get the heaviest share of co-op money.

Last week's IRS decision came as manufacturers were starting to show increasing interest in television co-op advertising, according to the letter, with videotape regarded by many major corporations as a development that will whet the interest of local department stores in co-op promotion on tv instead of newspapers.

These commodities are subject to a 10% federal excise tax (less on some products) at the factory: Radio and tv sets, phonographs, phonograph records, refrigerators, washers, sporting goods, photographic equipment, some automotive items, musical instruments, business machines, lighters, pens and pencils.

Therefore manufacturers must pay a tax on money they allot to joint co-op advertising by local sales outlets. In other words, a manufacturer selling a tv set to a local outlet for $100, conditioned on a matching $5 advertising expense, has in the past been paying a 10% tax on $95. Under the new rule the 10% tax must be paid on $100.

The government now has decided to impose what the Federal Excise Tax Council describes as a tax on advertising.

Electronic Industries Assn. had not made any comment late last week but it had opposed the new rule when it was proposed last March.

EIA found one bright spot. The new rule does not make the tax retroactive. In other words, the 10% advertising levy will not be imposed on past advertising expenditures. A retroactive clause would have involved vast bookkeeping forays and many millions of dollars in back taxes.

The significance of co-op advertising was described in these terms by one executive:

DU PONT'S TELEVISION SUCCESS: GOODWILL

The bigger splash of monthly 90-minute drama specials is putting more "good" into the goodwill tv advertising program of E. I. du Pont de Nemours & Co.—at a lower cost-per-thousand, too.

This is the report of Charles Crowley, du Pont tv advertising manager, while in Hollywood a fortnight ago at Universal-International studios to film commercials for the company's *Show of the Month* on CBS-TV.

The $2.5 million annual investment in the program is paying big dividends in two directions, he said. The cost-conscious corporate management is well satisfied with the way the series is accomplishing its goodwill function while the viewing public's attitude toward du Pont is becoming more favorable as program exposure grows.

Mr. Crowley said this is significant since 96% of du Pont's 2,000 products are not consumer items. Although du Pont collectively is a significant industrial entity, each of the 12 product divisions finds itself functioning in a fiercely competitive market and has a separate advertising department (radio-tv are used heavily here in direct product selling). Indirectly, the CBS-TV institutional series opens customer doors for du Pont salesmen of non-consumer lines and is helping to put the du Pont label on the consumer products of other manufacturers using du Pont materials in their manufacture, he said.

Du Pont made a public opinion survey in the summer of 1957 before the CBS-TV series began (prior to that it had sponsored a half-hour tv version of its older radio *Cavalcade* series). Neither the interviewers nor the public knew du Pont was interested in the survey in any way. After the eighth monthly special, the same people were re-interviewed. The result?

"We discovered that the ones who had watched the programs had a more favorable attitude toward du Pont than they held before the series began and the improvement was in direct proportion to the number of shows they had seen," Mr. Crowley said. He added that viewer regard for certain activities of the company, such as basic research work described as "probing into the secrets of nature," showed improvement in direct ratio to the number of commercials on that theme which they had watched. "Subsequent surveys have confirmed these findings," he said.



DU PONT'S CROWLEY: *People must know you to like you.*

Why did du Pont choose the 90-minute drama special? Mr. Crowley said it permits adaption of well-known or original plays in a vehicle of stature "which usually dominates the evening in which it is presented." Name plays and name performers command significant publicity space in newspaper columns, he added. David Susskind is producer.

Occasional hazard: a swashbuckling version of "Count of Monte Cristo" slotted 7:30-9 p.m. to capture the younger audience got "clobbered" by fan loyalty to the regular weekly westerns *Sugarfoot* and *Wyatt Earp.*

Mr. Crowley capsules his enthusiasm in two dozen words. "People must know you before they can like you. Television has been outstandingly successful for du Pont in getting people to know us and to like us."

"Co-op advertising is the part of an iceberg below the water."

An example: A manufacturer has a $1 million annual billing in its own national advertising. But the firm allots another $5 million to co-op advertising by local sales outlets that match this money.

This means that local media received $10 million in co-op advertising from this manufacturer and his sales outlets, compared to the $1 million spent for national media.

The $5 million factory fund will now be subject to a 10% excise tax.

At a summer IRS hearing, one witness said that nine out of 10 lines of appliance advertising that appears in newspapers originates in co-op money.

There is no administrative appeal from the IRS ruling, which was published in the Dec. 16 *Federal Register,* the government's official record of such new rulings and changes.

An individual taxpayer, however, can refuse to pay the tax or pay it under protest and then seek relief from the courts. And there's always Congress.

The IRS decision (TD 6340, Part 330) follows up a notice of proposed rulemaking issued last March 22.

The co-op situation has been muddled for many years. IRS bureaus around the nation have had no formal policy on application or exclusion of co-op advertising funds from the excise tax. Some have allowed the deduction; some haven't. A little over two years ago IRS became worried about the matter. It got panicky over the thought that a lot of firms not getting co-op tax exemption might decide to claim refunds. This would have been a bureaucratic mess.

The result: A new, tough policy that many advertising men figure will cost the government money in the end if co-op accounts dwindle, advertising declines and a corresponding decline takes place in retail sales.

Retail Conferees in Chicago Will Hear How to Make Ads Pay

John Caples, BBDO, and Dr. Burleigh B. Gardner, head of Social Research Inc., are among speakers scheduled to address the seventh annual Retail Advertising Conference in Chicago Jan. 17-18.

Further agenda of the two-day conference will be released as arrangements are finalized.

Mr. Caples will discuss "Making Advertisements Pay" and Dr. Gardner "Developments in Motivational Research." The agenda includes William Bond, advertising manager of J. L. Hudson Co., Detroit department store, and Dr. Herbert True, vice president for creative planning, Institute of Visual Research Inc.

The conference, slated for the Palmer House, is held annually for media representatives, advertising agency personnel, retailers, their suppliers and others. It is cosponsored by Budd Gore and Ralph Heineman, two Chicago retail advertising specialists.

BLOCKBUSTER RATINGS ASSAILED

Drop the known rating week and return the rating evaluation to a station's continuing performance throughout the year.

This stand comes from two broadcast advertising executives: group station owner Mitchell Wolfson and Gene Accas, Grey Adv. associate media director, speakers last Tuesday (Dec. 16) on "Hypoed Ratings" at a New York Radio & Television Executives Society's timebuying and selling seminar.

(Mr. Wolfson and Sidney Meyer are associated with the Wolfson-Meyer station group ownership of WTVJ [TV] Miami, more than 70% of WLOS-AM-TV Asheville, N. C., and 20% of WFGA-TV Jacksonville, Fla.)



ACCAS & WOLFSON: *Let's bust the blockbuster wide open.*

Crux of each speaker's viewpoint:

Mr. Wolfson—Rating surveys reflect the viewing preferences of diary holders during the week the rating is taken but "the abnormalities inherent in the known-week rating book due to program and promotion 'loading' does not give the purchaser any valid indication of viewing habits and the programs which are watched on a habitual basis, week-in and week-out."

Mr. Accas—Advertisers normally do not buy one period or one-week schedules but with a long-range delivery in sight, a vision obscured or blinded by artificial inflation on a temporary basis of a station's audience. Hypoed ratings mislead the advertiser, confuse the agency and delude the station. Said he: the hypoed rating represents "misrepresentation like 'watered stock' or station 'falsies' (see sidebar box). The four-week rating is only a partial answer."

In his talk, Mr. Wolfson called on the broadcast industry for "concerted action" to end the known-week survey, noting that WTVJ has discarded the known-week rating report and stresses "continuous daily good programming, and not . . . gimmicks, hypoed ads and once-a-month promotions" as the "true measure of a tv station's acceptance by the community."

The advertiser, said Mr. Wolfson and Mr. Accas agreed, is interested primarily in the average rating a program or spot will receive over a 13, 26 or 52-time schedule but cannot learn this "with the highest degree of accuracy from a known-week rating survey." Efforts by rating services to correct the situation have not been taking place at a rapid enough pace, in the opinion of Mr. Wolfson, who noted also that WTVJ found that when every station in a market heavily promotes for "rating week" no one gains except the competitive media.

WTVJ, he said, asked NAB at last spring's convention to throw its weight behind the abolition of known rating weeks.

Other chief points contained in Mr. Wolfson's view of rating weeks: some things even rating services cannot measure insofar as they affect community acceptance. He emphasized "imaginative Sunday afternoon programming," and programming for specialized minority audiences and warned any "articulate, discriminating, loyal following" often can enhance the station's reputation in contrast to another "shoot 'em up" show, cautioning "failure of our industry to recognize this will mean governmental action far more critical than even the present investigation of rating services."

Mr. Accas said a four-week rating is only a partial answer to a problem of inflated ratings, noting that in a multi-station market it is not unusual for the "No. 1 station" shifting to a lesser share of an audience because of such programming over a short period of time of top-titled feature films, a local sports event or other matter of local interest. He spoke of still other areas, recalling Kenyon & Eckhardt vice president-research director Bud Sherak's advice to the timebuying seminar of the previous week [ADVERTISERS & AGENCIES, Dec. 15] that total area ratings instead of metropolitan area ratings ought to be used (he pointed to the so-called "hyphenated market areas" such as Tacoma-Seattle).

The networks can hypo ratings of a station in a given market, said Mr. Accas, who spoke of an agency recommending to a client that repeats of a filmed show be fed in "black" weeks—a "misguided" effort, added Mr. Accas. He suggested shares be used where applicable since these should be a better indication of audience than a particular rating of an individual period of time. "Comparability" and "trending" are important, he said, urging that placements (particularly in spot) be long term.

Needed at the agency level are "facts and judgment," Mr. Accas said, suggesting that perhaps spot tv people ought to spend more "time, research and inquisitiveness" in purchases, factors which, he said, go into a network sale or buy. His platform: some degree of "penetrating questions" in buying (or selling) spot tv than in network tv; more "sophistication" in the treatment of station or program or schedule performance and "discard the one-week rating."

GARDNER-P&P: $33 MILLION UNION

It's full steam ahead for Gardner Advertising Co. come New Year's Day—the result of a merger with New York's Paris & Peart and additional billings of about $10 million.

The St. Louis-based agency, with current billings of approximately $23 million, about half in radio-tv, confidently expects to hit the $35 million mark in 1959, ranking among the top 30 in total billing. Gardner was 29th among the country's top 50 radio-tv agencies this past year.

Under plans being announced today (Dec. 22), Charles E. Claggett, Gardner president, continues in that post and John A. H. Rehm, head of Paris & Peart, becomes vice chairman of the board of the new agency, which retains the Gardner name. Mr. Rehm will serve as chief executive officer of Gardner's New York office and Elmer Marshutz remains as board chairman.

It'll be status quo for Roland Martini as Gardner vice president and executive radio-television director in New York and for Al Chance as manager of its Hollywood office. Moreover, no other executive changes are planned, with officers of both agencies retaining their present positions. For the time being, too, the staffs of both companies will continue on their current client assignments.

Among Paris & Peart executives slated to continue in their present positions are W. F. James, executive vice president; G. M. Cleland, senior vice president; W. F. Byrne and G. R. Gibson, vice presidents; Donald C. Porteous, vice president and radio-tv director, and Weymouth M. Symmes, media director.

The merger is being negotiated by Ira Rubel & Co., management-accounting counsellors, largely through transfers of stock, amounts undisclosed. It means a new organization of about 365 employes (250



MR. MARSHUTZ MR. CLAGGETT MR. REHM

for Gardner in St. Louis, New York and Hollywood and 115 for Paris & Peart in New York). It's planned now to maintain New York office space both at present Gardner quarters in the Time-Life Bldg. and the P&P address at 370 Lexington Ave.

The merger was hailed by Messrs. Claggett and Rehm as an opportunity for the expanded Gardner agency to realize "a strength in depth comparable to any agency in the nation" and the consolidation of top creative and executive advertising personnel, plus a solid client roster. The action will "make possible even finer advertiser service for the clients of both agencies and increased opportunities for the personnel of the two companies," according to their joint statement.

Together, Gardner and Paris & Peart will claim about 45 clients, with an average longevity in both agencies of over a dozen years. Among their combined accounts: Anheuser-Busch (Busch Bavarian beer), Great Atlantic & Pacific Tea Co., Grove Labs Div. of Bristol-Myers, KSD-AM-TV St. Louis, Monsanto Chemical Co., Music Corp. of America and MCA-TV, No-Cal Corp. (beverages), Pet Milk Co., Ralston Purina, Sarra Inc., Remington Rand Div. of Sperry Rand Corp., Procter & Gamble.

Billings have gone from $12 million to nearly $24 million since 1948 for Gardner, one of the oldest agencies in the country. The past two years Gardner also has cracked the top 30 agencies in terms of radio-tv billings, ranking 29th in both 1957 and 1958. Paris & Peart, established 31 years ago, has more than doubled its billings to over $10 million since 1953 and serves some 20 clients.

North to Amalgamate With New York Agency

The urge to merge also has infected broadcast-oriented North Adv. Inc. Effective Jan. 5, 1959, the Chicago-based agency will combine with Alfred J. Silverstein, Bert Goldsmith Inc., New York, taking on additional billings of approximately $4 million and retaining the North name with a new soft goods accent.

Under details being announced today (Dec. 22), Bert Goldsmith, president of the New York agency, becomes board chairman, while Don P. Nathanson, and Cyrus H. Nathan, president and executive vice president of North respectively, continue in their present positions, two vice presidents of Silverstein-Goldsmith, Harvey A. Robbins and Lewis Nemerson, retain those posts with the new North.

Bruce M. Dodge, North vice president, will continue to supervise radio-tv activities of the expanded agency in New York, with headquarters at 16 E. 40th St. North's Manhattan office, heretofore primarily a radio-tv service and production office, rounds out its depth with the addition of S-G's print and merchandising experience. Mr. Goldsmith will headquarter in New York. Total staff is expected to number about 150.

The merger is expected to place North in the $15 million billings bracket and, aside from providing full services in both New York and Chicago plus production activity in Beverly Hills, involves these additional new clients from the S-G stable:

Botany Brands (clothes); F. Jacobson & Sons (Jayson shirts); Excello Shirt Co.; Haspel Bros.; Marvella Pearls Inc.; Sheffield Watch; Wamsutta Mills Inc.; Pacific Mills Domestic Corp.; McCampbell Fabrics; Woolmark Inc.; Bates Shoe Co.; Men's Tie Foundation; Swirl Inc. (ties); Allen Industries (carpets); America Elite Inc. (high fidelity, am-fm radio equipment); Dunlee Co. (baby pants); Aetna Steel Products Corp. and its subsidiary Arnot-Jamestown Div. (office furniture).

North Adv., with about 76% of its $11.2 million billings in broadcast media, is currently servicing such accounts as the Toni Co.; Gillette Labs; Jewel Food Stores; Pilsner Brewing Co. (P.O.C. beer); Schiffli & Pfaelzer Bros. and Englander Co.—most of them active in spot radio and tv this past year. The agency also is identified with several network properties, including sports and daytime tv programs for the Gillette Co.'s Toni and Gillette Lab Divs.

Now observing the third anniversary of its founding by Mr. Nathanson, North easily cracked the top 50 radio-tv agencies in 1956 with combined broadcast billings—of $9 million (ranking 30th), in 1957 with $11 million (No. 28) and again in 1958 with $8.4 million (for 36th).

Weiss Wants to Acquire New York, Calif. Firms

Desire only to acquire—no plan to merge.

Those were key words with Edward H. Weiss & Co., Chicago-based agency in the $13 million-plus billing bracket, as it looked to greener fields last week. Personally involved in Weiss' planned expansion was the future of Edmund J. Johnstone, who resigned as executive vice president of Dowd, Redfield & Johnstone in the wake of Revlon Inc.'s $1 million account defection [AT DEADLINE, Dec. 15, 8].

Weiss' intention to expand was outlined briefly by its president in an employes' memo Monday (Dec. 15), reporting the agency had engaged Robert Durham & Assoc., agency management consultant, to seek agency availabilities.

The Durham organization has been specifically hired by Weiss "to analyze the New York and California opportunities for our agency expansion, as well as increased and better service for our clients having a definite need for service on both coasts."

Mr. Weiss emphasized in his memo that "we will only acquire; our plan is not to merge, but only to buy one or more agencies as needed.

"There are real opportunities in these areas and I will keep you informed if and when we are able to consummate an acquisition. But as of today no commitments or acquisitions have been made by us."

Specifically, the agency president said, that meant Calkins & Holden, with which he had held some discussions. Paul Smith, C&H president, denied talk of a "merger" but admitted he had discussions with Mr. Weiss. The latter also revealed he had talked "acquisition" with other agencies but declined to identify them.

Mr. Weiss pointed out "we have only a client service or token office in New York," which would be greatly expanded by any acquisition. The Weiss firm also needs representation on the West Coast. (Among Weiss west coast clients are Purex Corp. for Blue Dutch cleanser and its subsidiary Manhattan Soap Co. for Sweetheart and Protex Deodorant soaps and Blu-White Beads. The bulk of its accounts are Chicago-headquartered. Weiss maintains service representation in Hollywood.)

It's in New York (460 Park Ave.), how-

ever, that Mr. Johnstone promises to figure in the event Weiss is successful in negotiating another agency purchase. Mr. Weiss told BROADCASTING that he had discussed a top-level position with Mr. Johnstone and that the latter figured very much in future Weiss New York expansion plans.

Edward H. Weiss & Co. reported combined radio-tv billings of $5.7 for 1958, or about 43% of all billings, leaning heavily on spot radio-tv the last half of the year. It's long been heavy in television—and until mid-1958 strong on network activity.

Two Richards Divisions in L. A. Consolidated Under Parent Name

The Los Angeles office of the Harris-Harlan-Wood Div. of Fletcher D. Richards Inc. and the office of the Raymond R. Morgan Div. of the same agency, also in Los Angeles, have merged into a single operation. The name is Fletcher D. Richards Inc.

Robert C. Temple, vice president who has headed the Morgan operation is in charge of the Los Angeles office, formerly the Morgan Div. headquarters, at 6233 Hollywood Blvd, James O. Thompson, former manager of the H-H-W Div. L.A. office, has joined Mr. Temple as vice president and senior account executive.

In San Francisco, the agency name continues as the Harris-Harlan-Wood Div. of Fletcher D. Richards, with Parker Wood continuing as vice president and manager of the office at 58 Sutter St. Porter Anderson, who becomes a vice president of Richards, continues to headquarter at the S.F. office.

The consolidation was announced by King Harris, executive vice president for Richards' west coast operation. Ridge L. Harlan continues as vice president and creative director for Richards on the Pacific Coast.

Revlon Moves Three Accounts

Revlon Inc. has re-assigned three of the four products yanked out of Dowd, Redfield & Johnstone Inc. two weeks ago [AT DEADLINE, Dec. 5]. Going to C. J. LaRoche & Co.—a Revlon agency—an estimated $750,000 billing on Baby Silicare, Highgloss and Sun Bath. Still to be assigned: Thin Down weight reducing pills. Revlon indicated last week there was "no rush" about reassigning this product inasmuch as Thin Down advertising is seasonal—usually in spring and summertime.

Merger Proposal Dropped

The bottom has fallen out of the proposed merger of R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., and Warner-Lambert Pharmaceutical Co. of Morris Plains, N. J. Officials of both companies explained it was not possible to reach agreement on "certain aspects." Merger talks had been underway since August and earlier this fall had seemed to be close to agreement [ADVERTISERS & AGENCIES, Oct. 13]. The formal and "amicable" severance was announced Dec. 12.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Dec. 5-11. This is how they spent their time:

73.7%	(92,925,000) spent	2,153.1 million hours†	WATCHING TELEVISION
57.1%	(71,995,000) spent	1,009.5 million hours	LISTENING TO RADIO
79.5%	(100,238,000) spent	414.4 million hours	READING NEWSPAPERS
32.7%	(41,230,000) spent	216.7 million hours	READING MAGAZINES
21.8%	(27,487,000) spent	348.9 million hours	WATCHING MOVIES ON TV
15.3%	(19,230,000) spent	76.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.

TOP MCCANN-ERICKSON SHUFFLE

Management control and ownership have passed from the founders of McCann-Erickson to the staff in an "orderly progression" over the past 15 years.

Marion Harper Jr., president of McCann-Erickson, thus described in a memorandum to the agency's offices in the U.S. and abroad last week what has happened and what is going on in ownership at the agency.

In short, after a half century of activity with the agency, Harrison K. McCann, cofounder, was elected honorary chairman and retired as board chairman and member of the finance committee; Mr. Harper, continuing as president, was elected to succeed Mr. McCann as board chairman; Henry Q. Hawes, also a founder and a longtime associate of Mr. McCann, retired as a director and member of the finance committee; Robert E. Healy, executive vice president, was elected to the new post of vice chairman of the board, and Wilbert G. Stilson, another M-E executive vice president, elected chairman of the operations committee.


MR. HARPER

While these changes were made final "upstairs" (at an annual meeting of the M-E board Dec. 15), in another and unrelated area at the agency, a pact was closed with former NBC Chairman Sylvester L. (Pat) Weaver Jr. for his services as a "consultant on special television projects" [ADVERTISERS & AGENCIES, Dec. 15].

Mr. Weaver, according to McCann-Erickson, will receive "specific assignments" from the president's office (Mr. Harper) and will work on the projects' development with the agency's programming division. Mr. Weaver in a formal statement said he was attracted by the "diversified audience requirements" of the agency's many clients, and by the "innovating spirit of the agency."

From C. Terence Clyne, a McCann-Erickson vice president who heads tv activities and who negotiated with Mr. Weaver: He was "delighted" with the agency's management action in "readily" approving the recommendation to hire Mr. Weaver. He indicated Mr. Weaver will work with Thomas McAvity, the agency's director of "home office" tv programming (New York), and George Haight, who heads tv programming on the West Coast. Both are vice presidents.

Apparently the M-E contract with Mr. Weaver precludes him from acting directly with an agency on a similar consultancy basis but Weaver associates quickly pointed out that he will continue to be in contact with Young & Rubicam (Kaiser account—Mr. Weaver is consultant for Kaiser Industries), with Norman, Craig & Kummel (Willys Motors, Kaiser subsidiary), and with other advertisers and agencies in offering program properties for sale.

Mr. Harper's memorandum said last week's board decisions "completed a series of actions initiated by Mr. McCann over the past 15 years, in which management control and ownership have passed in an orderly progression from the founders to the staff." The sequence:

Adoption of the first employe benefit plan in 1943; employe stock plan with equity stock issued to qualifying employes in 1946; election of Mr. McCann as board chairman and Mr. Harper as president and

chief executive officer in 1948; creation of a second employe benefit plan in 1953; options granted on founders' voting stock to employes' benefit plans; withdrawal of founders from operations and replacement of the executive committee by a finance committee and operations committee in 1954; purchase of the first voting stock by employes' benefit plans in 1956, and, this year, withdrawal of the founders from company management with passing of the majority control to the employes' benefit plans plus purchase of the founders' equity stock by the company.

Mr. Harper said, "We have reached a notable milestone. The founders have now totally entrusted the company to the staff.

"In contrast to what commonly happens in the transfer of founders' ownership in many businesses—none of the original financial interest in McCann-Erickson has passed outside the company.

"It can be literally said, therefore, that McCann-Erickson is owned by its employes. To the best of our knowledge, this is the first time that ownership of any sizable agency has been vested with its employes and the trustees of their interests."

H. K. McCann Co. was formed in 1912 and A. W. Erickson Co. in 1901 (Mr. Erickson is deceased) and the present McCann-Erickson Inc., now billing in the $200 million-plus bracket, was formed in 1930. Other co-founders both deceased: Harrison Atwood and Ralph W. St. Hill.

NOT ALL BLACK

Radio and tv stations—trying hard to fill the gap left in newspaperless New York—gave up in one area last week. They had to face facts: You can't wrap your garbage in a radio or tv signal.

This failing proved a boon to New York paper merchants, one of whom reported sales of paper bags to line garbage pails up 50%. Another beneficiary of the newspaper strike was the sanitation department, which reported collections from the city's litter baskets down 25%.

RADIO-TV STEPS UP TEMPO AS N. Y. PRESS BOGS DOWN

- **Broadcasters successfully convert to public needs**
- **Full schedules, however, prevent extra ad revenues**

The broadcasting fraternity in New York last week pulled off a major public relations coup by coming to the aid of many an advertiser who only a short time ago expressed reluctance to abandon the newspaper media.

As New Yorkers girded themselves to spend a third newspaperless week, radio and tv stations in the metropolitan market's seven urban and suburban counties rushed to help hardpressed merchants whose Yuletide ad messages were muted by what seemed to be a prolonged and deadlocked strike between the publishers of nine New York dailies and the 4,500-man union of newspaper & mail deliverers called by only 37% of the membership which had "bothered" to show at the strike call.

Ironically, had the New York stations wished to cash in on the huge pie of advertising revenue defaulted by the newspapers, they could at best take only small nibbles. The reasons: (1) most commercial radio-tv stations were so crowded with orders already taken before the strike, that to take on new clients would have forced them into triple, if not quadruple, spotting; (2) department stores, which ordinarily place most of their ad budgets in newspapers, were generally unwilling to try out a relatively-untried medium in such costly proportions, preferring to ride out the pre-Yuletide shopping wave.

(In fact, their reticence to spend much money in radio-tv led one department store executive to remark last week that "we really don't have to do much advertising now" and that his store's "wait-and-see" attitude might even save the store money in that it would not have to make sales to account for a newspaper budget. He quickly admitted, however, that his company would be "hurt badly" by abstaining from radio-tv were the strike to enter the New Year. For after Jan. 1 the stores launch their famous "white sales." People, this executive noted, "don't rush down to a sale if they don't know it's going on. . . .")

Should the strike last through this coming week, it will have cost the publishers a conservative $17 million in advertising revenue, publishing sources pointed out last week. In the week just passed some $8 million were lost—this estimate being based on 1957 New York newspaper ad expenditures during this same seven-day period when 3,790,000 ad lines brought in $7.6 million. (Last Sunday's *New York Times* [Dec. 14], had it appeared, would by tradition have been that paper's largest issue of the year, accounting for at least $1 million in lost ad revenues. On Dec. 15, 1957, all nine papers together racked up close to 1.4 million ad lines worth $2.7 million.)

While estimates of lost newspaper revenue were easy to come by, no regular newspaper advertiser affected by the strike and spot-checked by BROADCASTING would divulge the amount re-allocated to radio-tv. Nor would station executives comment on the amount (in dollar terms) of business they stood to gain. Adopting a brotherly attitude, one station official said: "We don't like to crow at a time like this . . . what's more, it's too early to tell what'll happen before this strike is settled."

Sales Hold Up • Happily for the larger New York retail outlets, general sales are holding their own, although deprivation of the newspaper space has caused an across-the-board sales dip of 5-8%—a direct result of lack of phone and direct mail orders. Store buyers, too, are finding that the "specials" each store crammed into its bins prior to the strike as a "come-on" are being passed up by a buying public left generally uninformed of these promotional items and that, consequently, a post-season inventory will reveal further losses.

The largest of these department stores—H. Macy & Co., Gimbel Bros., Stern's. Abraham & Straus, Alexander's, and even such higher-priced outlets as B. Altman's—all are turning to expanded broadcast schedules. Most had been steady station clients before the newspaper blackout, thus could be more easily accommodated than those new to the stations. Among these: the carriage trade's Plummer Ltd. (glassware and fine gifts) marks a return to broadcasting after many years, also the medium-high priced men's apparel chain of Browning King.

But for even the smaller merchants there was some hope. Last Monday night (Dec. 15), WMCA "as a public service" replaced the sustaining *Voice of New York* program (8:05-8:30 p.m.) with a 25-minute long *Shopping Guide* strike series, containing nothing but commercials from various local advertisers. Station President Nathan Straus, writing the publishers, promised that upon resumption of newspaper publication, WMCA would take the revenues derived from *Shopping Guide* and use them in newspapers to promote *Voice of New York*.

Yet, in this seller's market, a warning was voiced by an executive of Television Bureau of Advertising. Contacted by a number of advertisers new to the media, Howard P. Abrahams, TvB vice president in charge of retail sales, cautioned them against rushing helter-skelter into tv lest they get "burned, thereby judging ill of us." He pointed out that "many of these stores have no knowledge of the medium at all. They make brutal mistakes in treating their tv commercials . . . and in this way don't get all the impact the medium provides."

Many of the more experienced merchandisers, knowing this aforehand, had studied retailing trends in other cities struck by newspapers (Boston, Detroit, Philadelphia) and restricted their commercials to institutional selling or, as in the case of Stern's and A&S, used the air to give their phone numbers and Yuletide shopping hours only. Said an A&S executive: "You cannot truly describe a department store's range of products in just 30 seconds." TvB confirming this, said last week: "Those who rely on doing a good store-image job (rather than depending upon the constant hypodermic of item promotion) are telling us they're doing very well. . . ."

Doing especially well (some as high as 15% better) are the suburban branches of New York's major emporiums; while downtown merchants may view this funneling

WMAR-TV SUCCESS STORY. . . .

Kluge, Finkelstein & Company • *Food Brokers*

2419 St. Paul Street
Baltimore 18, Maryland
Telephone: BElmont 5-8378

November 28, 1958
(Dictated 11/26/58)

Mr. Tony Picha
Promotion & Publicity Mgr.
WMAR-TV
Sun Square
Baltimore 1, Maryland

Re: 24/2 oz. SPATINI SPAGHETTI SAUCE MIX (dry)

Dear Tony:

I normally would not write you regarding the subject of this letter until the schedule had run its course for the obvious reasons. However, I thought you should know right here and now of the phenomenal sales results we have gotten ever since we started our 5-day a week spot schedule here in Baltimore on behalf of SPATINI.

If you recall, we had all the corporate and local chain distribution, as well as 80% of jobbing trade when we started this campaign. As of right now, we have 100% distribution in this latter group. This definitely means that the independent retail distribution must be greatly improved. Our over-all business has increased two-and-a-half times on the average with all our customers - all within a short period of 60 days.

The major point that I am trying to get across to you is that this is pretty phenomenal when you consider that we have two new major competitors introducing their product during this same period, plus the other two that have been here. I firmly believe that our success with SPATINI is attributed to the schedule we have with your station.

I also wish to thank you for the extra sales promotion and cooperation you have given my company in conjunction with this local program.

Sincerely yours,

KLUGE, FINKELSTEIN & COMPANY

David Bond
Sales Manager

DB:d

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND PHONE MU. 5-5670
NATIONAL REPRESENTATIVE THE KATZ AGENCY

WMAR•TV channel 2

holiday greetings from all of us to all of you

Earl Abrams
Angie Barba
Frank Beatty
Dave Berlyn
Charles Browne
Larry Christopher
Gerald Cleary
John Cosgrove
Rita Cournoyer
Joanne Cowan
Ken Cowan
Rufe Crater
Dave Cusick
George Dant
George Darlington
Jacqueline Eagle
Lee Edwards
Dick Erickson
Rocco Famighetti
Fred Fitzgerald
Merilyn Gardner
Frank Gentile
Dave Glickman
Gladys Hall
Christine Harageones
Chuck Harpold
John Henner
Sid Hix
Harold Hopkins
Mary Catherine Hurley
Ed James
Doris Kelly
Barbara Kolar
Win Levi
Maury Long
Eleanor Manning
Bill Merritt
Ada Michael
Warren Middleton
Irv Miller
Pete Model
James Montagnes
Dawson Nail
Mal Oettinger
John Osbon
Marilyn Peizer
Bruce Robertson
Myron Scholnick
Eleanor Schadi
Diane Schwartz
Ben Seff
Ed Sellers
Harry Stevens
Virginia Stricker
Betty Taishoff
Larry Taishoff
Hy Tash
Jim Thomas
Donna Trolinger
Don West
Eunice Weston
Milton Wolf
Sol Taishoff

Broadcasting

off of business with dismay, Macy's, for one, is happy to see its White Plains store taking on customers who only last month clogged its Herald Square switchboards with calls. (To insure this flow, Macy's is buying time on suburban WFAS White Plains; so are other Westchester County branches and A&S is using WHLI Hempstead, L.I.)

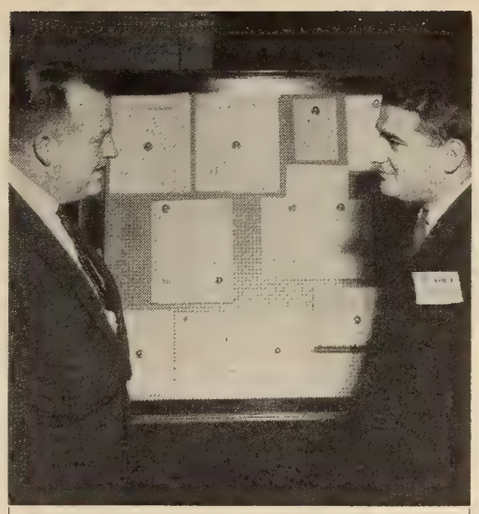
Supermarkets In, Too • While department store ad executives were flocking to stations, so were their contemporaries in the supermarket field. Reported to be the heaviest spender of them all: the Greater Atlantic & Pacific Tea Co. (A&P), via Paris & Peart, almost tripled its normal use of radio-tv. Runners-up: Grand Union and H. C. Bohack Co., a 185-unit local chain. Still undecided at midweek whether to increase their normal rate of broadcast advertising: the 273-unit Associated Food Stores Cooperative, the 150-unit Key Store chain, the 80-unit Dilbert's Quality Supermarket chain, the 73-unit Daitch-Shop-Well group and the 18 Gristede Quality stores. One chain's advertising manager said last week that "some increase" would "surely" have to be made, but punctuated this prediction with this laconic observation: "People will have to eat and they'll have to shop to eat—specials or no specials."

Not half so certain of people's habits in times of news blackouts was the New York brokerage house of Harris, Upham & Co., which wrote for itself a minor success story on WCBS last week. Buying a five-minute stock quotation strip on the station at 6:55-7 p.m., HU, aware that its announcer could only reel off the top 75 listings, asked listeners to call its number downtown if their stock was unquoted. The first program brought in 375 calls; the second, 1,200.

Even less certain of people's needs were the film companies, theatre owners and producers. Although steeling themselves against the influx of tourists and vacationing students, the exhibitors always have had to take second place to the retail outlets at Christmas time. But were it not for radio-tv, their box-office slump (normal this time of year) would have resembled a nosedive.

Though Broadway producers often have turned to radio-tv as a means of salvaging foundering plays, last week marked one of the rare occasions when successful producers used broadcasting as a means of announcing new plays and favorable notices. Most outstanding example: almost-broadcaster Roger L. Stevens [STATIONS, Dec. 15, 8] and his Playwrights Co., which not only took numerous spots to promote the recently-opened Elmer Rice Play, "Cue for Passion," but bought a half-hour program the night it raised the curtain on "The Gazebo" to hail the reviews. Even off-Broadway producers, hard-pressed for funds, managed to scrape together enough cash to give the uptown houses a run for their money.

Television channels, deprived of their accustomed "tune-in" ads in the papers' radio-tv listings, bought time, in some cases, on radio stations rivaling their own sister outlets. Typical was NBC-TV which instructed Grey Adv. to purchase spots on such indies as WINS and WMCA to plug Hallmark's *Christmas Tree* spectacular before its Dec. 14 airtime. WCBS-TV, aware that the 40% increase in magazine newstand sales might hurt its *Late Show!* audience count, instructed McCann-Erickson to buy time on the station's competitors, alerting viewers to WCBS-TV's latest run of MGM features.



STANDING in front of an exhibit of Advertising Research Foundation publications are pictured Paul E. J. Gerhold (l), vice president, media-research, of Foote, Cone & Belding, and Norman Heller of Dancer-Fitzgerald-Sample Inc. The occasion was the Dec. 11 ARF Eighth Annual Business Meeting [ADVERTISERS & AGENCIES, Dec. 15].

Ingrid Premiere Unnoticed • Still, the heaviest spenders in the entertainment category were such film companies as 20th Century-Fox, Paramount, United Artists, Columbia, Loew's and RKO circuits and independent "art houses." 20th, whose multi-million-dollar Ingrid Bergman film, "Inn of the Sixth Happiness," opened virtually unnoticed amidst the strike, blitzed New Yorkers with spots directing them to the Paramount and Plaza theatres; it vowed not to repeat this costly post-mortem by assigning all ad appropriations originally assigned to newspapers for the New York opening of "Rally 'Round the Flag, Boys" to saturation radio-tv spot, thereby got its chance to prove that broadcasting alone could do the job.

Monroe Greenthal & Co., agency for a number of Broadway film palaces, quickly turned to $20,000 worth of spot to announce the premiere of Paramount's new Jerry Lewis comedy, "Geisha Boy," even used broadcast-media to promote a sure-winner, "South Seas Adventure" spectacle. Charles Schlaiffer & Co., agency for United Artists Corp.-owned Plaza and Victoria Theatres, spent all UA appropriations for "Separate Tables" (opening this week) in radio-tv, did the same for Columbia's new "Seventh Voyage of Sinbad" which bowed Wednesday at the Roxy. Donahue & Coe, agency for the Rank Organization Ltd.'s "A Night to Remember" which also opened last week but on a two-a-day, reserved seat basis, tried a novel trick; it scrapped its initial announcements, prevailed upon the *Times* to let it use critic Bosley Crowther's rave review of "Night" in lieu of previously-written copy. It worked; the Criterion was playing to SRO audiences. D&C also tossed $30,000 into promoting this week's opening at the Capitol of Paramount's new Yul Brynner-Charlton Heston movie, "The Buccaneer," using 500 radio, 150 tv announcements.

Even New York's staid Metropolitan Opera Co., whose only exposure to radio is limited to CBS Radio's Texaco-sponsored broadcasts Saturday afternoons, paid for the privilege of telling New Yorkers about the week's bill.

Unsellable Sold • So hot was New York's station sellers' market that some outlets found backers for programs they never believed could be sold in time. Notable among these: WCBS-TV which had planned to carry, sustaining, the co-op CBS-TV-fed Holiday Bowl grid game between unheralded Arizona State and Northeast Oklahoma this past weekend, sold 50% to General Cigar (White Owl) via Young & Rubicam, which also took out spot on other New York outlets such as WABC-TV. Some national spot advertisers, who only a few weeks ago had "locked up" their winter schedules, turned to tv at the expense of print. Among them: North American-Philips Co. (Norelco electric shavers) through C. J. LaRoche.

How long will the boomlet last? Just as reports of station revenue were hard to come by, so were the guesses as to the length of this sudden prosperity. Certainly, if the strike should run past New Year's and into the white sales, the stations may expect more money to come their way by default.

But, TvB's Abrahams warned last week, the challenge is squarely on the shoulders of station managers to sell harder than before, strike or no strike. While stores can "learn a moral" from their current plight by in the future "not placing so many advertising eggs in one basket," Mr. Abrahams said, so can stations. "If the stores would just spend 15% of this newspaper money in tv as a regular diet . . . thus being in good shape throughout the year . . . reaping bonuses during strike situations," it's up to the stations to do the final persuading. They should, he said, drive home the importance of their being around, not as a crutch in times of need, but as channels of unimpeded communication. Added an official of Radio Advertising Bureau: "Amen."

EWRR Makes Changes

Erwin Wasey, Ruthrauff & Ryan Inc. shifted market and media research departments to new expanded quarters in Los Angeles, Dec. 17. Some 14 members of research department moved to offices at 5212 Wilshire Blvd., according to Roger Johnson, v.p. in charge of media and research. Agency retains its same headquarters mailing address (5045 Wilshire Blvd.) and telephone number (Webster 1-1211). Market research is under supervision of Robert Davis and and media research under Robert Huss.



...is "in good hands" with television as sales grow

Television has been able to give Sears, Roebuck & Co.'s Allstate Insurance Companies a distinct plus in two vital areas of its sales strategy. One is the ability to demonstrate with visual and emotional impact intangibles such as the firm's reputation for quick settlement of claims as well as the peace of mind which the policyholder enjoys from owning Allstate insurance. The other is the prestige and personal confidence to be shared between the Allstate agent and the customer.

The vehicle is CBS-TV's live drama series, *Playhouse 90,* aired each Thursday 9:30-11 p.m. Allstate shares participating sponsorship with American Gas Assn. and Kimberly-Clark.

Robert E. Gorman, Allstate assistant vice president and director of advertising, notes that the prestige of such a series and the emergence of a corporate image are paralleled by substantial gains in sales, the number of policy-holders and total assets. Written premiums reached $313,168,000 by the end of 1957 and sales the first half of 1958 ran 20% ahead of the same period the previous year. To the degree that any single advertising medium may be singled out for spurring public acceptance of Allstate, CBS-TV's *Playhouse 90* reaps a considerable share of the credit. The company's satisfaction with the dramatic series is best reflected in its renewal for the current 1958-59 season.

Mr. Gorman relates, "We were obviously interested in getting additional impact from our advertising. From the standpoint of prestige and the corporate image, we felt we could use television to tell our story. We wanted a show that had a very good track record—across country—and good coverage."

Allstate's previous experience with broadcast media was sporadic and limited. In 1956 it bought 15-minute pre-game adjacencies around National Collegiate Athletic Assn. football on NBC-TV, and earlier it sponsored a sports review with Bill Stern and Mel Allen on ABC. It also has used Army-Navy football and pre- and post-game World Series broadcasts on MBS.

The *Playhouse 90* series is part of what Mr. Gorman calls Allstate's "main line" national advertising. The company's regional offices also sponsor syndicated film properties such as *Highway Patrol* and *Harbor Patrol* for 13 or 26 week runs in select markets plus tv spot campaigns. Six zone advertising managers maintain their own regional advertising budgets and coordinate their activities with the national program. This gives Allstate "extra flexibility to localize advertising." For example, Pacific Coast regional offices currently are sponsoring Edward R. Murrow's news report over a regional network of CBS Radio.

Recommendations on advertising by representatives in 29 regional offices are funneled through six zone offices and approved at the national level. Allstate maintains 203 district service offices, 1,140 sales service locations in the U.S. and Canada.

Allstate is reluctant to reveal its national media expenditures or its investment in *Playhouse 90* (estimated weekly costs: $100,000), but trade guesses place its budget at about $5 million, with perhaps $2.5 million in the network series. Allstate also uses national magazines and supplements as well as newspapers on a local basis under its zone-region setup.

Organized in 1931 by Sears, Roebuck & Co. as a wholly-owned subsidiary, Allstate Insurance Companies offer automobile and truck, homeowners, fire, liability and theft insurance. With the formation of another subsidiary (Allstate Life Insurance Co.) in March 1957, it moved into that field, recording its initial sales in Illinois the following September. Now it is operating in 42 states and the District of Columbia. Allstate entered the accident-sickness-hospitalization field last August with sales now in Texas, Oklahoma, Indiana and Kentucky. It hopes to be in all states and Canada by October 1959.

Today, Allstate is perhaps the fastest-growing insurance enterprise of its kind in the nation, with over 4.5 million policies in force. It had assets of $423,894,000 and estimated net profit (after taxes) of $10,235,000 as of Dec. 31, 1957. Allstate is competing for the No. 1 spot in auto insurance, which accounts for the major portion of its business.

What of measurable results from the tv series? Allstate has researched its tv investment thoroughly, apart from mere audience ratings. It has found enthusiastic response from its agents and favorable reaction from policyholders. Similar studies have been conducted by Allstate's agency, Leo Burnett Co. From policyholders came one salient fact: they identified *Playhouse 90* with Allstate and indicated tv was instrumental in their buying decision.

Largely responsible for creating this image is Allstate's approach in its commercials—the use of animation (featuring a "friendly duck" and cartoon character) and a straight presentation from announcer Ed Reimers who emphasizes the speed with which Allstate settles all claims. Each presentation features the slogan: "You're in good hands with Allstate."

Says Mr. Gorman: "Mr. Reimers is a personal reflection of our agents." And the agents swear by *Playhouse 90.* They feel the program is effective in bringing them prospects, either in retail stores where policies are sold right over the counter, or in their offices. The program also serves to keep present policyholders happy, they claim.

"Use of animation (the duck) seems to be a cute way of telling the story in a light vein. Insurance can be a deadly subject unless handled properly on television," Mr. Gorman says. An example of telling the story, he pointed out, was the Hurricane Audrey tragedy in Louisiana and Ft. Pierce, Fla., in early 1958. Allstate moved "emergency teams" into the areas and helped its agents settle claims fast—91% of them within two weeks—facts all duly recounted in one of the Allstate commercials.

The Burnett agency landed the Allstate account (fire and casualty lines) in early 1957 and last August inherited the new life insurance and accident-sickness-hospitalization business. Account supervisor is Dewitt L. Jones. "Television," he says, "gives Allstate the opportunity to show what actually happens to a policyholder when he makes his claim. We make use of actual testimonials around which we weave the Allstate story." The important thing is that the commercials show how the company settles claims quickly and satisfies policyholders." Some commercials are videotaped for the *Playhouse 90* series.

At Allstate headquarters in Skokie, Ill.



PERSONAL *touch of agent-customer confidence at Allstate's 1,140 sales service centers is enhanced by the prestige and impact of CBS-TV* Playhouse 90 *sponsorship.*



◄ *Allstate assistant vice president and advertising director is Robert E. Gorman. He joined firm in 1954. Allstate companies have 13,700 employes, stem from Sears, Roebuck & Co. venture into auto insurance in 1931.*

(suburban Chicago), even President Judson B. Branch takes personal interest in the advertising program. On his desk are two plaques reading, "Are you here with a solution or are you part of the problem?" and "There is no limit to the good a man can do if he doesn't care who gets the credit." Mr. Branch agrees *Playhouse 90* and tv appear to have been solutions to a problem, with everyone involved from program to agent sharing in the credit.

Whan Iowa Study Finds Indifference to Tv Color

There isn't likely to be any "great boom" in color tv set sales among Iowa families in the near future. But Cornhusker citizens value out-of-home listening in their car radios.

These are two conclusions drawn in the 1958 Iowa radio-tv audience survey prepared by Kansas State College and made public by Dr. Forest L. Whan during closing sessions of the National Assn. of Tv & Radio Farm Directors convention in Chicago [TRADE ASSNS., Dec. 8]. Dr. Whan heads up KSC's radio-tv policy committee. The study was the 21st of a series on listening and viewing patterns.

The survey included 9,236 personal interviews in that many different Iowa homes and the use of diaries for each radio and tv set in 1,415 homes selected at random last March-April.

On the basis of comparing 1956 and 1958 studies, many more Iowans have seen tv programs on color sets than two years ago. A survey of 5,095 adults in a Des Moines television area study, this year showed that 27.9% had seen color tv shows.

Adults in the Des Moines tv area study were asked: "Does your family expect to buy a color tv set within the next 12 months?" Among the 4,619 respondents, only 1.4% of all monochrome tv set owners gave an affirmative answer (as compared with 17.5% of some 7,794 respondents in 1956 who indicated they would "when available").

Dr. Whan describes the comparative 1956-58 findings as "revealing," pointing out that: the price of color tv sets has come down, quite a bit of promotion of color tv has been seen, all but one of the stations in the area have equipped themselves to transmit color programs, and the number of adult Iowans who have seen programs in color has nearly doubled.

Other survey findings:

√ 97.7% of all Iowa homes and 98.3% of all farm homes in the state (higher than the percentage for either urban or village) have one or more radios; 57.4% of all radio homes have portable radio sets and 18.1% battery-operated units.

√ There's been a continued upsurge in ownership of auto radios, with 68.6% of all families in the state (compared with 48.9% in 1950) and 74.6% of all auto-owning families (as against 58.1% in 1950) reporting ownership of radio-equipped cars. (Some automobile families—7.2%—even own two or more car radios.)

√ Among all adults interviewed in both radio and non-radio homes, there were "favorite radio stations" for news (89.1%), farm news (48.9%), market reports (44.5%), and sports (48.2%).

√ Tv has expanded tremendously in Iowa the past eight years—91% of all people questioned own at least one tv set; 5.1% have two or more; 0.4% three or more, and 0.6% own color units.

The survey also included data on urban vs. rural use of tv receivers; composition of the available farm, radio audience by weekdays and weekends and classified as to urban, village and farm; and homes tuned to radio—urban vs. rural. Similar study on the Iowa Radio Audience was released by Dr. Whan at last year's NATRFD convention [TRADE ASSNS., Dec. 9, 1957].

Auto Dealers Ahead Of Stores on Local Tv

A new chapter in Television Bureau of Advertising's continuing auto tv story: automobile dealers top all retailers in the use of local tv. Coming up strong: food stores and markets, department stores and clothing stores.

An indication of local auto dealer strength in television was given in TvB's presentation before advertiser and agency executives in Detroit early this month when TvB reported 83% of tv stations carried local new car dealer advertising [ADVERTISERS & AGENCIES, Dec. 8].

Said TvB last week: automobile dealers held a dominant lead in the third quarter of this year as they did in that period a year ago; food stores and markets' use of local tv increased (in numbers) by 21%; department stores jumped from fifth to third (79% increase) and clothing stores went up from sixth to fourth with a 68% rise.

The TvB report is based on data of broadcast advertisers reports which tabulated the number of stores and dealers using local tv in 11 identical markets monitored in the third quarter of 1957 and 1958. Markets covered in TvB's analysis: Atlanta, Baltimore, Chicago, Detroit, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, and Washington, D.C.

Here are the retailers which placed in the top five ranking in the third quarter of this year: autos, 123 in 1957, the same in 1958; foods, 68 in 1957, 82 in 1958; department stores, 29 in 1957, 52 in 1958; clothing, 28 in 1957, 47 in 1958; furniture, 34 in 1957, 36 in 1958.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SOUP SPOT • Campbell Soup Co., Camden, N.J., will launch campaign in about 40 major radio markets starting in middle of January and running through February as part of "Soup 'n Crackers" theme to be repeated this year. Spot adds to schedules on CBS Radio and messages in all three network tv shows Campbell sponsors *(Lassie, Donna Reed Show* and *Peter Lind Hayes Show).* Idea for promotion: retailers tie in any brand of crackers they wish with Campbell soups (particularly tomato and chicken noodle varieties). BBDO, N.Y., is Campbell's agency.

BUTTRESSING GODFREY • Series of radio-tv spots is being scheduled for mid-January through mid-March by Sealy franchised plants and dealers to complement mattress company's quarter-hour segments on Arthur Godfrey's CBS Radio show, starting Jan. 6. Schedule represents combination of timebuys by dealers, plants and parent Sealy Inc. in several markets. J. Walter Thompson Co., Sealy agency, has prepared animated films and radio spots for local station use, but is not actually placing time.

TWO-WEEK TALLY • New and renewed business of $1.7 million gross signed in first two weeks of December was reported last week by ABC Radio. Fifty-two-week advertisers include Colgate-Palmolive Co., New York, through John W. Shaw Adv., Chicago, for *News Around the World* (Mon.-Fri., 8-8:15 a.m.); R. J. Reynolds Tobacco Co., Winston-Salem, N.C., through William Esty Co., and Glenbrooke Labs Div., Sterling Drug Inc., through Brown & Butcher, all N.Y., for various weekend news broadcasts and for *Sunshine Boys* (Mon.-Fri., 12:15-12:20 p.m.) respectively.

GIANTS HALVED, QUARTERED • American Tobacco Co. (Dual Filter Tareyton cigarettes) will sponsor one quarter of San Francisco Giants' games next year over KSFO San Francisco and Golden West network. Falstaff Brewing Corp. and J. A. Folger & Co. (coffee) have renewed sponsorship of one half and one quarter of games, respectively. KSFO will carry all home and away Giants' games plus indeterminate number of exhibition contests. Agencies: American Tobacco, Lawrence C. Gumbinner; Falstaff, Dancer-Fitzgerald-Sample; Folger, Harris Harland & Wood.

SPORTING CIGARETTES • Liggett & Myers Tobbacco Co. (L&M cigarettes) and Mercury Div. of Ford Motor Co. will co-sponsor NBC-TV's Pro Bowl football game telecast on Jan. 11 from Los Angeles Coliseum.

L&M with Carling Brewing Co. also has signed for sponsorship of Aug. 14 Professional Champions vs. College Allstars football game on ABC-TV. Agencies: Dancer-Fitzgerald-Sample for L&M; Kenyon & Eckhardt for Mercury; Lang, Fisher & Stashower Inc. for Carling.

OLDS FOR BING'S TOURNEY • Oldsmobile Div. of General Motors Corp., through D. P. Brother & Co., Detroit, will sponsor ABC-TV's coverage of 18th annual Bing Crosby Golf Tournament, finals Jan. 18 (5:30-7 p.m.).

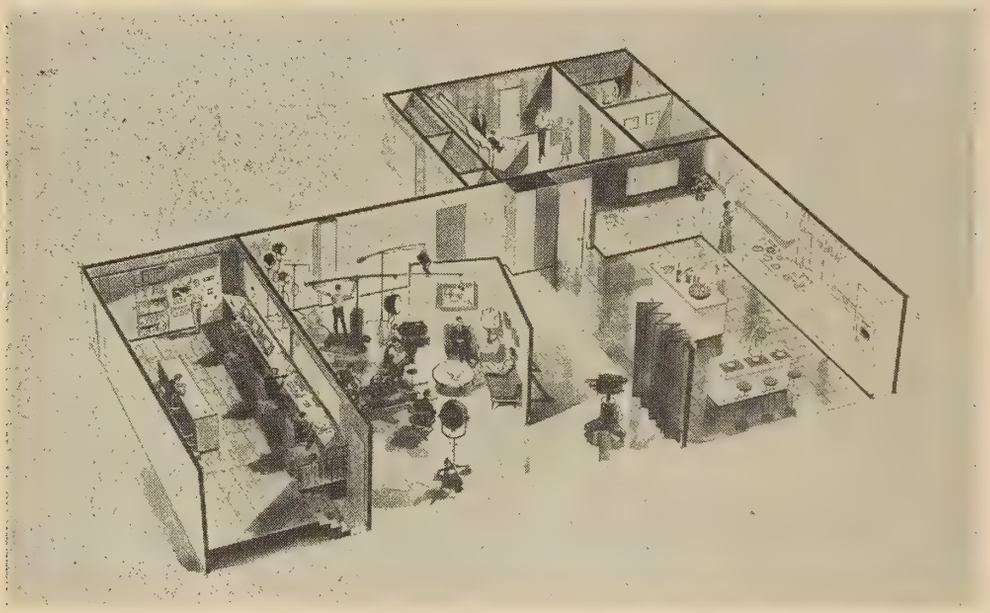
PAIR BRANDED • Liggett & Myers Tobacco Co., N.Y., through McCann-Erickson there, will sponsor *The D. A.'s Man* series on NBC-TV (Sat. 10:30-11 p.m.), starting Jan. 3 on behalf of Chesterfield cigarettes and *Black Saddle* series on NBC-TV (Sat. 9-9:30 p.m.), starting Jan. 10 for

Oasis filter cigarettes.

TOBACCO TIME • P. Lorillard Co. on Feb. 15 starts sponsoring *Richard Diamond, Private Detective,* on CBS-TV at 10-10:30 p.m. Sundays (succeeding *Keep Talking),* through Lennen & Newell, N.Y. Series is produced by David Heilweil for Four Star Films. Second Four Star program has been bought by second cigarette company, Liggett & Myers Tobacco Co. through McCann-Erickson. Program, *Black Saddle,* starts on NBC-TV probably in mid-January although no definite time period has been set. William Morris Agency is sales representative for all Four Star tv packages.

MENNEN TO CIMARRON • Mennen Co. will sponsor 13 episodes of *Cimarron City* on every-other-week basis over NBC-TV, Sat. 9:30-10:30 p.m., for Mennen's products for men. McCann-Erickson, N.Y., is agency.

HOW SSC&B WILL TEST TV ON THE PREMISES



Tv is climbing in stature at Sullivan, Stauffer, Colwell & Bayles. Next month, workmen will begin construction of a fully-equipped tv studio at a cost of $100,000 on the 11th floor in a new gold-tinted aluminum skyscraper at 575 Lexington Ave. in New York. The installation at SSC&B headquarters is slated for completion next spring.

SSC&B's facility will be used primarily for the testing and preparation of commercials, live and film, which later will be produced at an outside studio.

As depicted in the artist's cut-away conception, the studio will be self-contained to include equipment and a test kitchen.

The plan (left to right) contains the control room (full sound equipment, monitor and master control panel for closed circuit feeds to all SSC&B conference rooms). Adjacent is the studio itself (a Kay Lab live tv camera and a 16 mm. single system auricon film camera).

The experimental kitchen can be used as a unit independent or as part of the studio. Next to the kitchen and in the base of the "L" design, the plan calls for two dressing rooms, storage space for props and an office foyer. Measurements roughly are 48 ft. long and 21 ft. wide, with an additional 12x12 ft. "L".

Two professional technicians will be assigned to the studio to operate it fulltime. Others will be agency staffers. The operation will be under the general supervision of Thomas F. Vietor Jr., vice president and supervisor of radio-tv production at the agency.

Responsible for the installation are Michael Saphier Assoc., New York, architects, and Visual Electronics Corp., New York. SSC&B moved into its new quarters earlier this year and recently announced plans for the studio [ADVERTISERS & AGENCIES, Nov. 10].

Neither color nor videotape is planned for the facility though the equipment can be modified easily for color and tape can be installed—"the basic structure can be adapted to anything," the agency says. Tape is out for the present because SSC&B production people want to wait until the "rules" (costs of facilities and technicians, etc.) are laid down. Other tape drawbacks: animation is not possible (and SSC&B has need for it in its commercials) and troubles in "super" techniques (moving superimposition is not possible).

What SSC&B expects from the studio: savings in time and money and a better job for the tv client. With the operation, the agency will be able to get the faults out of commercials before they are parceled to the "outside," to audition talent and to experiment with new production techniques.

Since many of SSC&B's clients are food advertisers, the test kitchen will permit the agency's production staff to study before the camera the appearance of foods in various phases of preparation.

YEARENDERS • Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago, and Lever Bros. Co., New York, through J. Walter Thompson Co., New York, have signed to sponsor *Years of Crisis: 1949-1959,* CBS News' 10th annual yearend analysis, over CBS-TV on Sunday (Dec. 28) from 10-11 p.m. Another special CBS-TV public affairs program, *Where We Stand II,* analysis of relative strengths of U.S. and Soviet Union, will be sponsored by American Safety Razor Co., N. Y., through Kenyon & Eckhardt there, on Jan. 4 (4-5 p.m.).

INSTANT COLD SPOT • Sugar Hollow Ltd., N.Y., testing radio locally for new instant dissolving cold water laundering agent, CKC. Tv spots to start in January with expansion to other markets planned. Jamian Adv., N.Y., is agency.

BAKERY UNDECIDED • Continental Baking Co. (Wonder, Profile breads, Hostess cakes), N.Y., has made no firm decision to renew its 52-week radio schedules in over 100 markets, but must do so before Dec. 28, when new contract is due to start. Ted Bates & Co., Continental's agency, has already renewed small number of Negro market stations.

SUNBEAM OVER TWIN CITIES • Sunbeam Corp. is conducting six-week merchandising campaign for its electric appliance line in Minneapolis, with NTA's *George Jessel Show* telecasts on KMSP (TV) there as chief advertising vehicle. If successful, plan may be extended to other markets throughout country. Perrin-Paus Co., Chicago, is Sunbeam agency.

FAT WAX ORDER • Continental Wax Corp., Mt. Vernon, N. Y., has launched 21-day drive in its 40 radio-tv markets, bolstering spot schedules to tell housewives to "wax now for the holidays." Product is Six Month floor wax. Agency: Product Services, N. Y.

RADIO FOR WHITE SALE • Cannon Mills, Kannapolis, N.C., understood to be launching spot radio campaign next month in undetermined number of markets throughout country to promote "January White Sales" of towels, bedspreads, sheets and other products. Agency: N.W. Ayer & Son, Philadelphia.

AGENCY APPOINTMENTS

Thermo-Fax Sales, Oakland, Calif., appoints Erwin Wasey, Ruthrauff & Ryan, S.F.

College Inn Food Products Corp. (tomato cocktail, chicken and soup products), Chicago, appoints Cunningham & Walsh, that city, to handle its estimated $200,000 account.

Rice Industry (trade association), Houston, appoints J. Walter Thompson, Chicago, to handle its advertising and public relations.

Joseph Schlitz Brewing Co., Milwaukee, appoints Grant Adv. Inc., Chicago, to handle its Old Milwaukee beer.



productive representation . . .

In no field of sales is maturity, experience and a background of performance more essential than in radio and TV station representation. And it was the need for a representative organization made up of men who possess these special qualifications that led to the formation of H-R by a group of mature and experienced working partners. Our steady growth over the years confirms our belief that many discriminating stations prefer this distinctive type of representative service when it is made available to them.

FRANK HEADLEY, President
DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President

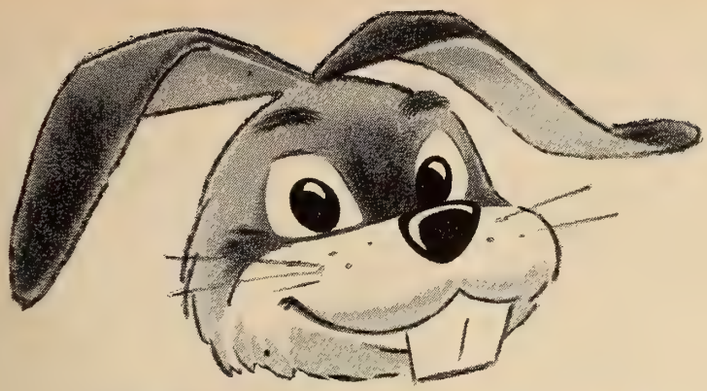
". . . We always send a man to do a man's job"

RADIO **H-R** TELEVISION REPRESENTATIVES, INC.

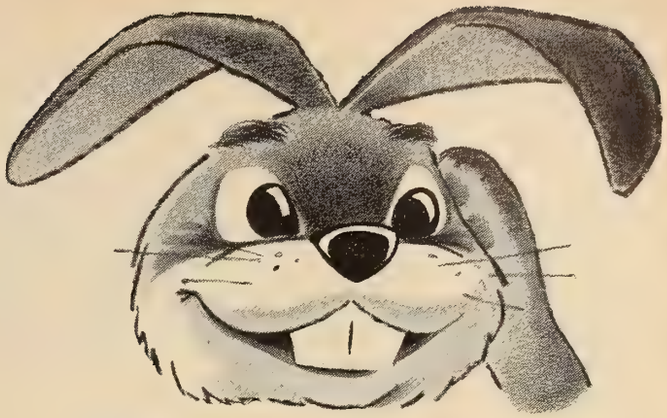
NEW YORK
CHICAGO
HOLLYWOOD
SAN FRANCISCO
DALLAS
DETROIT
ATLANTA
HOUSTON
NEW ORLEANS

Hey! Lend an ear!

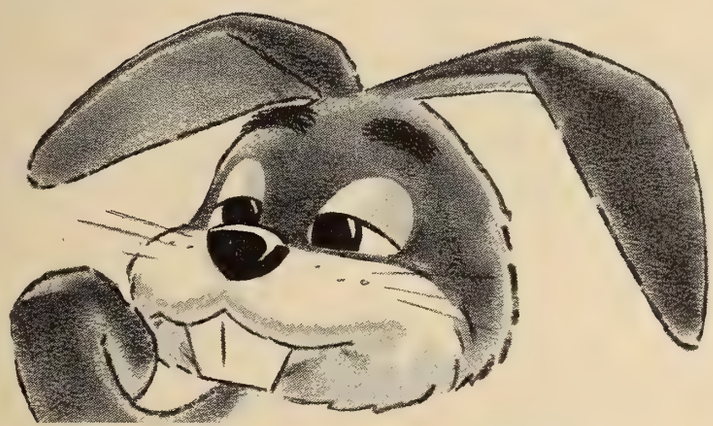




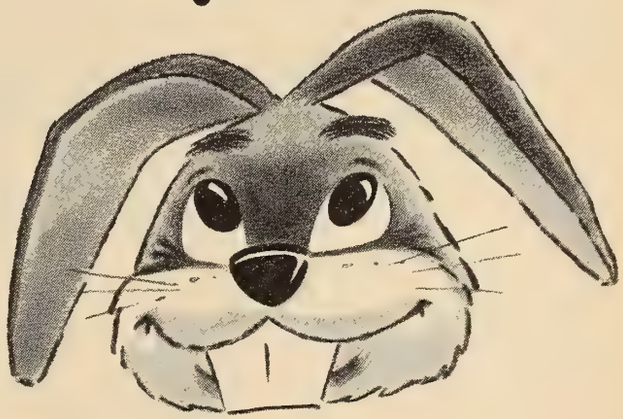
ABC-TV is now the No.1 network...



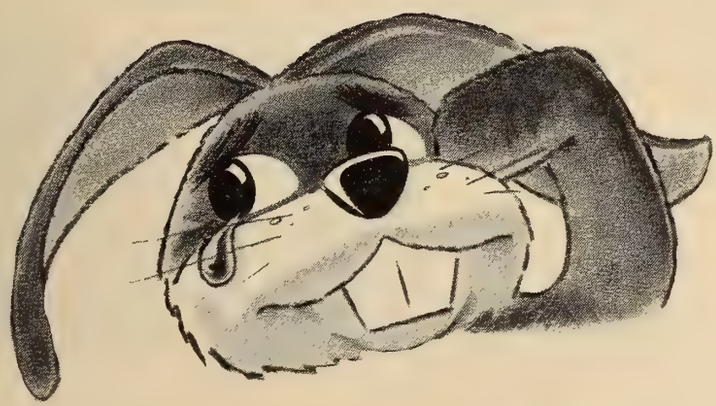
FOUR nights of the week–



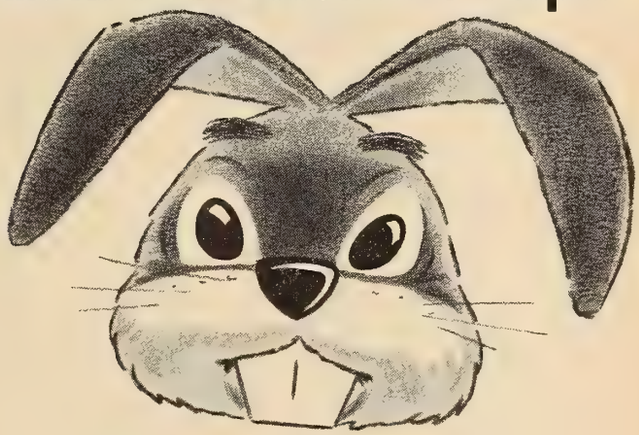
Sunday, Tuesday, Thursday and Friday*†



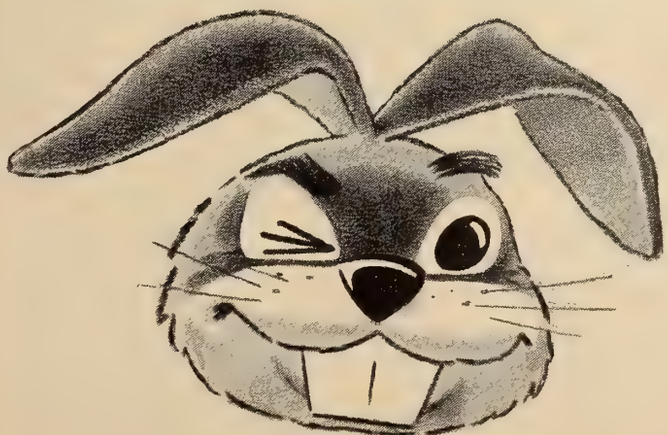
And ABC has 4 shows in the top ten



(the other networks have 3 apiece)



Now the question is...



what do you do for an encore?

*Another network led on two nights, Monday and Saturday; the third led only on Wednesday.

Source: National Nielsen II November Report 1958, Average Audience per minute –
†Sunday through Saturday, 7:30-10:30 P.M., NYT, all sponsored evening programs.

ABC TELEVISION

MCA ENVELOPS UNIVERSAL LOT

Twenty years ago, as Music Corp. of America began moving into film talent representation, much of its future security rested on the whims of shrewd and brilliant Nate J. Blumberg, then president, now at 64, board chairman of Universal Pictures Co.

Last week, with MCA's coffers bursting at the seams with tv revenue, the world's biggest talent agent put the shoe on the other foot. It "took over" Universal's physical plant, moving onto sprawling, 370-acre Universal City, took over the entire lot, 150 buildings, 16 soundstages. Price: $11,250,000.

Presiding over this "moment of truth" in Hollywood last Wednesday was fortyish Lew Wasserman, president of MCA Ltd. and its 20-odd subsidiaries, and 55-year-old Milton R. Rackmil, president and cofounder of Decca Records Inc., which in 1952 took over control of Universal by purchasing 82.4% of the stock (763,785 common shares). Mr. Rackmil also is president of Universal Pictures Co., which accounts for 39% of Decca's net income.

Its Own Home • With acquisition of the California property, MCA-TV Revue Productions, tv subsidiary, will terminate its lease of the Republic Pictures lot (half the size of Universal City), will move its entire operations and payroll to Universal's plant, probably will hire all Universal studio employes. The move in no way rings down the curtain on Universal-International studios (as Universal Picture Corp.'s operations are known).

Mr. Rackmil reassured employes last week that the studio will continue operations, albeit on reduced scale, and to prove his point, leased back from MCA on long-term basis sufficient space and property to insure long-term production.

Once grinding out as many as 38 major films a year, Universal by 1957 had reduced theatrical film production to 27, currently has eight films rolling, most of them on a participation, or independent producer, arrangement. But while theatrical film production has lapsed (the studio ceased film production between February and July this year), its tv commercial production business [FILM, Jan. 13] has boomed, now accounts for an excess of $3 million. The studio also rents out production facilities to such tv independents as Pegasus *(Steve Canyon)* and Spartan *(Peter Gunn);* both firms now will pay rent to MCA.

Power Rank • MCA has been described after networks as the fourth most powerful force in television today. Not a night passes that not one or more of MCA's tv packages—live, filmed network or syndicated—appears on the home screen. With an annual production budget in excess of $25 million, Revue turns out such staple network items as *Dragnet, Alfred Hitchcock Presents, Ozzie & Harriet, The Millionaire, G.E Theatre,* such syndicated fare as *Mickey Spillane, Dr. Hudson's Secret Journal,* etc. MCA Ltd. and subsidiaries represent some of the biggest star names in tv today [LEAD STORY, Oct. 21, 1957], exercise such firm control over much of the nation's air that its activities are currently under scrutiny of Justice Dept.'s anti-trust division. A privately-held corporation, MCA's assets, earnings and general position in the entertainment industry are hidden behind a veil of utmost secrecy. Not so Decca and Universal.

During the first six months of this year, Decca racked up $10.9 million in sales, and while its 1957 sales rose 18% (from $26.8 million in 1956 to $31.8 million) the drop in equity of undistributed Universal profits accounted for a 13% fall in the final net. Universal's 1957 film rental and sale income was $72.4 million, down from $77.6 million for 1956. Decca felt the pinch of recession this year; its volume in phonograph records and players for the six months ending June 30 dropped 13%, and net income dipped further still.

Fixing Financial Leaks • Mr. Rackmil and associates have been trying to plug the hole; they have curtailed production of "B" films —Universal's staple item for many years— and now are restricting production to high-budget films they believe will account for an upturn in box office receipts. While standing to gain some $20 million ($2 million the first year, $3 million per year thereafter) over a seven year period from having assigned distribution rights to some 600 pre-1948 films to Columbia's Screen Gems Inc. subsidiary on July 1, 1957, Standard & Poor's Corp. reports indicate "appreciable tv income may remain obscured by losses on theatre releases in coming months." For fiscal year ended Nov. 2, 1957, Universal included $692,000 as tv income.

Speculation as to what Universal intends to do with its windfall of $11.25 million continued last week, as Mr. Rackmil again denied reports that the money would be used to pay off a $10 million loan effected in March 1957 through issuance of 4½% notes due between 1959-63. (This $10 million was used partially to retire $6.5 million in notes issued under a 1955 credit agreement, also to bolster working capital.)

Discount Any Merger Possibility • Mr. Rackmil also dismissed the rumors that Universal and Decca would merge or that Universal would get out of the film business. Quite the contrary, he said, "We are in business to stay." Once synonymous with horror films and Abbott & Costello comedies, Universal now will boast of multi-million dollar productions such as Kirk Douglas-Bryna Productions' "Spartacus", a $5 million epic starring also Sir Laurence Olivier and Peter Ustinov. Other stellar names "working" the Universal-MCA lot: Cary Grant, Kirk Douglas.

Universal's tv commercial operations will continue without let-up, a spokesman added, and there also was speculation last week that MCA's presence in Universal City might see a further upswing in that department, with MCA's clients assigning more commercial work to Universal, facilitating production being done by Revue on adjacent sound stages.

MCA was totally mute as regards its plans; an official of the talent agency said MCA was making "no comment or statement whatsoever . . . we are merely becoming landlords . . . there is no other significance to this story."

However, one fact is significant. MCA's purchase marks another milestone in the downhill road of Hollywood bigness; with Desi and Lucille Arnaz having taken over the once-proud RKO lot, with the Hal Roach studios in Culver City now booming with tv prosperity, with MGM and 20th Century Fox embarking on ambitious tv production schedules (FILM, Dec. 15), the era of the big studio as theatrical entity seems rapidly drawing to a close. Said a veteran Hollywood producer (now working the tv end of his studio's operations): "The screw was given another turn. . . ."

TPA Founder Gordon Launches Galaxy Firm

A new company, Galaxy Attractions Inc., was orbited last week by Television Programs of America founder Milton A. Gordon. Emphasis will be on tv properties, although the company also will finance independent productions for both television and theatrical play.

Mr. Gordon, who sold TPA to Independent Television Corp. for $11,365,000 last September, already has a nucleus operation; its offices are temporarily set up in New York's Sheraton East Hotel but will move to the New Seagram House on Park Ave. on Jan. 2, and its executive vice president will be Manny Reiner, who leaves ITC as vice president in charge of foreign operations at the yearend.



MR. GORDON



MR. REINER

In the new company, Mr. Gordon is principal owner and president; Mr. Reiner, who also will be a director and a substantial stockholder, is a former TPA executive under whose wing foreign sales blossomed (other past connections include foreign operation for Hollywood moguls Samuel Goldwyn and David O. Selznick, preceded by four years as general sales manager of Louis G. Cowan Inc.).

Mr. Gordon at TPA was teamed with Michael A. Sillerman (now with Gross-Krasne-Sillerman Inc. [FILM, Oct. 20]). Mr. Gordon (the quiet one) was president and Mr. Sillerman (the lively one) was executive vice president. In only a few years TPA's growth as a tv film entity showed remarkable gains. TPA was formed in 1953. Before TPA, Mr. Gordon already had nearly 20 years in the business community and a reputation as a "financial fireman"; his most notable achievement perhaps

BIG

things are happening in

TWIN CITIES

TELEVISION

mostly on

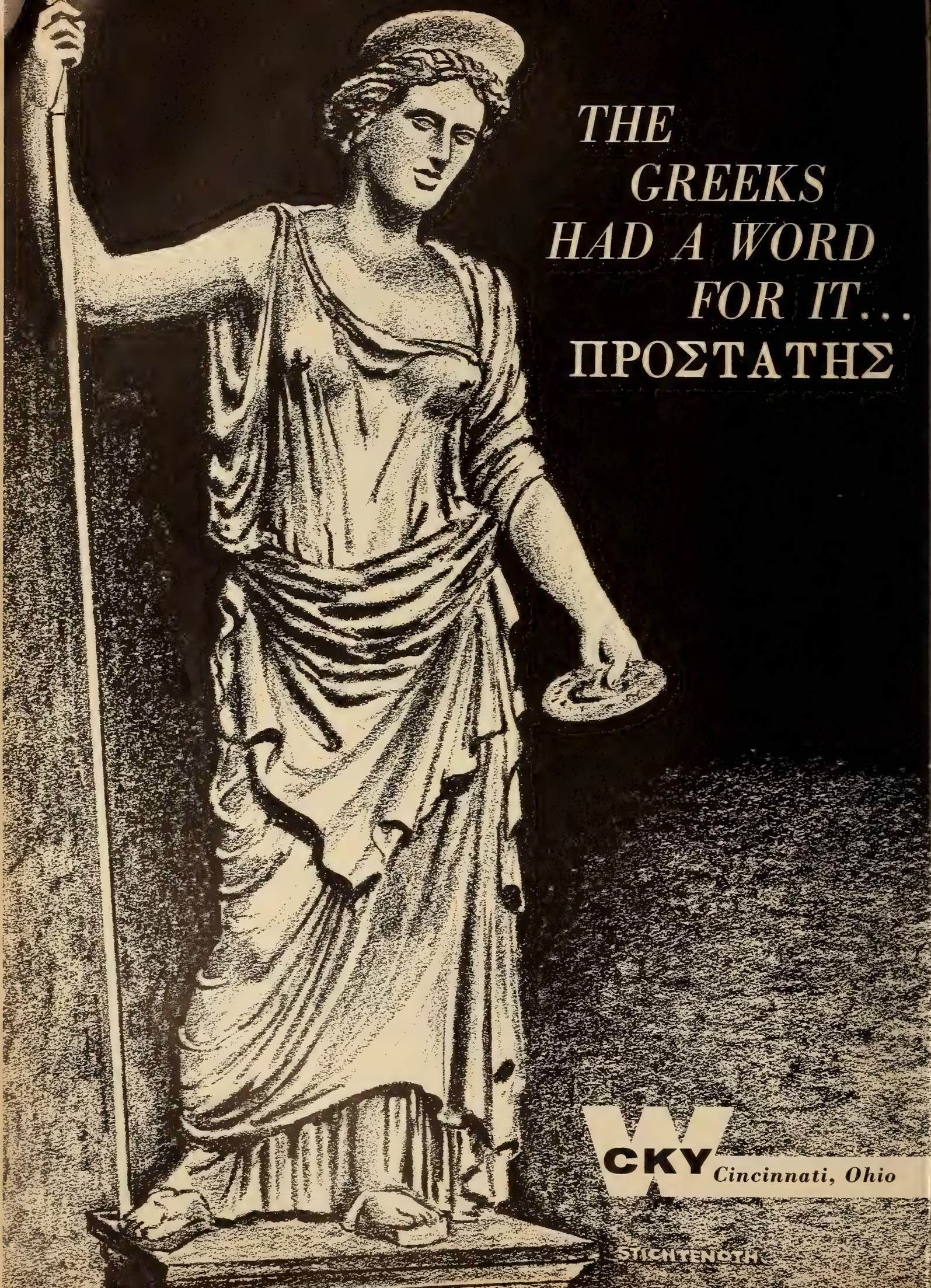
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Your Katz man has new (December 1-7) and exciting (to 25.2) Trendex and ARB coincidental ratings for "MOVIE SPECTACULAR"—the WTCN-TV late show.

He is anxious for you to see them—call him today.

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CKY
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ΠΡΟΣΤΑΤΗΣ

JUNO

PROTECTOR

OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY

50,000 WATTS OF SELLING POWER

Cincinnati, Ohio

in quelling the "fire" at United Artists in the late 1940's (he refinanced UA as executive vice president of Walter E. Heller & Co., Chicago investment company), and effected the split hemisphere financing of UA's "African Queen" motion picture, raising part of the necessary funds in this country and the remainder in England).

Some of the money received from the sale of TPA was shared by executive and creative people in the company but Mr. Gordon reportedly received the lion's share, realizing as much as $7.5 million after taxes.

Features of the new company: a broad base of operations in tv and theatrical film, and an opportunity for stars, producers and writers to share in profits.

Major activities of the firm will include production of new tv film programs for network sponsorship, live network tv programs, feature films, and financing of independent producers for network tv film series and feature film, and of independent products owned by top stars or writers (also for both television and theatrical exhibition).

Galaxy said it will depart from the usual financing film procedure of partners in each property sharing only in the profits of that property by offering profit-sharing to stars, producers and writers. Galaxy plans production arrangements with top producers in this country and abroad, permitting them to head up their own production groups in association with Galaxy. Already underway: Leon Fromkess, former TPA executive producer, is setting up his own unit under the Galaxy aegis and is working on properties which he later will submit. Messrs. Gordon and Reiner next month will set up a series of meetings in Hollywood with producers, directors, writers and actors.

LAST FRONTIER FOR LOW BUDGET

Videotape offers television its last foreseeable chance to reduce costs with a new technique not yet straitjacketed by industry precedent and union regulations. This is the opportunity seen by Jonathan Yost, who used tape to produce the pilot program of his new tv series, *Atomic Submarine*, which he is now showing to prospective sponsors, agencies and syndicators.

"If program costs go any higher," Mr. Yost said last week, "no advertiser or producer will be willing to experiment with anything new or different. The risk would be too great, the cost too much."

In his own case, Mr. Yost reported that the *Atomic Submarine* pilot was taped in one eight-hour session at a cost of just over $16,000, "with no chiseling, everyone paid full scale and KTTV (TV) Los Angeles paid regular rental for its taping facilities." To have made the pilot on film would have taken at least three times as long and cost twice as much, he said, expressing the belief that future installments of the serial can be turned out in five hours, now that he's had the experience of taping the first one.

Mr. Yost does not agree with the producers who say that tape will be great for tv program syndication when it comes, but that its day is still somewhere in the future. With VTR equipment installed at tv stations in more than 40 markets now and two or three new installations being made a week, syndication by videotape is already practicable, he stated.

The *Atomic Submarine* series is aimed primarily at juvenile viewers, "but with enough science-adventure in it to keep a lot of adults looking too," Mr. Yost commented. He has followed the radio technique he learned years ago of putting a cliff-hanger at the end of each quarter-hour and plotting the story so that the tapes may be used as a five-day quarter-hour strip, or as a half-hour program broadcast two or three times a week or as a full hour on Saturday mornings. As an agencyman (his regular employment is as a producer for Ted Bates & Co. in Hollywood; his own program is an after-hours project), Mr. Yost has taken pains to include plenty of merchandising tie-ins.

Live program production techniques were used as far as possible in taping the program, Mr. Yost reported. Narration, background and bridge music and other such sound material was pre-recorded and fed by a sound engineer on cue, while the live taping was in progress. The main part of the program was taped in sequence from beginning to end, pausing momentarily where a sequence occurring elsewhere came up in the show. These scenes were taped separately later, being assembled and spliced into the proper sequence by KTTV engineers, members of the National Assn. of Broadcast Employes & Technicians who have jurisdiction over tape assembly under their contract with the station. Whatever retakes were necessary were also assembled in the same fashion and incorporated into the completed tape.



MR. YOST

In addition to this "black to black" cutting and splicing, so-called because the cuts are made in blanks purposely left on the tape for that purpose, some "scene-to-scene" or "creative" editing was done by film editors, members of International Assn. of Theatrical Stage Employees & Moving Picture Operators, also under contract to KTTV. Both contracts are so written as to provide for the two unions to share tape editing without evoking a jurisdictional dispute, making KTTV a good place for a producer to carry on experiments with videotape, Mr. Yost opined.

15 MONTHS AND 3 SURVEYS LATER

WAVY-TV *leads* all other Tidewater* Virginia TV Stations in share of audience.

during prime viewing hours

** 48.7 share 6 to 10 pm Sunday thru Saturday

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NORFOLK—PORTSMOUTH—NEWPORT NEWS—HAMPTON AND 47 COUNTIES IN VIRGINIA AND NORTH CAROLINA

NT PURCHASE OF NTA UP TO STOCKHOLDERS

National Theatres Inc. has asked its stockholders to approve a proposal to acquire common stock of National Telefilm Assoc. through an exchange of debentures and warrants. John B. Bertero, NT president, in a proxy statement to stockholders, described the proposal as "in furtherance of the company's policy of diversifying its activities in the fields of television, radio and other entertainment." A special stockholders meeting will be held Jan. 8 to vote on the plan, Mr. Bertero said.

National Theatres operates some 300 motion picture theatres in 19 states and since spring has operated WDAF-AM-TV Kansas City. NTA'S principal business is the distribution of filmed programs for tv exhibition and NTA also owns and operates WNTA-AM-TV Newark and KMSP-TV Minneapolis.

The proposal calls for NTA stockholders to be offered an $11 debenture and a warrant to purchase ¼ of a share of National Theatres common stock for each share of NTA stock. National Theatres directors have already approved an agreement to acquire approximately 15% of NTA stock from its three principal stockholders: Ely A. Landau, chairman; Oliver A. Unger, president, and Harold Goldman, executive vice president, on the same basis.

As spelled out at the time the National Theatres proposal was accepted by the NTA board [FILM, Aug. 25], the warrants may be exercised during the first year at a price per share of $1 less than the market value of National Theatres stock as quoted on the New York Stock Exchange on the day before National Theatres' offer to NTA stockholders is made formally (presumably after the stockholders' meeting on Jan. 8).

(Last Monday [Dec. 15], the closing price of National Theatres stock on the New York Stock Exchange was 10⅜. NTA stock, on the American Stock Exchange, closed at 9⅛ that day.)

National Theatres reported consolidated net income of $1,302,000, or 48 cents a share, for the year ended Sept. 30, 1958, compared with a net of $2,266,000, or 84 cents a share, in the previous year.

Commenting on the figures, Mr. Bertero said that "present indications are that earnings for the first quarter of the new fiscal year will show an improvement over the earnings for the comparable quarter of last year. . . . Our theatre earnings for the second and third quarters exceeded those for the comparable periods in the prior fiscal year, but there was a decrease in the first and fourth quarters due to a lesser number of pictures of box office value." He also noted that the change in federal taxes on theatre admissions, effective Jan. 1, will benefit earnings.

'Specials,' Temple Features In NTA Network Spring Plans

Plans to add four two-hour "specials" and a new and extended series of Shirley Temple feature films to the NTA film network were announced last week by Ely A.

Landau, board chairman of National Telefilm, Assoc., New York.

Mr. Landau said the four specials are now being prepared and are scheduled for telecasting in March, April, May and June. Present plans, he added, call for two dramatic programs, one musical and one personality show, but details will be announced later. Features set to be carried are "Curly Top," "Little Colonel," "Littlest Rebel," "Baby Take a Bow" and others.

The NTA film network embraces 115 stations. Programs currently carried are three weekly half-hour series—*This Is Alice, Man Without a Gun* and *How to Marry a Millionaire*—and the daily, hour-long *Tv Hour of Stars*." The latter series will be taken off the network at the end of this year and transferred to NTA's syndicated division for sale to tv stations.

CNP Sets Sale Sights On $16 Million in 1959

Earl Rettig, president of California National Productions, is targeting a "realistic domestic gross" of $16 million in 1959 for the NBC film subsidiary. Mr. Rettig's forecast is contained in a detailed summary of CNP's activity this year including peak sales, properties syndicated, production, expanded services, promotion, publicity, research and advertising.

For the third quarter of 1958, CNP came in with a peak sales total in excess of $3.5 million, Mr. Rettig said. He also estimated the subsidiary invested about $9 million this year in tv program material. Total sales this year were more than 80% above the 1957 total, and 125% higher than in 1956, he reported.

Videotape as Good as Film, Eventually, Unger Tells Forum

Videotape will be able to approach "the excellence of established film techniques" when certain technical and economic considerations are solved, William Unger, a partner of Elliot, Unger & Elliot, New York, told a forum on VTR held under auspices of the Screen Directors International Guild in New York on Dec. 13.

Mr. Unger claimed that at present, videotape cannot be edited although it can be spliced. He added that the expense of installing equipment is a deterrent to the immediate growth of tape. Mr. Unger contended that tape is presently "more of a live tv medium of production and cannot compare with film."

Gilbert Seldes, author and critic, told the forum that tape should be "far more significant when dealing with unimaginative work —the coverage of news and sports events, for example." He said that tape "is not so important in the works of fiction."

Other speakers at the forum were Milton A. Fruchtman, executive director of Odyssey Productions, on "The VTR Director on Location;" Robert D. Graff, NBC producer, "VTR Programing"; Perry Lafferty, CBS-TV producer, on "VTR Director in the Studio," and Thomas J. Merson, eastern sales manager, Ampex Corp., on "Videotape Recording Apparatus."



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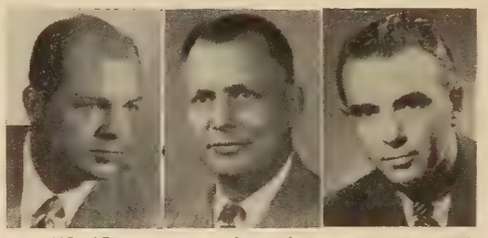
STORER QUITS, CH. 12 UP FOR GRABS

Wilmington, Del., ch. 12—that three top notch broadcasters tried hard but unsuccessfully to push into the black ink column—suffered the ultimate fate last week: the WVUE (TV) grant was turned back to the FCC for deletion. But waiting by the deathbed were two potential resuscitators who have asked for another try to infuse life into Delaware's only vhf outlet.

Storer Broadcasting Co. on Thursday notified the FCC it was surrendering the permit for the ch. 12 facility. No other information was vouchsafed, but it was known that Storer tried unsuccessfully to sell the property. It was understood that no offer had been made approaching the tax benefits which accrue to Storer by surrendering the grant. This is, it is calculated, in the neighborhood of $1.5 to $2 million as a capital loss.

Disposition of ch. 12 was required for Storer to consummate its $4.5 million purchase of ch. 6 WITI-TV Milwaukee. Storer already has five vhf television stations, the maximum permitted one owner under FCC rules. The FCC approved the Milwaukee transfer last month [CHANGING HANDS, Nov. 17].

Final takeover of the Milwaukee property is scheduled for today. The latest Storer



MR. LEE MR. EVANS MR. McCARTHY

outlet will be managed by Terry H. Lee, formerly managing director of WVUE. Other appointments announced last week: Joseph W. Evans Jr., formerly national sales manager, KFJZ-TV Fort Worth, to be WITI-TV general sales manager; Dean McCarthy, formerly with WISH-TV Indianapolis, to be WITI-TV operations manager.

Pending before the FCC is one application for ch. 12—filed last September by Rollins Broadcasting Co. (WAMS Wilmington, WJWL Georgetown, both Delaware, as well as other broadcast properties)—and a petition to change ch. 12's spot, from commercial to an educational reservation—also filed last September by the Joint Council on Educational Tv. Rollins Broadcasting has filed an opposition to this proposal.

Wilmington's ch. 12 was established in 1949 by the Steinman interests. In 1955 it was bought by Philadelphia broadcaster Paul F. Harron (WIBG-AM-FM) for $3.7 million. In 1957, the Harron properties (radio and tv) were bought by Storer for $5.6 million.

Storer told the FCC when WVUE was shut down on Sept. 13 that it had spent $4 million in buying the tv outlet and $479,000 in improving its facilities. The major improvement was moving the transmitter from Wilmington to Pittman, N.J. The station showed an operating loss of more than $2 million as of July 31. Storer is retaining the Philadelphia radio stations.

The Milwaukee ch. 6 station (actually assigned to Milwaukee suburb Whitefish Bay) was granted to Independent Television Inc. in 1955. Milwaukee is also served by the Milwaukee Journal's ch. 4 WTMJ-TV with NBC affiliation; Hearst Corp.'s ch. 12 WISN-TV, with ABC affiliation, and CBS-owned ch. 18 WXIX (TV).

Fight by 'Beaumont Enterprise' For Ch. 6 Enters Fourth Round

The *Beaumont* (Tex.) *Enterprise* (KRIC Beaumont), three-time loser in the Beaumont ch. 6 case, was back before the U. S. Court of Appeals for the District of Columbia last week in its effort to obtain a second reversal of the FCC's grant of ch. 6 to Beaumont Broadcasting Corp. (KFDM).

At issue are the circumstances under which a payment of $55,000 was made by Beaumont Broadcasting to get a third applicant, KTRM Beaumont, to withdraw from the contest, and whether an option agreement, by which a former KTRM stockholder would buy 32.5% of the new ch. 6 station if it were ultimately won by Beaumont Broadcasting, should have been considered by the FCC in making the grant.

The *Enterprise* holds that the FCC failed in its last decision to determine "affirmatively" whether FCC and administrative processes were "abused" by (1) an agreement between Beaumont Broadcasting and W. P. Hobby, publisher of the *Houston Post* (KPRC-AM-FM-TV), whereby Mr. Hobby would receive an option to buy 32.5% of the new ch. 6 station if ultimately won by Beaumont Broadcasting in return for a loan of $55,000; (2) Mr. Hobby's withdrawal as a stockholder from the KTRM application; (3) Beaumont Broadcasting's payment of the $55,000 to the remaining stockholders in the KTRM application in return for their withdrawal from the contest; and (4) the prospective change in BB's qualifications as an applicant based on proposed stock ownership by Mr. Hobby.

The FCC originally granted ch. 6 to BB in 1954 [AT DEADLINE, Aug. 9, 1954], reversing an examiner who favored KTRM. At that time, Mr. Hobby held 10% and an option to buy 25% more of the KTRM application. Losing applicants *Enterprise* and KTRM were granted their requests for reconsideration and stay. A new oral argument was held, Enterprise charging the FCC discriminated against newspapers by favoring KFDM on the issue of diversification of mass media [GOVERNMENT, Dec. 27, 1954].

Before the oral argument, Mr. Hobby loaned $55,000 to BB in exchange for an option to buy 32.5% of the ch. 6 station if the final grant went to KFDM, at the same time withdrawing from the KTRM application.

The FCC affirmed the grant to BB [AT DEADLINE, Jan. 31, 1955] and the *Enterprise* appealed. The appeals court in a 2-1

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KDKA-TV relies on 931 Rapid Reversal Film for

good news shots under the worst conditions

During a violent snowstorm in Erie, Pa., station KDKA-TV, Pittsburgh, Pa., sent Chief Photographer Charles Boyle in a helicopter to the disaster area.

"Our news director wanted shots of the storm for his evening news program," says Chuck Boyle. "For the job, I needed a fast film that would have enough latitude for rapidly changing light conditions. From my experience, the only film that fills these requirements is Du Pont Type 931 Rapid Reversal."

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KJEO-TV is THE perspicacious TV buy in the BILLION DOLLAR RICH Fresno and San Joaquin Valley. KJEO-TV is THE all-family TV Station that SELLS merchandise for its clients . . . why don't you call your H-R man now for information on how you too can be one of KJEO-TV's CONTENTED clients.



vote reversed the FCC and ordered further hearing, holding the FCC should have considered the prospective change occasioned by Mr. Hobby's option to buy 32.5% [GOVERNMENT, Jan. 2, 1956]. BB appealed the court decision to the U. S. Supreme Court but that court refused to review the case [GOVERNMENT, May 7; March 26, 1956]. The FCC held new hearings starting in July 1956 and last spring reaffirmed its grant to BB, reversing an examiner's initial decision favoring *Enterprise* [GOVERNMENT, April 28].

BB started operations on ch. 6 (KFDM-TV) April 24, 1955.

The argument last week was heard by Judges David L. Bazelon, Charles Fahy and John A. Danaher, the same panel which reversed the FCC in January 1956. Judge Danaher dissented from the majority opinion.

Interim Ch. 13 Plan Offered to New Orleans

The FCC last week announced it would permit temporary operation of a television station in New Orleans on ch. 13—permanently assigned to Biloxi, Miss.—if the three contestants for ch. 12 in New Orleans decide by Dec. 29 that they are willing to operate ch. 13 jointly.

The FCC action was an interim solution to the plight of the three applicants—WJMR-TV New Orleans (ch. 20), Oklahoma Tv Corp. (KWTV [TV] Oklahoma City) and Coastal Tv Co.—which have been in a contest for ch. 12 since that facility was "dropped in" at New Orleans in 1957. WJMR-TV has run ch. 12 on an experimental basis in a dual operation with its assigned ch. 20, but has been ordered to vacate ch. 12 by next Jan. 1. The WJMR-TV transmitter for its experimental operation is less than the minimum mileage separation from co-channel WJTV (TV) Jackson, Miss.

The Commission said last week that the three ch. 12 contestants may file a joint application for temporary operation on ch. 13 and if they agree to do so, WJMR-TV may move to ch. 13 on Jan. 1, with the others to join the operation after Jan. 31. They must, however, abandon ch. 13 when one of the three contestants gets the ch. 12 grant; and "in no event" may they continue on ch. 13 after that channel is granted in Biloxi.

The FCC's 1957 grant of ch. 13 in Biloxi to Radio Associates Inc. has been remanded by the U. S. Court of Appeals for the District of Columbia for re-examination of and findings on the financial qualifications of the applicants. WLOX Biloxi is the other contestant for ch. 12.

WJMR-TV applied for temporary operation on ch. 13 earlier this month [GOVERNMENT, Dec. 8] and Oklahoma Tv filed a similar application last week. Joint operation of ch. 13 obviously would give Oklahoma and Coastal a better foothold in New Orleans than they have at present and indications were last week that they were agreeable to a joint operation on ch. 13 with WJMR-TV on a temporary basis.

The FCC order last week specified that

the expenditures WJMR-TV has undergone in its experimental operation of ch. 12 will not be considered an advantage in the comparative hearing now going on, nor, said the FCC, will "any preference rebound" to WJMR-TV through temporary operation on ch. 13.

The FCC canceled WJMR-TV's ch. 12 operation effective next Jan. 1 [GOVERNMENT, Nov. 3] after a hearing required by an appeals court decision [GOVERNMENT, May 26]. WJTV claimed the WJMR-TV ch. 12 was not a bona fide experiment.

NETWORKS TESTIFY TO PUBLIC SERVICE

- **No let-up planned, Hill told**
- **Three chiefs reassure Senate**

The three tv networks have assured Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee that they plan no reduction in the amount of public service programming. All three listed their present and planned shows in written answers to a query by the senator, who asked whether "there are plans now under consideration [by the networks] to reduce the public service programming during the coming season."

In the most exhaustive reply filed, CBS President Frank Stanton said there has been no reduction of that type programming on CBS-TV and none is planned. He said that after Jan. 1 there will be some changes on radio (Program Consolidation Plan) entailing a "substantial curtailment of entertainment with a resultant rise in news and public affairs."

Dr. Stanton pointed out that in 1957 CBS-TV spent $14.4 million in news and public service programs (excluding sports) and in 1958 the figure was $16.8 million. Cost of this type programming was $8.4 million over the income accrued, he said. Also, he said, CBS employs 378 persons in news and public affairs and only 310 for entertainment shows. While public service programming appears to make up only a small portion of the network schedule, Dr. Stanton wrote, money spent in that field is just under 25% of the amount spent on entertainment.

All three networks gave a complete rundown of public affairs and news programs they are telecasting, including date, time and short explanation.

ABC President Leonard H. Goldenson did not make any reference to program dropped in the past or to be added in the future. "We contemplate that our weekly schedule of regular public service programs in tv and radio will not be decreased during 1959," he stated, "and you may rest assured that we will continue as we have in the past to broadcast the substantial number of public service programs which we regard as necessary for a well balanced program schedule."

Robert E. Kintner, NBC president, stated: ". . . the attached material [NBC public service schedule] demonstrates that far from reducing our efforts in public service and informational programming, we are seeking to increase the effectiveness, scope and variety of programming in this field . . ."

Special Delivery to you and yours

As holiday wishes ring out across the land, we pause for particular greetings to the men who own and operate the nation's far-flung broadcasting properties.

Through their untiring efforts, the hope for better understanding—between people and between nations—has been advanced in a most trying year.

Whatever the future holds, our faith in the ultimate constructive force of thoughtfully directed TV-Radio media is best expressed by this challenging quotation:

"One broken dream is not the end of dreaming
One shattered hope is not the end of all
Beyond the storm and tempest, stars are gleaming
Still build your castles, though your castles fall"

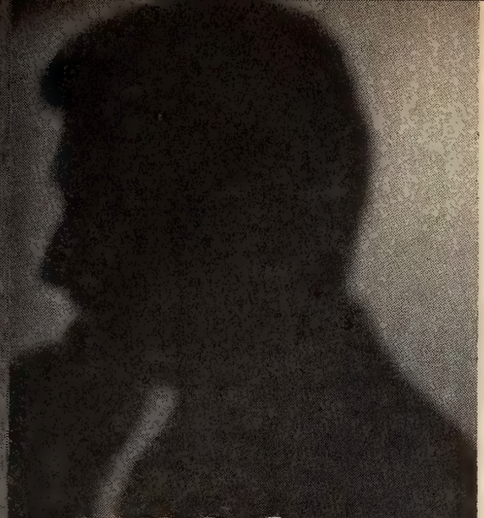
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Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

D.C. Court of Appeals Upholds FCC's Evansville Deintermixture

Commission orders which ensue from a rulemaking proceeding are not legally bound to embody any of the propositions offered in the original rulemaking notice, the U.S. Court of Appeals for the District of Columbia ruled last week in a 2-1 decision upholding a part of the FCC's 1957 deintermixture actions in the Evansville, Ind., area.

The FCC, as part of a deintermixture order March 1, 1957, reassigned ch. 9 from Hatfield, Ind.-Owensboro, Ky., to Evansville and made it an educational noncommercial facility, substituting ch. 56 at Owensboro.

The court denied appeals by two former competing applicants for ch. 9 at Hatfield, Ind., who claimed the original rulemaking proposal June 26, 1956—which contemplated deintermixture in the Evansville area—did not mention ch. 9. The two appellants—Owensboro on the Air Inc. and Owensboro Publishing Co.—made no proposals in the rulemaking proceeding but asked the FCC to "strike" proposals by uhf outlets WFIE (TV) Evansville and WEHT (TV) Henderson, Ky., asking that ch. 9 be reserved for education.

The court's opinion written by Circuit Judge John A. Danaher last week held that the appellants had certainly been made aware of the uhf stations' proposal on ch. 9 and that the FCC's original notice included "a description of the subjects and issues involved," which, the court said, is the only requirement under law. Judge Walter M. Bastian agreed with him, but Judge Charles Fahy dissented, saying he did not feel the notice was legally sufficient.

The other part of the FCC deintermixture order of March 1, 1957, was the reassignment of ch. 7 from Evansville to Louisville, Ky., and substitution of ch. 31 in Evansville. That part was contested by WTVW (TV) Evansville, now on ch. 7, and a show cause proceeding currently is being held.

No Reversal for Ch. 13 Remand

The last chance to reverse remand of the Indianapolis ch. 13 case was lost last week when the U.S. Supreme Court refused to consider an appeal. Crosley Broadcasting Corp., which won the grant in 1957 after a four-cornered hearing fight, had asked the Supreme Court to review last spring's appeals court ruling that the FCC must rehear the case because Comr. T.A.M. Craven voted in the final grant but had not heard argument. WIBC Indianapolis, one of the unsuccessful applicants, had brought the first appeal. The FCC two weeks ago set Jan. 23 for oral argument in the case [GOVERNMENT, Dec. 15].

FCC Won't Stay Michigan Grant

The FCC last week denied a petition by Jackson Broadcasting & Television Corp. for a stay of the effective date of the Commission decision which authorized the first commercial-educational tv sharetime operation on ch. 10 Onondaga, Mich. [GOVERNMENT, Sept. 8]. The share-time stations involved are WILX-TV, commercial, and WMSB (TV), educational. Jackson Broadcasting, along with Triad Television Corp. and Booth Broadcasting Co., had sought ch. 10 in Parma, Mich. A petition for rehearing of this case filed by Jackson is pending before the Commission. Comr. John Cross did not participate in this decision.

Cord to File for Ch. 4 Reno If KAKJ (TV) Permit Revoked

KFAC Los Angeles' owner E. L. Cord, who has made two requests of the FCC seeking assignment of vhf channels to Reno, Nev., last week asked that the FCC "expedite" the revocation proceedings involving KAKJ (TV) Reno, on ch. 4.

Mr. Cord said that if the FCC revokes the KAKJ license, as recommended in a hearing examiner's initial decision last March [GOVERNMENT, March 17], he will file for ch. 4.

Oral argument was held before the FCC in the KAKJ revocation case Friday (Dec. 19) on charges the station made false representations to the Commission.

KAKJ, answering Mr. Cord's petition last week, asked that the FCC strike the petition, adding that Mr. Cord has "no standing" in the case and that his petition was filed to "muddy up a record."

KXLJ-TV Loses Petition Fight To Stop CATV Relay Expansion

The FCC last week denied two petitions by ch. 12 KXLJ-TV Helena, Mont., seeking to stop a private common carrier feeding tv signals to community tv systems from extending its system to Helena.

The Commission turned down KXLJ-TV's petitions asking (1) for reconsideration of the FCC's March 27 action in dismissing the Helena station's protest, and (2) the station's request that the Commission cancel or stay the construction permits granted to James G. Edmiston doing business as Montana Microwave. Last January the FCC approved Montana Microwave's applications to extend its radio relay system to feed not only community antenna systems in Missoula and Kalispell, but also Helena with the programs of three Spokane tv stations and KXLF-TV Butte, Mont. KXLF-TV is affiliated in ownership with the Helena station.

KCLO, KWBB Backed for Boosts

FCC Hearing Examiner Basil P. Cooper last week recommended grants to two stations asking increased power on 1410 kc and for a proposed new station on that frequency, determining after a hearing that loss of broadcast service caused by interference would not result from the grants in some instances and would be negligible in others. The grantees: KCLO Leavenworth, Kan., from 500 w day to 5 kw day with directional antenna; KWBB Wichita, Kan., from 1 kw, directional day and night, to 5 kw day and 1 kw night, directional day and night; Bowie-Nocona Broadcasting Co., construction permit at Bowie, Tex., with 500 w day, directional.

AFTRA, Networks Shake On New 2-Year Contract

American Federation of Television & Radio Artists and the radio-television networks have reached an agreement at last on a new two-year contract, subject to the approval of AFTRA's board of directors and its membership.

Both AFTRA and network sources confirmed Thursday (Dec. 18) that a "handshake settlement" had been reached but both refused to indicate the terms of the proposed contract before AFTRA's board and membership were notified. It was reported that the AFTRA board would learn details of the agreement over this past weekend but the proposal would not be submitted to the membership until after Jan. 1, 1959.

It was understood that the performance and re-run fees would run higher than in the SAG contract. One source indicated that performance fees for live and taped commercials would be 25% higher than for the comparable SAG fees, and program rates would be more than 25% higher. The re-run pattern established for videotaped programs under the AFTRA contract was said to provide for payment up to 310% of the original fee, reported to be "well in excess" of SAG re-run pattern for filmed programs.

On policy matters, the latest word was that AFTRA agreed to waive its demand for an unfair station clause whereby a network would not feed its programs to an affiliate which the federation has struck. In return, the networks were said to have agreed not to "stockpile" taped programs —that is, build up a reserve of programming by having performers appear in a larger number of programs in a given week than is considered "normal" for one week.

The old contract expired on Nov. 15 but performers remained on the job until further notice.

Conservatives Score In Local 47 Election

An administration slate of American Federation of Musicians' Local 47 in Hollywood won the local's biennial election by a two-to-one margin. The result was hailed by union spokesmen as a clear-cut victory for the conservative faction, which has urged settling the local's differences with the national AFM policies within the union rather than resorting to the courts as the rebel faction has done.

New officers, to serve for two years from their installation in January, are president, John Tranchitella; vice president, Max Herman; recording secretary, Lou Maury; financial secretary, Leroy Collins.

Dale Brown, Benny Arter and Bob Elliott were elected trustees of the local. Attilio De Palma, Dow Garlock, Joe Heredia, Morty Jacobs and Marl Young were elected to the board of directors. Harvey Brooks, Charlie Gonzales, Don Lindner, Hugh McNutt, Bill Nadel and Don Wigh were elected to the trial board. Max Herman and Lou Maury were chosen as delegates to the national AFM convention.

On Monday (Dec. 15), date of the election, a pretrial hearing was held in the Anderson case (suit brought by a group of Hollywood musicians to divert payment made by phonograph record companies into the music performance trust funds to the individual musicians instead). That suit was amended to raise the money damages asked for from $8.5 million to nearly $15 million. Trial is scheduled to begin early in March before Los Angeles Superior Court Judge Clarence L. Kincaid.

Leader of the musicians who are plaintiffs in the suit is Cecil F. Read, whose fight against the trust fund policies of the AFM led to his expulsion from the union and who last March organized Musicians Guild of America as a rival to AFM [PERSONNEL RELATIONS, March 31]. In July, MGA won an election as bargaining agent for musicians employed at the major motion picture studios [AT DEADLINE, July 14] and subsequently negotiated a contract with them, ending a strike which had existed for some six months. Since negotiations for a new AFM contract at these studios had broken down, the union shop clause in the MGA contract has been challenged as questionable [PERSONNEL RELATIONS, Dec. 8] and MGA, the Assn. of Motion Picture Producers and eight individual motion picture companies have been summoned to a NLRB hearing to be held in Los Angeles starting Jan. 26.

Earlier in January (Jan. 15, 19 and 21), the L.A. labor board office will hear MGA petitions for certification elections with Liberty, Essex and Bowmar recording companies. MGA's petitions for similar elections at other recording companies have been held up in some instances because of a past record of bargaining on a national level, and in others because the companies are members of an association and there is a question whether they should be handled individually or collectively, Mr. Read said. The recording company contracts with AFM expire the end of January.

AFM's contracts with the radio and tv networks also expire at that time, but MGA has not applied for NLRB elections to secure bargaining agency status for their musician employes. Mr. Read said that MGA had decided not to intervene in AFM's negotiations in the broadcast field at this time, "unless it becomes necessary to do so in the interest of the individual musicians."

Benjamin Aaron, referee appointed by AFM Local 47 to hear charges involving more than 100 members of Local 47, chiefly of dual unionism by aiding or supporting MGA, last week recommended that seven members, suspended from membership in Local 47 since last April, be reinstated with no further penalties. Five of the seven were found not guilty of the charges against them; the other two were found guilty of one or more charges, but not of all. These seven are the only cases reported on by Mr. Aaron so far.

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"Ad Age is just naturally part of my life"

says **HOWARD E. WILLIAMS**
Vice-President/Marketing
E. & J. Gallo Winery



"Anyone in the business of promoting sales to consumers must be vitally interested in the news Advertising Age brings or I'd wonder just how aware he is of what's ticking. News of what's going on in the world I live in is in Ad Age. So Ad Age is just naturally part of my life."

Since the executives who call the shots in advertising need both up-to-the-minute news and sharp analyses of marketing trends, wherever markets and media are being selected and schedules planned, there, too, you'll find Advertising Age. *Check on it:* you'll discover that most of the admen of importance to you—those who *influence* as well as those who *activate* major broadcasting decisions—consider Ad Age an important part of their business life.

The E. & J. Gallo Winery is just one example from AA's nationwide audience. This California concern, which sells more than 100,000,000 bottles of wine annually, puts its major advertising emphasis on television and radio. During the first half of 1958, Gallo spent more than $530,000* on spot tv time alone.

Every Monday, market-interested executives at Gallo turn to Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agency, Doyle Dane Bernbach Inc., with a total of *48 paid-subscription copies each week.*

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

**Television Bureau of Advertising, Inc.*

HOWARD E. WILLIAMS

Before entering the wine industry, Mr. Williams "grew up," as he puts it, in the advertising agency business. In 1948, he resigned as San Francisco manager for Young & Rubicam to accept the general managership of the Wine Growers Guild. During this first association with a wine organization, he was responsible for creating "Guild" as a national brand. Mr. Williams joined the E. & J. Gallo Winery in 1956. As vice-president in charge of marketing, he is concerned with the introduction of new products (among the latest: the Thunderbird and Paisano wines), the opening of new markets, package design, and other duties.

Mr. Williams' principal leisure-time activities include fishing and furniture design. Fishing trips, he says, have taken him as far as Canada and Alaska. He also reports that as a member of the wine industry, "being an amateur chef is par for the course."

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42 Nashville
43 Champaign
44 Miami
45 Sacramento-Stockton
46 Omaha
47 Davenport-Rock Island
48 Binghamton
49 Raleigh-Durham
50 Asheville

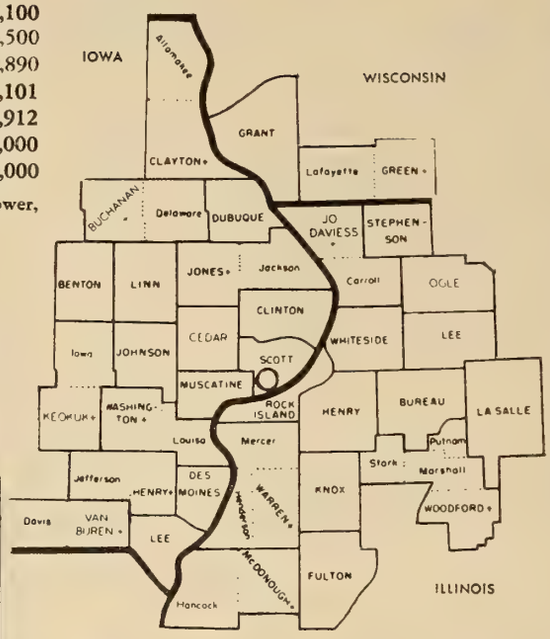
WOC-TV is No. 1 in coverage
In This 47th Market

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2



WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Union Stops KTLA (TV) Taping 'Pilgrimage Play' for Hal Roach

Recording of the *Pilgrimage Play* on videotape as an hour-long tv program at KTLA (TV) Los Angeles for syndication by Hal Roach studios, scheduled to begin Wednesday (Dec. 17), has been postponed until union complications can be ironed out.

Simply stated, the situation is that Screen Actors Guild and Screen Directors Guild have contracts with the Roach studios and if Roach is the producer and the actors and director are on his payroll, they expect him to honor those contracts and use SAG and SDG members. If KTLA is the producer, under its contract with ATFRA it would be expected to use AFTRA members in the *Pilgrimage Play* cast. KTLA's directors are not organized; the station has no contract with either SDG or Radio & Television Directors Guild, which has jurisdiction over directors employed on live programs as SDG has over those employed on filmed shows. So there is no jurisdictional conflict there.

A complicating factor is the AFTRA position that SAG's jurisdiction over actors employed on filmed programming does not extend to taped shows, regardless of whether the taping is done at a station or at a motion picture studio. Claude McCue, AFTRA western regional director, has taken the stand that the *Pilgrimage Play* production is a KTLA remote and therefore belongs to AFTRA, regardless of whether the station or Roach is the producer. KTLA, which originally was to provide the "below-the-line facilities," may now become the full producer of the program, which would then be sold to Roach as a package. William Sterling, Roach executive who was to produce the religious spectacle, declined to comment on the situation.

One possibility is the matter may be referred to the NLRB. This was considered unlikely, however, with settlement worked out among KTLA, Roach and unions deemed more probable.

Ironical footnote: Roach's choice of KTLA to handle the videotaping was dictated, at least in part, by fact that both studio and station technicians are members of IATSE and that having KTLA handle the taping would avoid any union problems [PROGRAM SERVICES, Dec. 8].

Brady Heads Tv Producers Guild; Other Officers, Directors Named

Television Producers Guild has named officers and directors to serve until a general election next May. The Guild was established to secure residual payments and other benefits for producers of tv programs such as are enjoyed by other craftsmen working in tv. Officers are: president: Ben Brady; first vice president: David Dortort; second vice president: Ralph Levy; secretary: Edgar Peterson; treasurer: Albert McCleery. Directors, in addition to the officers, are: Cecil Barker, Ben Feiner, James Fonda, Axel Gruenberg, Roy Huggins, Hal Hudson, Sheldon Leonard, Nat Perrin, Darrell Goss and Anthony Barr. Mr. Barr represents associate producer members.

Some European Commercials Better than Ours—Spight

European television advertising is equal to America's in art, puppetry, and color while ahead in the use of humor in commercials, says Lindsey Spight, former vice president and head of Blair Tv's San Francisco office, just returned from a seven-week tour of the Continent.

Other observations by Mr. Spight include the possible introduction of a third tv network in Great Britain. The question in tv circles there, he said, is not whether there should be a third system, but who should control it—the BBC, the operators of the present commercial network or a new group? Likelihood is, Mr. Spight reports, that the third system will conform with the European standard of 625 lines instead of telecasting with a definition of 405 lines now used in the United Kingdom.

Pressure from continental advertisers seems certain to expand the amount of commercial time in the near future, Mr. Spight predicts. In West Germany, with some two million tv families, the 6:30-7 p.m. slot each evening (except Sunday) is commercial. Three minutes of announcements precede and follow half-hour shows such as a German-dubbed *Father Knows Best.* Demand for these six minutes a day is such that the slot is sold out for the whole of next year, Mr. Spight was told. A similar situation exists in Italy, where a 10-minute block of commercials is broadcast each evening.

Mr. Spight found that broadcasting executives of both countries are looking forward to second tv systems. The advent of commercial competition will improve tv set sales as well as programming, the retired Blair Tv-man forecasts.

European advertising agencies are well equipped to produce tv commercials, Mr. Spight observes, as they have had a lot of experience preparing ads for motion picture theatres, a major medium in Europe and Great Britain. It was after seeing the prize-winning cinema and tv commercials from the Venice Festival that Mr. Spight came to the conclusion that European ads are equal or better than the home product.

INTERNATIONAL SHORTS

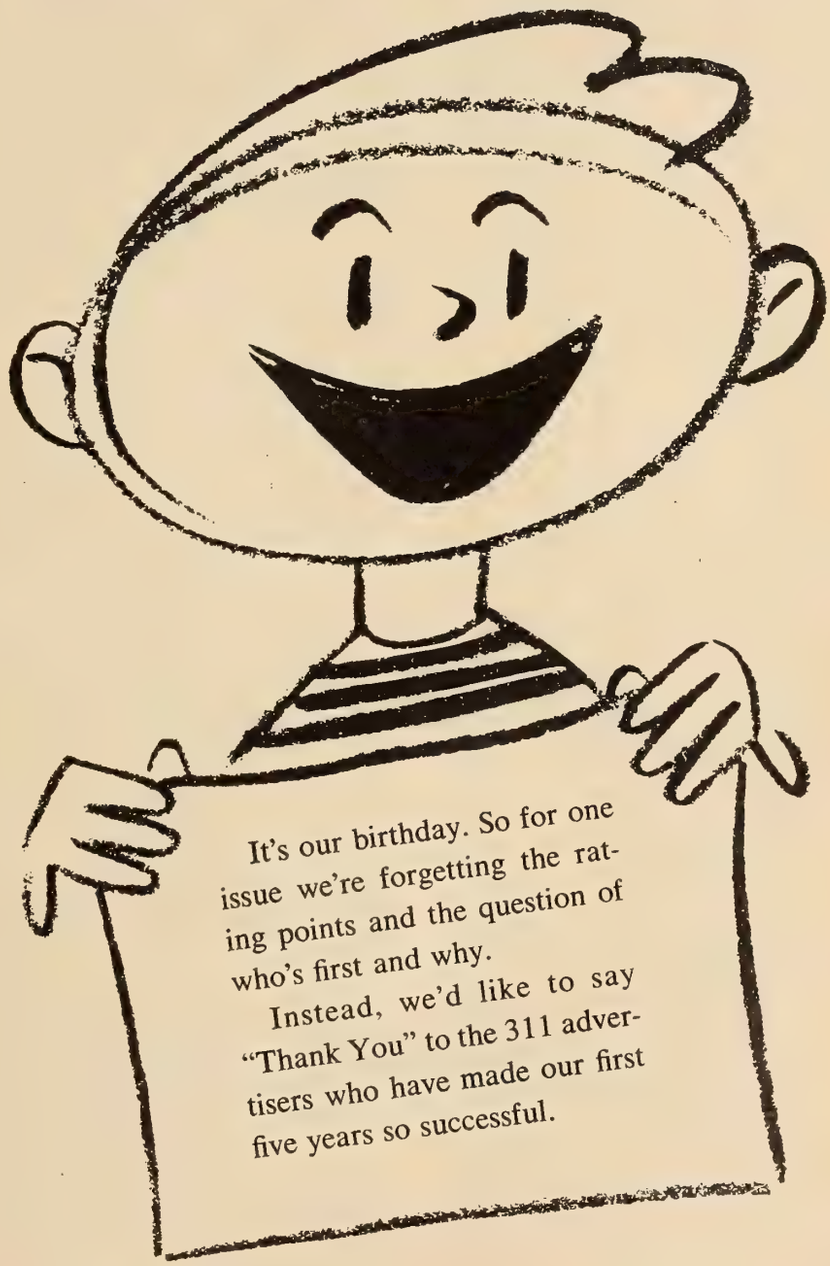
Bertram H. Claster Enterprises, Baltimore, announces its tv series, *Romper Room,* will go international on its sixth anniversary, Feb. 9, with appearance on CKCW-TV Moncton, N. B., Canada.

Production has started at Old Chelsea, 14 miles north of Ottawa, Ont., on half-hour television film series on Royal Canadian Mounted Police. Series is being produced jointly by Canadian Broadcasting Corp., Ottawa; British Broadcasting Corp., London, England; and Crawley, McConnell Ltd., Ottawa. Filming is being done by Crawley Films Ltd., Ottawa, with Bernard Girard, Los Angeles writer and director, as producer-director. Series will be distributed internationally and will have French-language version. Series will deal with activities of three-man Mountie detachment.

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A matching schedule on Ch. 2 in Bangor saves an *extra 5%*.

NAB CONVENTION ON PLANS BOARD

- **Committee charts standard-size meeting in Chicago**
- **Top management business dominates March 15-18 agenda**

The problems of top broadcast management will dominate NAB's convention, to be held March 15-18 at the Conrad Hilton Hotel, Chicago, but there isn't any indication the annual meeting will be cut down in size.

A year ago many NAB officers and board members thought the industry meeting was getting too big, though it is not in a class with the gigantic conventions of many professions. They decided to focus programming on management problems, but planning for the broadcast meeting next March points to the usual near-2,000 official registrants plus the normal quota of unofficial participants.

Last Tuesday (Dec. 16) NAB's Board Convention Committee met in Washington to work over the preliminary plans. The members found that the annual exhibition of broadcast equipment will be the largest in history. However, programming is cut by one day.

Contracts are out for 18,750 square feet of exhibit space, the committee was told by Everett E. Revercomb, convention manager and NAB secretary-treasurer. This tops all past records by 1,500 square feet and is 4,000 square feet larger than the combined space last spring at the Biltmore and Statler Hotels in Los Angeles.

Film, transcription, program services and related convention exhibitors will be allotted hospitality suites scattered around the Conrad Hilton in March in lieu of the usual two-floor cluster of sample rooms featured by equipment in operation and elaborate displays.

An NAB survey showing program ideas of 500 radio and tv stations guided the convention committee last week in its planning. G. Richard Shafto, WIS-TV Columbia, S.C., and Robert T. Mason, WMRN Marion, Ohio, are co-chairmen of the committee.

The first step was selection of a keynoter, with Robert W. Sarnoff, NBC board chairman, selected as recipient (story this page).

The convention will be built around three types of sessions—top management-ownership, general sessions and the Engineering Conference.

Separate radio and tv programs are planned the afternoon of Monday, March 16, Tuesday morning and Wednesday afternoon. Only management-ownership delegates are eligible to attend, plus others accredited by them. An accreditation technique will be set up next month.

General sessions are scheduled Monday noon, when tentative programming calls for keynote address at luncheon; Tuesday noon, luncheon address by FCC chairman; Wednesday morning, proposed FCC roundtable, and Wednesday noon, luncheon address by NAB President Harold E. Fellows. Tuesday afternoon is left open for inspection of exhibits.

All delegates, including associate members and those attending the Engineering Conference, are eligible to attend general sessions and the final event, the Wednesday night banquet at which Broadcast Music Inc. will provide entertainment.

J. Frank Jarman, WDNC Durham, N.C., NAB Radio Board chairman, will open the radio management conference. Topics will include programming, projecting the station image, standards of good radio practice, music licensing, audience research, five-year forecast, editorializing, legislative report and automation trends. Radio Advertising Bureau will stage a sales clinic.

C. Howard Lane, KOIN-TV Portland, Ore., Tv Board chairman, will open the tv management sessions. Topics will include discussions and reports on creativity and programming, Congress, tv allocations, sales and costs, tv film and videotape. Television Bureau of Advertising will hold a sales clinic. An election is scheduled for four vacancies on NAB's Tv Board.

The Engineering Conference will emphasize "how to" presentations, according to James D. Russell, KKTV (TV) Colorado Springs, Colo., NAB board liaison.

Attending last week's convention planning session, besides Messrs. Shafto, Mason, Jarman and Lane, were Joseph E. Baudino, Westinghouse Broadcasting Co.; John H. DeWitt, WSM Nashville, Tenn.; William Holm, WLPO LaSalle, Ill., and Fred A. Knorr, WKMH Dearborn, Mich.

NAB staff participants besides Messrs. Fellows and Revercomb were Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Howard H. Bell, assistant to the president for joint affairs; Donald N. Martin, public relations assistant to the president, and A. Prose Walker, engineering manager.

Wilner, Sarnoff Named By NAB for '59 Awards

Robert W. Sarnoff, NBC board chairman, has been named by the NAB Board Convention Committee to receive the association's 1959 Keynote Award for Distinguished Service. He will be keynote speaker at the annual convention in Chicago March 15-18.

A new NAB award honoring broadcast engineers who make outstanding technical contributions to radio and tv will be presented during the convention to John T. Wilner, engineering vice president of the Hearst stations.

The keynote award, seventh in the NAB series, assumes a father-son aspect, Brig. Gen. David Sarnoff, RCA board chairman, having received the first award in 1953. His son, Robert W., will accept the award Monday, March 16, as NAB formally opens its convention. The award is given annually to a person who has made "a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service."

Announcement of the keynoter selection was made Dec. 16 after a Washington meeting of the NAB Board Convention Committee by its co-chairmen, G. Richard Shafto, WIS-TV Columbia, S.C., and Robert T. Mason, WMRN Marion, Ohio.



MR. SARNOFF



MR. WILNER

Mr. Sarnoff, 40, has been with NBC a decade following service with the Cowles stations and publications. He moved from an account executive post at the network through programming, production and film departments into top executive responsibility.

Past keynoters besides Gen. Sarnoff have been William S. Paley, CBS board chairman, 1954; Mark Ethridge, publisher of the *Courier-Journal* and *Louisville Times* and a former NAB president, 1955; Robert E. Kintner, then ABC president, 1956; ex-President Herbert Hoover, 1957, and Dr. Frank N. Stanton, CBS Inc. president, 1958.

The NAB Engineering Award Committee that picked Mr. Wilner for the first technical award cited his work in developing the "image orthicon saver."

The electronic innovation greatly prolongs the life of costly image orthicon tubes in tv cameras, relieving the "stickiness" problem after camera tubes have been in use for some time. The problem had plagued engineers from early tv days.

Mr. Wilner will receive the award during the 13th annual Broadcast Engineering Conference, a feature of the annual NAB convention.

The presentation will be made at a March 18 luncheon. A. Prose Walker, NAB manager of engineering, headed the selection committee, which based the award on Mr. Wilner's "contribution to technical knowledge and operating techniques which have both engineering and economic benefits to broadcasting stations."

Before joining the Hearst group in 1949 Mr. Wilner served with CBS where he engaged in color, monochrome and uhf development work for 12 years.

Clements Heads News Group

Jack Clements, WRVA Richmond, was elected first president of the new Mid-Atlantic News Broadcasters Assn. at its recent Norfolk, Va., meeting. Lon Backman, WCMS Norfolk, was elected vice president and Charles Roeder, WCBM Baltimore, secretary-treasurer. The association includes Virginia, West Virginia, District of Columbia, Maryland, Delaware and Southern Pennsylvania. It is an outgrowth of a move suggested by Radio Television News Directors Assn.

NAB Maps Standards For Station Editorials

A road map for broadcast editorials is proposed by NAB.

The practice of taking a position on local, regional and national affairs is growing in the broadcast industry but there is only one uniform policy: FCC's insistence that both sides be fairly presented.

Last week (Dec. 17) a special NAB committee that has been studying the subject, completed a report after several months of staff work. The committee was formed last spring at the direction of the NAB board of directors.

The committee, meeting in Washington took two main steps: (1) Drew up proposed standards of editorial practice to guide radio and tv stations desiring to editorialize, and (2) analyzed editorializing problems, including station responsibility and the doctrine of fair comment.

The report now goes to the NAB Board, which meets Feb. 2-6 at Hollywood Beach, Fla.

Broadcast editorials are "an important force for community improvement" and a means of interesting citizens in public affairs and stimulating them "to become personally more active in community life," the committee report said. Co-chairmen of the committee are Alex Keese, WFAA Dallas, and Joseph E. Baudino, Westinghouse Broadcasting Co.

Aiding the committee in its report was a detailed survey of station editorializing practices. It was based on questionnaires filled out last autumn by delegates attending NAB fall conferences. Editorializing discussions were conducted at each of the eight conferences.

Attending the committee meeting besides Messrs. Keese and Baudino were Simon Goldman, WJTN Jamestown, N. Y.; Daniel W. Kops, WAVZ New Haven, Conn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert L. Pratt, KGGF Coffeyville, Kan., and G. Richard Shafto, WIS-TV Columbia, S. C.

Marks Nominated as FCBA Head

Leonard Marks has been nominated for presidency of the Federal Communications Bar Assn. in the coming year. Nominations will be acted upon by the organization's membership at the annual banquet Jan. 9 in the Sheraton Park Hotel in Washington [PROFESSIONAL SERVICES, Dec. 15]. Other nominees: Frank U. Fletcher, first vice president; Robert M. Booth Jr., second vice president; Edward F. Kenehan, secretary; E. Stratford Smith, treasurer; John H. Midlen, assistant secretary; Theodore Baron and Arthur H. Schroeder, each for a three-year term on the executive committee; Donald C. Beelar, for a one-year term to fill the unexpired term of the late Verne R. Young, and outgoing FCBA President William C. Koplovitz, as delegate to the American Bar Assn. for a two-year term beginning after the ABA meeting in 1959.

Reps Elect Peters President Of SRA, Succeeding Headley

H. Preston Peters, president of Peters, Griffin, Woodward, station representative, was elected president of the Station Representatives Assn. succeeding Frank M. Headley, of H-R Representatives and H-R Television, who retires at the end of this year after a two-year term.

At the annual membership meeting Wednesday (Dec. 17) in New York, the following were elected:

John Blair of John Blair Co., vice president; Eugene Katz of The Katz Agency, re-elected treasurer; Richard O'Connell of Richard O'Connell Inc., re-elected secretary, and Adam Young of Adam Young Inc., elected to a three-year board term. Directors for 1959: Messrs. Peters, Headley, Blair, Katz, O'Connell, Young and Joseph J. Weed of the Weed firm and Lewis H. Avery of Avery-Knodel.

Country Music Assn. Opens Office

The Country Music Assn., a group of radio-tv station owners, disc jockeys, publishers, etc. [TRADE ASSNS., Dec. 1], has opened headquarters at 604 Exchange Bldg., Nashville.

Organizational plans will be made final and committees appointed at a Jan. 10-11 board of directors-officers meeting at the Hermitage Hotel, Nashville. Mrs. Jo Walker has been appointed CMA office manager.

KMJ-TV

Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative

THE KOBY RECORD
IS TOPS
IN SAN FRANCISCO



Forget the others—because the hit number in San Francisco is 85.4% (Adults in Audience Composition—June Nielsen). KOBY is the top seller—keeps its loyal San Francisco audience in a *buying* frame of mind! No double spotting!

10% discount when buying KOBY—and KOSI, Denver!

KOBY 10,000 Watts in San Francisco

See PETRY—and get on the KOBY Hit Parade!

For Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

NTA'S DREAM PACKAGE
of 85 feature films from the studios of 20th Century-Fox and other important producers

Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! top-flight stars, first-rate pictures.

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC.,
10 Columbus Circle. New York 19

BY THE ROCKETS' RED GLARE

The space age is rocketing into orbit all around.

Press Wireless Inc., New York, which operates in the international radiotelegraph field, has applied for authority to provide its clients with voice communications with the first manned vehicle to reach outer space. And last month an RCA engineer posed the possibility of an earth satellite "post office" to a gathering of the American Rocket Society.

The FCC answered an earlier Press Wireless request [GOVERNMENT, Oct. 20, *et seq.*], to confirm the applicability of present licenses to outer space use, by informing Press Wireless that the Commission will consider such applications on a case-by-case basis. In asking the FCC for a Special Temporary Authority to cover two-way communication with manned vehicles in outer space, Press Wireless referred to either U.S. or U.S.S.R. vehicles.

"Since the firing of a manned vehicle or missile into the regions of outer space is of vital concern to everyone, the press and broadcast organizations will obviously wish to interrogate the first man to be placed into outer space in order to ascertain his reactions, his experiences and his well being," Press Wireless told the FCC.

In the case of the RCA engineer's speech to ARS, the possibility is raised that the stamp "via airmail" may in time be replaced by "send by sputnik."

Sidney Metzger, manager of communications engineering at RCA's Astro-Electronic Products Div., Princeton, N. J., told the annual meeting of ARS in New York that an earth satellite "post office" system that would transmit all first class and airmail letters via microwave radio signals (1,000-10,000 mc band) from the U.S. to Europe might one day come into being.

The way Mr. Metzger sees it, letters would be written on standard forms (reminiscent of the World War II "V-Mail" blank), their contents converted electronically into signals, shot out into space to a satellite repeating station thousands of miles above the earth at a longitude midway between the two hemispheres. From there, the signals would be beamed to an appropriate post office which would de-scramble the signal.

Thus, the letter now sent by surface mail (8 cents for the first ounce, 5 cents for each additional ounce) and requiring about 10 days for delivery would be sent within 2½ days and cost 12-15 cents per letter. Even the present airmail system (15 cents per half ounce) requires up to 4-6 days in most regions outside of major European cities.

How would RCA fit into this proposal? Suggested Mr. Metzger: Use the RCA "Electro-Fax" printer in combination with a special thin-window display tube now being developed by RCA.

Tv Shows, Networks Draw Fire Of Siragusa at Admiral Meeting

Tv programming in general and networks in particular have drawn a verbal broadside from Ross D. Siragusa, president of Admiral Corp., for alleged shortcomings on the domestic and international scenes.

Addressing the company's annual convention in Chicago Dec. 13, Mr. Siragusa said: "Television networks are offering the American people a thimbleful of imagination in programming and are throwing buckets of commercials on top of it. . . . One thing we are missing in television is the exciting kind of programming which, without a doubt, serves as a stimulus to television set ownership."

Mr. Siragusa has been occasionally critical of network operations, particularly with respect to color tv programming. Admiral itself has eschewed television advertising for several months, concentrating on print media.

He commented further, "We have barely begun to understand the great power for good lying comparatively dormant in the magic of television." He suggested the exchange of 30 minutes per week of free tv time between an American network and "the Russian tv home." As an example of creative television, he cited the telecast of the Papal coronation from Rome into France, Belgium and other Italian cities.

The manufacturing industry has reached the high saturation point, dipped and started another climb, generated by replacements and second-set purchases, he said. The replacement market has increased to the point where it now offsets the decline caused by saturation. In 1958, Mr. Siragusa noted, sales dropped 20% to about five million-plus units but should hit six million in 1959. Admiral expects a 25% increase in the upcoming first quarter over that period this year, he reported.

Radio Sets Up Before Holiday, Tv Receivers Off in November

Radio set production and sales increased in November as the holiday season approached but tv production and sales showed a drop.

Preliminary November estimates by Electronic Industries Assn. show 960,383 radio sets were produced in November compared to 922,508 in October and 993,491 in November a year ago. Radio set sales to consumers totaled 890,000 in November, 6% over the 837,821 in November 1957. October radio sales totaled 711,877.

Radio production totaled 7,185,537 sets in 11 months of 1958 compared to 7,937,069 in the same 1957 period, a drop of 9%. Radio sales to comsumers for 11 months of 1958 totaled 6,312,133 sets compared to 7,209,791 in the same 1957 period. Auto radios move directly to car manufacturers.

Production of tv sets totaled 439,904 in

November compared to 495,617 in October and 574,646 in November a year ago. Eleven-month tv output was 4,507,710 sets compared to 5,825,804 in the same 1957 period.

Television sales to consumers totaled 510,000 in November compared to 556,584 in October and 625,166 in November 1957. Tv sales for 11 months of 1958 totaled 4,671,496 sets compared to 5,755,559 in the same 1957 period.

Signal Corps Takes Delivery Of GE Mobile Color Tv Unit

A fully-equipped mobile color tv unit has been delivered by General Electric to the Army Signal Corps Pictorial Center, Long Island City, N.Y. Described as the "first complete color tv studio on wheels," it was designed and developed by the GE Technical Products Dept., Syracuse, N.Y.

The mobile unit, containing three color cameras, studio control equipment and complete audio gear, is housed in a 35-ft., 18-ton aluminum trailer. Use of transistors made it possible to reduce the standard size of color tv equipment and fit it in the trailer, according to William J. Morlock, general manager of the GE Technical Products Dept. An Army spokesman said the mobile unit, will be used for "various training and operational activities."

EIA Releases Standards

Four new sets of recommended standards of the electronics industry are being made available by Electronic Industries Assn. They cover test methods for component parts, broadcast microphones cables, ratings on hookwire and the measurement of direct interelectrode capacitances. Copies may be obtained at EIA Engineering Dept., 11 W. 42d St., New York 36 (minimum charge of $1 on all orders).

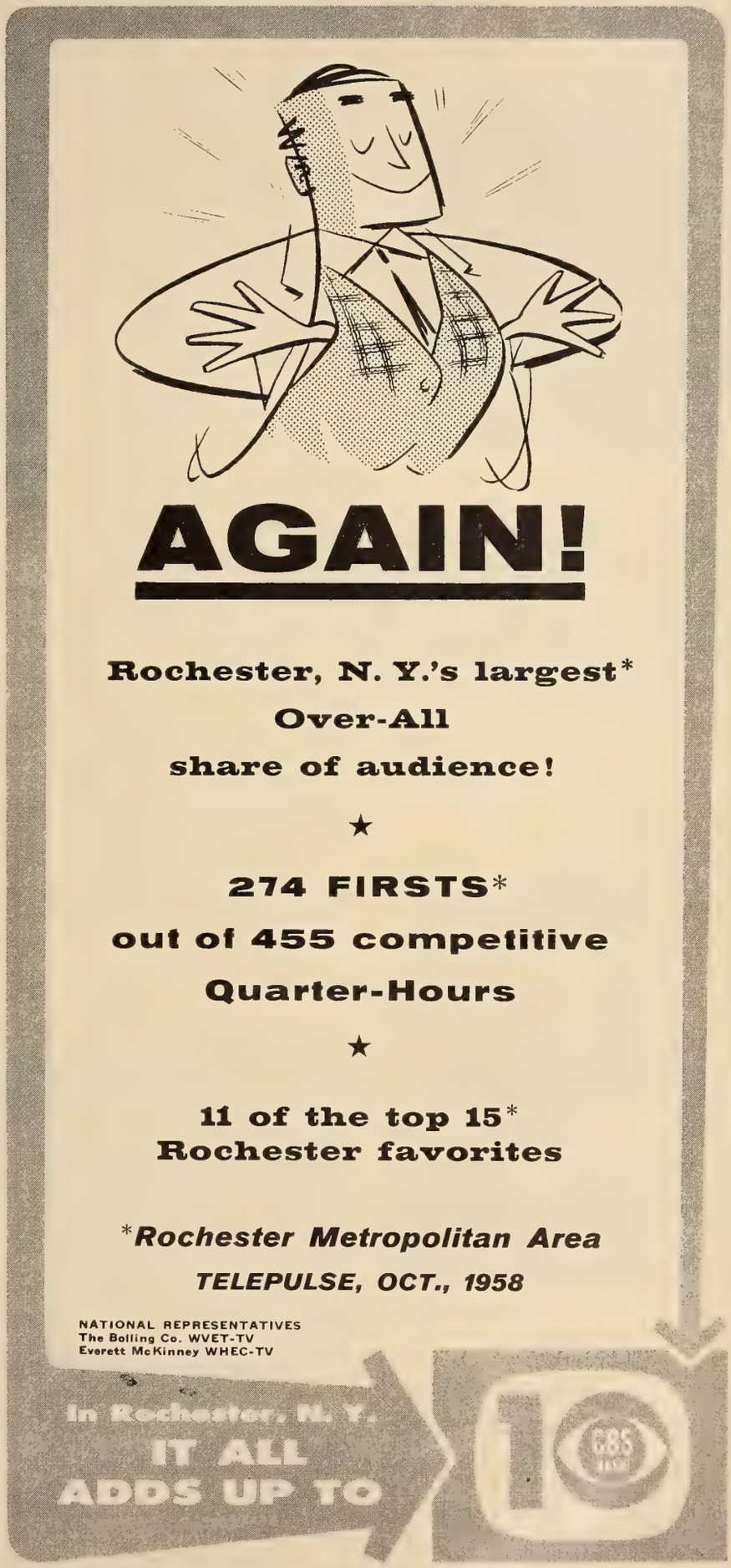
MANUFACTURING SHORTS

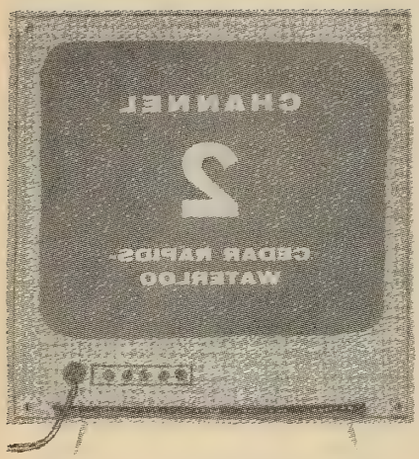
RCA's electron tube division, Harrison, N. J., announces that starting in January division will offer two distinct lines of tv picture tubes for black-and-white sets—all-new premium line and "economy-priced" factory-rebuilt line. Prices of lines and other marketing information will be announced during week of Jan. 5.

Miratel Inc., St. Paul, Minn., announces video monitor designed for educational, industrial and broadcast fields. Unit, model L59B, features metal cabinet and 90 degree aluminized kine, and gives better than 500 line resolution with stable vertical hold circuitry for use with industrial cameras. Series is available in 17″ screen and is priced at $189. Write Miratel Inc., 1080 Dionne St., St. Paul.

General Electric's communication products department, Lynchburg, Va., has introduced new series of equipment designed to operate in 6 kmc band.

Dage Television Div., Thompson Ramo Woolridge Inc., Michigan City, Ind., announces introduction of completely transistorized military tv system. Called MTS-4, system is engineered "to meet adverse military environment specifications."





Inside Eastern Iowa tv.

(WMT-TV, represented nationally by The Katz Agency, covers over half of the tv families in Iowa, dominates Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest cities.)



MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

CBS-TV 'Minimum Buy' Policy Outlined to Agencies, Sponsors

CBS-TV made it official last week, formally announcing its new "minimum buy" policy—as a substitute for its current "must-buy" station list—to advertisers and agencies.

As spelled out in a closed-circuit report to affiliates a week earlier [NETWORKS, Dec. 15], the new plan will scrap the present must-buy list and substitute a policy that advertisers will be able to cancel after 13 weeks unless they buy stations representing at least 80% of the gross network rate card (in the case of nighttime programs) and a minimum of 75% of the card (for daytime shows).

The new policy applies to new and renewed orders placed after March 1. William H. Hylan, sales administration vice president who sent out the letters explaining the new approach, asked that "any current advertiser desiring to change his lineup after March 1, 1959, must communicate with us not later than Jan. 15, 1959, so that we can work out the date on which such changes, if any, can be made effective."

Mr. Hylan's letter noted that if CBS-TV accepts any order which "omits any significant section of the U.S.," the network will reserve the right to cancel after 13 weeks by giving 60 days' prior notice.

"In addition to our requirement that substantial national coverage be provided," Mr. Hylan's letter continued, "we naturally must recognize the needs and desires of co-sponsors. This will, of course, continue to be a consideration in the orderly administration of our new plan."

The letter confirmed that no nighttime sponsor and only two daytime advertisers currently buy less than the minimum set under the new plan. CBS-TV officials declined to identify these.

Tv Network Regrouping in Maine

Television network affiliations in Bangor, Me., will change on Feb. 1, with WLBZ-TV (ch. 2) moving from CBS-TV to NBC-TV and WABI-TV (ch. 5) going to CBS-TV. In addition, WAGM-TV Presque Isle, Me., (ch. 8), under the same ownership as WABI-TV but now an NBC-TV primary affiliate, will join CBS-TV as an Extended Market Plan affiliate on Feb. 1. WABI-TV is owned by Community Telecasting Service and WAGM-TV by a community subsidiary, Aroostook Broadcasting Corp., with Horace A. Hildreth as president and Leon P. Gorman Jr., as executive vice president of both. WLBZ-TV is one of the Adeline B. Rines Stations and is operated by William H. Rines, president, and Rudolph O. Marcoux, general manager.

KRMG Signs as CBS Affiliate

KRMG, Meredith Publishing Co.'s 50 kw outlet in Tulsa, Okla., has signed with CBS Radio effective Jan. 5, when the network's new Program Consolidation Plan takes effect. The move is being announced today (Dec. 22) by Fred Bohen, president of the station, and Arthur Hull Hayes, president of CBS Radio.

THE BIG RED LIGHT

Radio listeners will be invited to tune in their CBS affiliate next month when the Public Affairs Dept. of CBS News airs an hour-long documentary tentatively titled *The Business of Sex* —an inquiry into how big business uses prostitution to further its goals. It will be produced by Unit One.

Astaire-DuPont Show Conflict Resolved by Networks, Agencies

In a rare display of inter-network and agency magnanimity, CBS-TV, NBC-TV, BBDO and Leo Burnett Co. last week solved a problem which—if left unresolved—would have endeared them to no one, least of all the tv critics.

With CBS-TV scheduling Talent Associates' adaptation of James M. Barrie's "What Every Woman Knows" on the E. I. DuPont de Nemours *Show of the Month* Jan. 28, 10-11 p.m., and NBC-TV scheduling a repeat showing of *An Evening with Fred Astaire*, this fall's successful one-shot for Chrysler Corp., same day and time, it became apparent that something had to be done if one network's audience wasn't to cancel out the other's investment.

Burnett and NBC-TV, after meeting with their counterparts "across the way" (presumably on neutral territory) decided to give way, felt it would be less trouble to reschedule the film recording than it would to juggle a live production. Result: the Fred Astaire repeat will be shown "sometime in February."

Vigor of CBS Radio Business Seen as Endorsement of PCP

Despite such initial setbacks as several station disaffiliations, CBS Radio's Program Consolidation Plan is winning "emphatic dollar acclamation," sales vice president John Karol is reporting today (Dec. 22). Proof of CBS Radio's PCP pudding: new and expanded program buys totaling $4,136,000 net since the plan was announced last month.

Contributing to the network's biggest 30-day billings volume "in recent history," CBS said, were such blue-chip radio advertisers as Bristol-Myers (Mum, Minit-Rub, Sal Hepatica), Lewis-Howe Corp. (Tums), Lever Bros. and Scott Paper Co. Many of the orders are for 52 weeks commencing Jan. 5, when PCP gets underway. Other advertisers signing CBS Radio contracts included Q-Tips Sales Corp., Stewart-Warner Corp., General Electric Co. (Lamp Div.) and Standard Packaging Corp.

What is more, Mr. Karol cited the "silent endorsement" offered PCP by such steady CBS Radio clients as Grove Labs, William Wrigley Co., General Motors, R.J. Reynolds Tobacco Co., Campbell Soup Co., Kitchens of Sara Lee—none of which has shown dissatisfaction with the new plan.

Said a CBS Radio spokesman last week, amplifying both Mr. Karol's remarks and the fact that CBS Radio's business outlook looks brighter—because of and/or despite PCP—"in the final analysis, money talks."

Unobtrusive Courtroom Coverage By KBBA Benton, Ark., Lauded

Radio coverage of a murder trial at Benton, Ark., was at no time disturbing, according to Circuit Judge Ernest Maner. "I was agreeably surprised at how well it was done," he said after Lavelle Langley, co-owner of KBBA Benton, reported the entire trial by using a microphone concealed in his inside coat pocket.

Preston Bridges, co-owner of KBBA, operated the controls from the judge's chambers. O. Wendell Hall, a defense attorney, said after the trial that "lawyers and judges feel there should be more leeway given to news services."

Mr. Langley said many in the courtroom didn't know the trial was on the air. He said all listener reaction received by the station had been favorable and added that KBBA advertisers had been "especially favorable in their comments." The defendant, found guilty of first degree murder, was sentenced to life imprisonment.

DATELINES

Newsworthy News Coverage

OMAHA—A simulcast over WOW-AM-TV Omaha, Neb., in which a mother pleaded with her son to surrender to police, is attributed by the station with the capture of an armed man who was holding a couple hostage in their home. Shortly after the mother's appeal, the son telephoned her. She arranged with him to meet WOW newsman-photographer Grantland Rice, but her boy was arrested en route.

ATLANTA—WGST Atlanta reports it used hand signals to score a scoop in announcing the verdict in the case of the men accused of blowing up a local Jewish Temple. News Director Bill Hines stationed himself near a window inside the courtroom. When the jury made its announcement, Mr. Hines gave previously arranged signals to a colleague standing by outside the court which were interpreted as the verdict and phoned to WGST. By this means they beat a half-hour delay while the judge kept the court closed to instruct the jury.

CHARLEVOIX—WPBM-TV Traverse City and WNEM-TV Bay City, both Michigan, covered at close range the breakup of the freighter *Carl M. Bradley* off Charlevoix, Mich., in the Great Lakes.

Les Biederman, general manager of WPBM-TV, broadcast directly from Traverse City's Coast Guard Air Sea Rescue's operations center. He fed news to the station's viewers, to listeners of its affiliate WTCM and to about 48 other stations. Except for a two-hour respite WPBM-TV stayed on the air continuously until the final news came in that out of the 35 aboard *Carl M. Bradley*, 33 had drowned.

WNEM-TV newsman Dick Brasie and photography director Charles Ray obtained aerial shots of the hunt for the ship and interviewed the two survivors for the NBC-TV network.

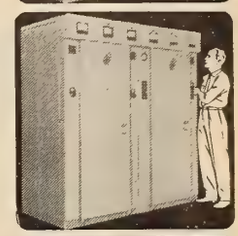
PRINEVILLE—Al Wallace, KING Seattle, Wash., newsman, telephoned Stanley Robinson, who was keeping police away from his Prineville, Ore., home with a rifle. Mr. Wallace taped the conversation in which he vainly tried to dissuade the armed man from taking his own life. The recording later was broadcast in newscasts over KING.

SHELTON—Bridgeport (Conn.) Superior Court Judge Thomas E. Troland gave WADS Ansonia permission to broadcast the recount of election returns in Shelton, both Connecticut. When news director Alan Fletcher submitted the request, the judge replied that although he feels he must obey Canon 35 which prohibits microphones in courtrooms, "I believe that this [polling station], technically, is not a courtroom and so the dignity of the court could not be hampered."



DERBY DAY for KYA San Francisco salesmen came when station personality Seamus O'Hara (upper inset) came to work sporting a bowler hat. The style caught on and derby wearers now include (standing l to r) Howard Lavin; Ronald Kahn (sales manager); Morton J. Wagner (executive vice president of the Bartell Group stations and KYA manager), and James Mergen. Seated (l to r): John Colon, Lawrence Wood and Charles Johnson.


KPAM
Portland, Oregon

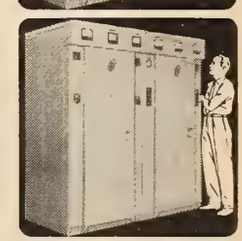

CKRC
Winnipeg

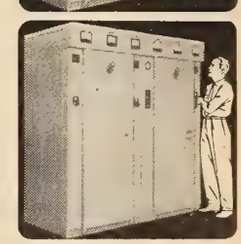

CKRM
Regina


CKCK
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11 installed!
New Continental Electronics 315B/316B 5-10 Kw AM Transmitter installations


CJCA
Edmonton


CJNB
N. Battleford


CKSB
St. Boniface


CJAD
Montreal

and 315B transmitters now installed as drivers for the new 50,000 watt transmitters at WJR, Detroit . . . WOAI, San Antonio . . . KLIF, Dallas

SEND FOR BROCHURE

Continental Electronics Mfg. Co.
MANUFACTURING COMPANY
DALLAS 27, TEXAS

Representative: Dallas, Detroit, Los Angeles, Seattle, Graybar Electric Company, Inc.
Other areas: Visual Electronics Corp. — 342 West 40th St., New York 18, N. Y.
Canadian Distributor: Northern Electric Company, Ltd., 1600 Dorchester St., West; Montreal, Quebec, Canada
Export: Continental Electronics Mfg. Co., 431 Fifth Ave., New York 16, N. Y.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WICC-AM-TV BRIDGEPORT, CONN. • Sold to Kenneth M. Cooper and investing associates by the Bridgeport Broadcasting Co., Phillip Merryman, president, for $1.7 million. The sale terms prohibit Mr. Merryman and Vice President Manning Slater from operating competitively within a 50-mile radius. Mr. Cooper, formerly sales manager of WORC Worcester and vice president of WTRY Troy-Schenectady, is consultant to WPOP Hartford and WBBF Rochester. The sale was handled by Allen Kander & Co. WICC-TV is on ch. 43 and is affiliated with ABC-TV. WICC is on 600 kc with 1 kw, day, 500 w, night, directional antenna same pattern day and night.

WSRS CLEVELAND, OHIO • Sold to United Broadcasting Co. (Richard Eaton) by S. R. Sague, 95%, for $306,000 plus a consultant's fee of $20,000 per year for five years. The sale was handled by Blackburn & Co. Mr. Eaton sold WJMO Cleveland last week. WSRS is on 1490 kc with 250 w and is affiliated with ABC and MBS.

Approval of purchase of WSRS by multiple owner John W. Kluge [CHANGING HANDS, Aug. 4] had been withheld by FCC because Mr. Kluge is principal in WLOF-TV Orlando, Fla. (ch. 9), grant of which was reversed by the U.S. Supreme Court for a check of alleged *ex parte* activity, and FCC policy of withholding action on other transactions involving principals in such cases. Meanwhile, Mr. Kluge has bought 21.75% of Metropolitan Broadcasting Corp., which owns WHK Cleveland, among other properties [AT DEADLINE, Dec. 1].

WJMO CLEVELAND, OHIO • Sold to Preston G. Tuschman by Richard Eaton for $250,000. This sale does not include the call letters of the station. Mr. Tuschman, formerly broadcasting talent, is assistant general manager of Frank Steel Products Co., Toledo, Ohio. The sale was handled by Allen Kander & Co. WJMO is on 1540 kc with 1 kw, day.

WZIP COVINGTON, KY. • Sold to Greater Cincinnati Radio Inc. by WZIP Broadcasting Inc. for approximately $200,000. Greater Cincinnati Radio equal owners are: Edward Skotch, president and general manager, formerly with ABC in Chicago and NBC in Hollywood; Donald Balsamo, vice president and sales manager, veteran advertising executive, and Monte Fassnacht, vice president and secretary, presently technical director of the Civic Opera House in Chicago. Ed Weston, currently vice president and general manager of WZIP, will remain as a consultant to the new owners; no changes in staff are contemplated. The sale was handled by R. C. Crisler & Co. WZIP is on 1050 kc with 250 w, day, directional.

KTOW OKLAHOMA CITY, OKLA. • Sold by W. P. Wright and associates to KTOW Inc. for $150,000. KTOW Inc. comprises William D. Schueler, 20%; Paul E. Taft, James M. Stewart and F. Kirk Johnson, each 26.6%. Same group owns KJIM Fort Worth, Tex. Mr. Taft owns KHGM (FM) Houston and 10% of KGUL-TV Galveston-Houston, Tex. The selling group owns KWKC Abilene, Tex., and KVWO Cheyenne, Wyo. KTOW is on 800 kc with 250 w, day, and is affiliated with MBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 62.*

WTRF-TV WHEELING, W. VA. • Sold to WTRF-TV Inc. by Tri-City Broadcasting Co. (Thomas Bloch and family, 30%, the Dix brothers, 31%, News Publishing Co., 30% and Robert W. Ferguson, 8%) for $1.68 million. The Dix brothers (Albert V., Raymond E., Robert C., and Gordon C.) are majority owners of the new firm. The Dix brothers publishing interests include: *Daily Record,* Wooster; *Evening Record,* Ravenna-Kent; *Crescent-News,* Defiance, and *Times-Leader,* Martins Ferry, all Ohio. They also own WWST Wooster and WRAD Radford, Va. WTRF-TV is on ch. 7 and is affiliated with NBC.

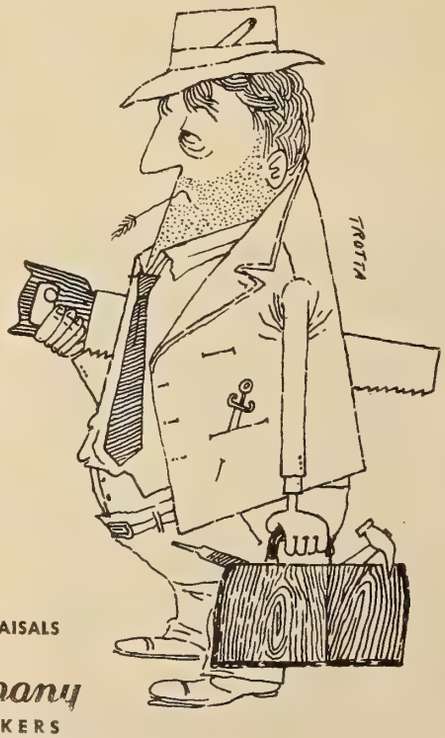
KWEB ROCHESTER, MINN. • Sold to Olmstead County Broadcasting Co. (W. John Grandy, president) for $75,000 by Rochester Music City Inc. Assignee stockholders have interests in WECL Eau Claire, Wis., KBIZ Ottumwa, Iowa, KDAL Duluth, Minn., and WQUA Moline and WQUB Galesburg, both Illinois. KWEB is 1270 kc, 500 w day.



CHRISTMAS is goodwill time as everyone knows and two competing St. Louis stations took it in good spirits last week when a time salesman for KTVI (TV), ABC affiliate, won a coveted prize donated by rival KMOX, CBS owned radio outlet, at an annual Christmas Party held by the St. Louis Ad Club. Robert Hyland (l), KMOX general manager, here congratulates Dick Kimball, KTVI sales, who won a two-week vacation for two in Hawaii.

Is this *your* Doctor?

Obviously the wrong man for the job. He probably is a good tree surgeon, but not a good people surgeon. Station owners sometimes are doctors. They make diagnoses but sometimes not correctly. There's an M.D. (media doctor) who can aid an ailing station with the medicine it needs. Blackburn and Company has the capital available now for refinancing your broadcast property through a new lease back arrangement. Consult Blackburn and Company, for financing, negotiations, and appraisals.



NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

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Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NBC-TV Class Graded Success 1st Semester

The cooperation of American business, broadcasters and educators has made possible the first truly national experiment in tv education, Dr. Edwin P. Adkins, national coordinator of *Continental Classroom,* said Thursday. He offered the attendance figure of some 270,000 by the middle of the first semester in place of a maximum 100,000 anticipated, as an indication of the program's success.

Speaking at a news conference in Los Angeles in connection with a meeting of some 200 California educators, Dr. Adkins described the tv course in atomic age physics as a joint project of American Assn. of Colleges for Teacher Education, NBC and the Fund for the Advancement of Education. The half-hour program is broadcast five mornings a week by 144 stations, chiefly NBC affiliates, but also some educational tv stations and a few commercial stations not affiliated with NBC-TV.

The network carries the program from 6:30-7 a.m. Mon.-Fri., each station contributing its own out-of-pocket cost of starting operations at that early hour, which, Dr. Adkins said, ranged from $50 to $200 per day per station, in addition to making the time available without charge.

Production cost of the educational series estimated at $1.25 million for the full year is being financed by the Ford Foundation and the Fund for the Advancement of Education, with the assistance of six leading organizations: Bell Telephone System, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, Standard Oil Co. of Calif., and United States Steel.

The $1.25 million figure covers the cost of the program, chiefly the union fee (American Federation of Television & Radio Artists) of $189 per broadcast paid to Dr. Harvey E. White, U. of Calif. physics professor who is chief lecturer, plus line charges and administrative costs.

In answer to a question, Al McNay, public relations director of Standard Oil of Calif., west coast sponsor of *Continental Classroom,* said that the costs of such sponsorship are only a small part of what his company and the other sponsors spend in aid to education.

Dr. Adkins, who is on leave as director of education at the New York State U. College for Teachers to serve as national coordinator of *Continental Classroom,* said the tv course was designed primarily to bring high school science teachers up to date on recent developments in nuclear physics. "We feel we've been fairly successful," he stated.

In addition to the high school teachers, *Continental Classroom* has attracted many engineers, technicians, housewives, high school and college students and others. Actually, Dr. Adkins said, the programs early morning hour has helped rather than curtailed viewers. Those who really are interested are able to take the course at 6:30 a.m. without interference from other daily activities.

Only some 5,000 of the 270,000 viewers have enrolled in the course for credit at one of the 250 cooperating colleges and universities, Dr. Atkins said, but 27,000 students sent 50 cents apiece for a syllabus. A number of companies, he said, have sizable groups who watch the tv classes individually, then get together to discuss what they have seen under the guidance of one member who has enrolled at one of the educational institutions.

Most of the students, he noted, "need the knowledge, not the credits. There's no reason for them to pay tuition."

U.S. Office of Education Group Approves $127,500 in Projects

Six projects costing $127,500 were approved last week by the U.S. Office of Education's new national advisory committee on the use of television, radio, movies and tape recordings in education. The action flowed from a two-day meeting in the nation's capital.

The approved projects included $75,000 for film studies of good teaching procedures. They were part of approximately 60 projects submitted for consideration, according to the Office of Education. Other projects will continue to be considered, including the purchase by educators of commercial tv time for instruction.

The advisory committee includes leaders in education, communication and interested members of the public. It has a congressional appropriation of $1.5 million so far this fiscal year under the National Defense Education Act [EDUCATION, Dec. 8].

Hardy Scholarship Proposed

The award of an annual scholarship for undergraduate study at the U. of Utah, to be known as the Ralph W. Hardy Memorial Scholarship, has been proposed by friends and associates of the late CBS vice president. Mr. Hardy died in July 1957 after a heart attack suffered while on vacation in Utah. He was a graduate of U. of Utah and had held executive posts at KSL Salt Lake City and an NAB vice presidency before joining CBS.

EDUCATION SHORTS

Columbia U.'s center for mass communications and Stephen Sharff Productions have produced documentary series titled *Decision: The Constitution in Action.* Divided into six sections, first program was presented over country's 32 non-commercial tv stations Dec. 5. Names such as John Adams, Thomas Jefferson, James Madison and John Marshall provide dramatic backdrop as history of Supreme Court and manner in which it has received its power is traced.

Rochester (N. Y.) Area Educational Tv Assn. debuted Dec. 13 through cooperation of city's three commercial tv stations with series titled, *College Next Fall,* over WROC-TV. Second etv series, *Genesee County,* will be seen over WHEC-TV beginning Jan. 7, 1959. Third series, *The Scientific Method: Servant of Industry,* begins Jan. 13 on WVET-TV.

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
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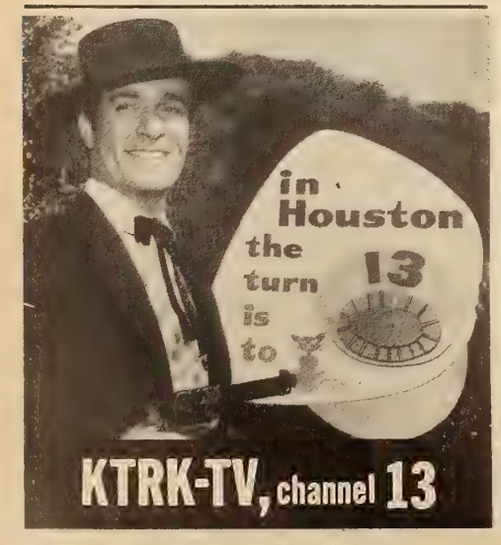
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13
WGAN-TV
Portland, Maine

Represented by Avery-Knodel, Inc.



PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

ROBERT E. LUSK, president of Benton & Bowles Inc., N. Y., and **ARTHUR H. MOTLEY,** president of Parade Publications, named to board of directors of Advertising Federation of America.



MR. MATTHEWS MR. COULSON MR. WRIGHT

LEONARD S. MATTHEWS, v.p. of Leo Burnett Co. N. Y., since 1956, named executive in charge of media and research depts.; **JOHN COULSON,** manager of research dept. since 1954, to continue in this capacity, and **THOMAS A. WRIGHT JR.,** media dept. manager since 1957, to continue heading media dept. and elected v.p.

ELSWORTH L. TIMBERMAN and **ANDREW J. SHEPARD,** account executive in New York and Detroit offices of Kenyon & Eckhardt, respectively, elected v.p.'s.

BRUCE S. SHANNON, formerly v.p. and controller, elected v.p.-finance; **FRED C. WILSON,** formerly production manager, elected v.p.-manufacturing, and **JAMES A. PARCHMANN,** formerly assistant controller, elected controller, of Drackett Co., Cincinnati.

LYNN LEDBERRY, marketing director of Cole of California, rejoins Carson/Roberts/Inc., L. A., on Jan. 5, 1959, as v.p. and stockholder and member of plans board. She resigned as v.p. of women's products division of C/R in 1957 to join Cole.

CHARLES E. JOLITZ, assistant general manager, S.O.S. Div., General Foods Corp., to general manager.

SAMPSON M. MITTELMAN, sales manager for Victor H. Meyer Distributors, N. Y., to similar post at Sylvania Sales Corp., New Jersey branch, succeeding **A. S. ROSS,** resigned.

DONALD G. CUTLER, account supervisor for Erwin Wasey, Ruthrauff & Ryan Inc., L.A., appointed manager of new EWR&R industrial division.

LOUIS R. BRUCE, executive of Dairymen's League Cooperative, N. Y., to Burke Dowling Adams Inc., N. Y., as director of agency's food products division.

ERIK A. AHLSSON, president of Facit Inc., to Anderson & Cairns Inc., N. Y., as European representative.

RICHARD E. WEISS, formerly advertising and sales promotion manager for Easy Laundry Appliances, division of Murray Corp. of America, Chicago, joins Coolican, Coe & Coolican Inc., Syracuse (N. Y.) advertising and public relations agency, as v.p. of industrial advertising and merchandising.

CHARLES NORWOOD, formerly news and special events director at WHCT (TV) Hartford, Conn., and **JEROME H. LOWENGARD,** who headed J. H. Lowengard Co., West Hartford advertising agency, announce formation of Norwood & Lowengard Assoc., West Hartford. Firm deals in public relations, advertising and publicity.

MRS. ANNE ZANES named director of survey services, American Research Bureau, Beltsville, Md., and will headquarter in New York. **MRS. ISABEL BROWN** named field staff director.

HAICO J. NOONBURG, formerly with Dowd, Redfield & Johnstone, N.Y., to Bryan Houston, same city, as art director.

ROBERT DARLING, retail advertising supervisor of Montgomery Ward & Co. and previously with Campbell-Mithun, McCann-Erickson and Erwin Wasey, Ruthrauff & Ryan, to copy staff of Waldie & Briggs, Chicago.

BRAD IRWIN, formerly with Wayne Steffner Productions, Hollywood, to Cayton Inc., N. Y., as copywriter in its tv department.

R. BARRY LOCKWOOD, formerly with McCann-Erickson, N. Y., to Robert Otto & Co., that city, in client service department.

FILM

DONALD HYDE, currently executive producer of Gross-Krasne-Sillerman film series, *"Glencannon,"* appointed GKS executive producer in charge of foreign production, headquartering in London.

ROBERT WALKER, head of casting for Review Productions for past eight years, appointed to same post at 20th Century-Fox Television, effective Jan. 1, 1959.

JOHN A. BYERS, former sales manager, Tele-Pictures Inc., L. A., to west coast representative, Sterling Television Co.'s Sterling-Movies U.S.A. Sterling offices are at 1469 Vine St., Hollywood.

SIDNEY KRAMER, formerly with RKO Radio Pictures, to National Telefilm Assoc. as foreign distributor and film coordinator.

JEFF DAVIS, formerly southern division manager, Official Films, and sales manager of Official's rerun division, appointed account executive of Telestar Films, Atlanta office.

J. EDWARD OWENS, formerly on sales staffs of MCA-TV, Associated Artists Productions, and Official Films, to ABC Films Inc. as central division account executive covering Texas, Oklahoma, and western Louisiana.

HARRY S. FRANKLIN signed as production supervisor of *The Dennis O'Keefe Show,* 39 half-hour situation comedy tv series under production by Cypress Productions for United Artists Tv on Hal Roach lot.

DEVERY FREEMAN has joined production staff of Desilu Productions. His first assignment is *Martin's Folly,* comedy by Calvin J. Clemens, purchased by Desilu for Westinghouse Desilu Playhouse.

OTIS CARNEY, formerly with J. Walter Thompson as producer, to Mark VII Ltd., Hollywood, as writer-producer.

ADOLF ALDRICH, free lance scenic designer for past eight years, to Transfilm Inc., N. Y., as motion picture scenic designer.

ROBERT BLEES and **JULES BUCK** have purchased tv rights to 36 short stories of Roy Vickers, British mystery writer, for tv series to be filmed with title, *Dept. of Dead Ends.* Mr. Buck will produce 39 half-hours adapted by Mr. Blees, who will serve as associate producer.

HARRY R. (TIM) MOORE, 70, who played "Kingfish" in *Amos 'n' Andy* tv and radio series, died Dec. 13 in Los Angeles following lengthy illness.

NETWORKS

DAVID SCHOENBRUN, Paris bureau chief of CBS News, elected president of Anglo-American Press Assn., succeeding **GEOFFREY MYERS,** *London Daily Telegraph.*

JACK KELLY, formerly with sales staff of ABC-TV, appointed Mutual account executive.

BERTRAND SILEN, 58, NBC News correspondent in Manila before and after World War II, died Dec. 12 in Palo Alto, Calif., after brief illness. Mr. Silen owned and operated KZRH Manila and was NBC's correspondent in the Philippines when islands fell. He was interned in Santo Tomas prison for 37 months during war.

STATIONS



MR. GRUMBLES

WILLIAM H. GRUMBLES, division manager of WHBQ-AM-TV Memphis, RKO owned and operated stations, appointed v.p. of RKO Teleradio Pictures Inc., and assigned to RKO headquarters staff in New York. Mr. Grumbles will work with all RKO radio and television stations, reporting directly to Thomas F. O'Neil, president.

CHESTER KEFFER, formerly business manager of WHCT (TV) Hartford, Conn., appointed to similar capacity for WTIC-AM-FM-TV Hartford.

HOWARD HAMAN, v.p.-manager, KXOA Sacramento, Calif., named general manager.

RAY MOFIELD, formerly general manager of WCBL Benton, Ky., named stations manager of WPAD-AM-FM Paducah, Ky.

JAMES H. QUELLO, with WJR Detroit past 11 years, appointed operations manager. **REGINALD P. MERRIDEW,** formerly managing director at WJW Cleveland, to WJR as program manager. Both appointments effective Jan. 1, 1959.

JOHN F. BOX JR., executive v.p. of Balaban stations, named to executive committee, St. Louis 1959 March of Dimes campaign.

NEAL EDWARDS, formerly station manager of KABR Aberdeen, S. D., to KXAB-TV, that city, in similar capacity. KXAB-TV, primary NBC affiliate, began broadcasting last Thanksgiving Day.

MURRAY V. TESSER, formerly with WJAR-TV Providence, R. I., named assistant manager of WHYN-TV Springfield, Mass.

ART HOLT, formerly general manager of WTAW Bryan, Tex., to WEZE Boston, as sales manager.

HOWARD W. COLEMAN, formerly station manager of WMAQ Chicago, appointed administrative assistant to president, Gross Telecasting Inc., Lansing, Mich., and put in charge of WJIM Radio.



MR. EVANS

JAMES W. EVANS, formerly promotion manager at WSOC-TV Charlotte, N. C., to similar capacity at WTAR-AM-TV Norfolk, Va., succeeding **HAL POWELL,** who continues as assistant promotion manager.

JACK KENASTON, in charge of advertising, promotion and merchandising for KRCA (TV) Los Angeles, appointed program manager, succeeding **JOHN HINSEY. FRANK HOVORE,** supervisor of sales promotion and advertising promoted to manager of advertising, press and promotion.

HAROLD H. SEGAL, formerly with WORL Boston, to WILD, that city, as general and commercial manager. **STAN RICHARDS, BILL MARLOWE** and **JOE SMITH** to WILD as air personalities, Mr. Richards also acting as program director.

JERRY B. DENNON, formerly with KOIN-AM-FM-TV Portland, Ore., named president and general manager of KUIK Hillsboro, Ore. **JOHN P. GILLIS,** formerly sales manager for James Fenwick food brokers, Portland, named v.p. and sales manager at KUIK. **RAY HORN,** formerly at KEX Portland, named program director. Other appointments: **ALLENE WHITEMAN,** office manager, and **DARRELL LORD,** account executive.

WILLIAM A. HOFTYZER resigns as general manager of KBAM Longview, Wash., to become general manager of KUTY Palmdale, Calif., effective Jan. 1, 1959.

JAMES F. WICKEMEYER promoted from assistant sales manager to sales manager of WKBV Richmond, Ind. **ROLAND L. NUSBAUM,** who has been WKBV commercial manager, appointed account executive.

LOREN HOLLEMBAEK, formerly with Needham, Louis & Brorby, Chicago, promoted from assistant sales promotion manager to sales promotion manager of WBBM Chicago, succeeding **DON YOUNG,** resigned.

BOB GILBERT, formerly production manager at WCKT (TV) Miami, appointed production manager of WSUN-TV St. Petersburg, Fla.

DANIEL T. PECARO promoted from program department staff to assistant program manager of WGN Chicago.

DOUG DAVENPORT promoted from assistant news director to news director of WISN-TV Milwaukee and **DON FROELICH** from staff to news director of WISN radio. Both replace **DON O'CONNOR,** news chief of both operations, resigned.

RICHARD J. MULLER, formerly director of news and special events for WHCT (TV) Hartford, Conn., appointed to similar capacity at WNBC (TV)-WKNB New Britain, Conn.

SUE ALLEN, formerly with Nelson Adv., Des Moines, Iowa, to KSO, that city, as continuity director.

JIM KARAYN, with KTLA (TV) Los Angeles' news department since 1955, promoted to assistant director of news. **JULIAN MacDONALD,** formerly with CBS News, joins KTLA news staff.

JERRY SANDERS, previously with WMBO Auburn, N. Y., to WDOS Oneonta, N. Y., as program director.

JIM STRONG, formerly with *Chicago Tribune,* to publicity staff of WBBM-TV, that city, as assistant to information service director.

LAWRENCE R. SMITH, formerly national advertising manager of Thomas Electronic Organ Co., Sepulveda, Calif., appointed general sales manager of Western Broadcasting Co., Hollywood, which is constructing fm station at Riverside, Calif.

PAUL H. DOWNS and **ROBERT WHITE** to WAVY Norfolk-Portsmouth, Va., as account executives. **LEE LEONARD,** air personality, promoted to program director, replacing **LEE ALLAN,** resigned to join WNTA Newark, N. J. **WILLIAM J. McCADDIN** appointed WAVY-TV account executive.

THOMAS R. PATE, national sales supervisor for KNX Los Angeles and CBS Radio Pacific Network, named account executive in sales department of KNX-CRPN, effective Jan. 19, 1959.

ED DUNBAR, formerly with KJBS San Francisco, to KNTV (TV) San Jose, Calif., as account executive.

KENNETH J. WRIGHT, formerly on sales staff of WWTV-TV Cadillac, Mich., to WPTA (TV) Ft. Wayne, Ind., as account executive. **DON HARRIS,** formerly with WUSN-TV Charleston, S. C., to WPTA as assistant program director.

JOE BOSTIC, formerly producer with WNTA-TV Newark, to WLIB New York as producer of *The Gospel Train* program.

ARTHUR WHITESIDE, formerly production manager for WOR New York, joins production-program staff of WLOS-TV Asheville, N. C.

ROD SYNNES, formerly announcer with WFRV-TV Green Bay, Wis., to WTMJ-AM-TV Milwaukee in similar capacity.

LEIF JENSEN to WDRC Hartford, Conn.

PROGRAM SERVICES

DICK RISING promoted from national sales promotion manager to director of merchandising department, Capitol Records Inc., Hollywood. Other appointments in CRI's merchandising division: **STEVE AULD,** former head of advertising production department, as director of advertising; **FRED RICE,** former manager of display department, as director of display arts department, and **VIC ROWLAND,** former manager of press relations, as director of press relations. New managers under Mr. Rising: **BILL MUSTER,** popular album merchandising; **JOHN COVENEY,** classical merchandising; **GEORGE SHERLOCK,** singles merchandising; **PERRY MAYER,** merchandising coordination, and **BOB BATES,** promotional production.

COMMANDER JAMES R. McKENZIE JR., USN, ret., formerly executive officer of Armed Forces Radio-Television Service in Hollywood, named manager of Highland-Sunset Div. of Radio Recorders Inc., Hollywood.

HAL PERSONS, formerly with Harry S. Goodman Productions, N. Y., appointed sales promotion manager of Van Praag Productions, N. Y., producer of tv film commercials and industrial films.

TRADE ASSNS.

ROBERT N. PRYOR, v.p. in charge of public relations at WCAU-AM-FM-TV Philadelphia, elected v.p. of Television & Radio Club of Philadelphia.

CHARLES S. BOREN, v.p. in charge of industrial relations for Assn. of Motion Picture Producers for past 11 years, appointed executive v.p. of AMPP, adding duties of chief administrator to those of labor negotiations.

BRYSON RASH, NBC newscaster, elected secretary of National Press Club. **LEW SHOLLENBERGER,** associate director of public affairs for CBS News, elected to 3-year term on board of governors.



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Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

You're headed in the right direction with Plough, Inc., Stations!

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Radio Boston WCOP

Radio Chicago WJJD

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PEOPLE CONTINUED

PROFESSIONAL SERVICES

FRANK TREMAINE, general manager of UPI News Pictures and UPI director, elected v.p.

MANUFACTURING

A. C. DeANGELIS named president and director of Radio Engineering Labs, wholly-owned subsidiary of Dynamics Corp. of America. Mr. DeAngelis continues as v.p. of Winsted Hardware and Reeves-Hoffman divisions of Dynamics Corp., posts he has held for eight years. He succeeds late David T. Bonner as REL president.



MR. DeANGELIS

J. GERALD MAYER, vice president of General Instrument Corp., and executive v.p. of Micamold Electronics Mfg. Corp., GIC subsidiary, named president of Radio Receptor Co., second GIC subsidiary.

GEORGE W. DeSOUSA, formerly with General Electric Co., appointed v.p. in charge of marketing for semiconductor division, Hoffman Electronics Corp., L. A., effective Jan. 1, 1959.

DAVID A. THOMAS, RCA manager of industrial business development, named v.p. and general manager of RCA's new industrial and automation division.

MELVIN B. JOSEFSBERG, formerly with Emerson Radio, appointed director of manufacturing, Olympic Radio & Tv, N. Y., division of Siegler Corp., effective Jan. 1, 1959.

COL. JAMES H. ROTHROCK, formerly vice-commander of Wright air development center, named manager of defense products, west coast electronic products department, RCA.

HAROLD M. EMLEIN, manager, RCA industrial and audio products department, named operations manager of industrial and automation division.

LEO G. RAPPOLI, formerly with General Electric Co., Lynchburg, Va., to CBS-Hytron, Danvers, Mass., as controller-semiconductor operations.

CLYDE W. FOSTER, Sylvania sales representative in Chicago area since 1957, appointed to newly-created post of midwest district sales manager for Sylvania Electric Products, parts division.

DAWSON L. NEWTON, previously with Ruthrauff & Ryan Co., N. Y., to Magnavox Co., Ft. Wayne, Ind., as public relations director.

CLARENCE A. NOVY, engineer at Motorola Inc., Chicago, appointed assistant to chief engineer of applied research, communications and industrial electronics division.

JARED SCOTT SMITH, previously supervisor of transmitter design for two-way radio units, General Electric Co., communications products department, Syracuse, N. Y., named manager of standard mobile design engineering. Other appointments: **RICHARD T. BUESING,** manager of electronic design; **A. G. MANKE,** circuit design engineer; **G. M. DEWIRE,** standard systems engineer; **J. P. COON,** mechanical standard engineer; **F. D. HANNELL,** product production engineer; **K. K. BAY,** transmitter design engineer, and **A. E. ENGLUND,** power devices design engineer.

EDUCATION

DR. GEORGE TOWN, formerly manager of engineering and research and assistant secretary of Stromberg-Carlson Co., Rochester, N. Y., and executive director of Television Allocations Study Organization, named dean of division of engineering at Iowa State College. **DR. DAVID R. BOYLAN JR.,** at Iowa State since 1948, named associate director of Iowa engineering experimental station.

INTERNATIONAL

STUART MacKAY, general manager of All-Canada Radio & Television Ltd., Toronto, Ont., on Jan. 1 becomes v.p. and managing director, succeeding as v.p., **GUY HERBERT,** retired.

PAULINE FREDERICK, NBC News UN correspondent, elected president of United Nations Correspondents Assn., becoming first woman and first radio-tv member to head group.

AWARDS

Two Get Farm Awards

Dewey Compton, farm director, KTRH-AM-TV Houston is the winner of American Farm Bureau Federation's top citation for distinguished radio-tv reporting. Another award presented at the federation's 40th annual meeting in Boston was to Roddy Peeples, farm director, KGNO Dodge City, Kan.

AWARD SHORTS

American Women in Radio & Television announces deadline for fifth annual competitive scholarship award of $500 will be Feb. 1, according to Dorothy H. Fuller, women's program director of WBET Brockton, Mass., and chairman of AWRT's 1959 Scholarship Committee. Scholarship is made to encourage academic study of radio-tv and thereby, greater participation by women in broadcasting as career. Announcement of winner will be made at 1959 annual convention in New York, April 30-May 3.

Caldwell Memorial Award Committee has requested members of Federal Communications Bar Assn. to submit any nominations for 1958 Louis G. Caldwell Memorial Award. Award "is made from time to time to an individual for a distinguished and important contribution to the advancement of communications jurisprudence." Nominations should be submitted to Vincent B. Welch, Communications Bldg., 710 14th St., N. W., Washington 5, D. C.

Hollywood Adv. Club will present its first Broadcast Producers Awards for best radio and tv commercials produced during 1958 in Los Angeles area at special luncheon meeting Feb. 9, 1959. Entry blanks and full details of competitions are available at Hollywood Adv. Club administrative office at 6362 Hollywood Blvd.

KMOX St. Louis and station's chief engineer, **Larry Burrows,** have each received citations from U. S. Weather Bureau, Washington, D.C., for KMOX's "Operation Weather Alert." Plan has been adopted by FCC, station reports, for use by radio and tv stations throughout country.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, awarded Sigma Alpha Mu fraternity certificate of merit for "distinguished community and philanthropic endeavors."

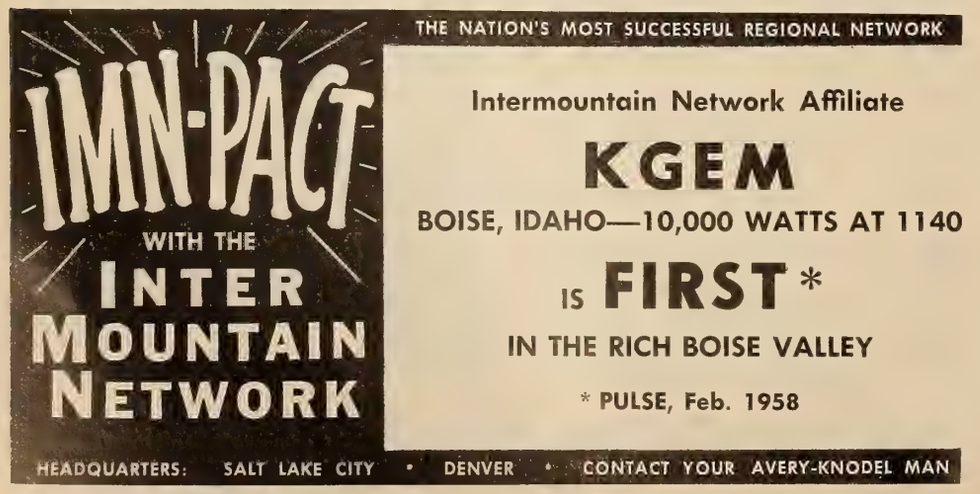
Jerome B. Gray, senior partner and founder of Gray & Rogers advertising agency, was twice honored before joint meeting of Poor Richard and Philadelphia Copy Clubs. Mr. Gray received Treasury department citation for his "outstanding efforts" as state chairman of advertising and promotion during recent U. S. Treasury bond campaign. Poor Richard Club awarded him its Medallion of Achievement.

James G. Hanlon, public relations manager of WGN-AM-TV Chicago, presented with 1958 "Leadership Award" from Chicago Federated and Women's Advertising Clubs for "outstanding services" in connection with CFAC-WAC radio-tv workshop clinics.



A TRIBUTE to broadcasters for "materially helping government meet its civilian personnel needs by broadcast of manpower spot announcements" was paid by the U.S. Civil Service Commission with a plaque award to NAB on the CSC 75th anniversary. Comr. Barbara Gunderson presented the award to NAB President Harold E. Fellows. Mrs. Gunderson is a former broadcaster, having worked at a number of upper midwest stations.

CSC Chairman Harris Ellsworth praised NAB and its member broadcasters for their outstanding help.



Musical Mirrors WDSU-TV's Past

A "birthday party" in the form of an original musical-comedy was telecast Friday (Dec. 19) by WDSU-TV New Orleans. The station commissioned the team of Lynn Duddy and Jerry Bresler to write an original score and lyrics for its 10th anniversary. Talent for the show included Vaughn Monroe, Denise Lor, Dick Van Dyke, Peter Gladke and Jacqueline Ravell, Hollywood starlet who began her career as WDSU-TV's "Color Girl," the station announced. Reflecting events in the first decade of the station and the tv industry, the show climaxed a week-long promotion which also included "presents for viewers."

Brochure Indexes Film Series

CBS Films has distributed to advertisers and agencies a black hard-cover "quick reference file" listing 31 film series in directory fashion. Entitled ". . . the best film programs for all stations," the sales brochure indexes the films by number and gives the selling points for each feature on separate illustrated pages. Numbered tabs facilitate turning to desired pages.

Considine to Focus 'Image'

Bob Considine, sportcaster and columnist, will take on the duties of "authenticator" and "communicator" in the NBC presentation of *Image Russia*, first in a special series of "audio documentaries" to be presented on the network starting Jan. 4. An "authenticator," the network explains, is "one whose experience and background qualifies him to determine the reliability and importance of each segment of materials, so that all components of the program are kept in correct focus." In his other chore of "communicator," Mr. Considine will be a link "with the many persons interviewed in Russia, Washington, London and Paris."

Call Anywhere Via KETV (TV)

An Omahan will be able to place a telephone call of his choice anywhere in the world as a result of the KETV (TV) Omaha "Christmas Call" contest. Viewers were invited to write the station nominating themselves or others to be given the privilege of making a five-minute long-distance call to relatives or friends, with their reasons. Rev. Walter Daniels, director of the Omaha Council of Churches, and Laura Jones, public information manager for the Omaha American Red Cross, are judging the entries for "sincerity and worthiness."

Teenagers Rally for WLW D.J.

Bob Braun, personality at WLW and WLWT (TV) Cincinnati, who during the past summer entertained more than 200,000 teenagers at weekend canteen parties in addition to his regular station schedule, won the plaudits of some 6,500 youngsters and citations from city officials at a special "Bob Braun Appreciation Day" telecast Nov. 30. Tickets to the 90-minute tv dance party, which featured guest recording stars, were sold at 50¢ per person by Mr. Braun's 200 high school "counselors." All proceeds were donated to a fund for aiding underprivileged children in the area. Costs for the show were absorbed by the Crosley Broadcasting Corp. The crowning of an Appreciation Day Queen, a motorcade and a news conference-breakfast for the talent and 50 high school editors were other highlights of the event.

Long Hair Wins WGAN-TV Prize

CBS-TV's musical presentation of O'Henry's "Gift of the Magi" Dec. 9 received local promotion by WGAN-TV Portland, Me., with its contest to find the woman with the longest hair. The station's winner was a Morrill, Me., woman whose tresses were 52 inches long. In addition to the award of free hair styling from the station, the winner is eligible to participate in a similar national contest, according to WGAN-TV.

KXLR Swaps Discs for Toys

Radio came to the aid of the Little Rock, Ark., U. S. Marine Corp. Reserve's Toys for Tots campaign this month. The exchange offer of one record for one toy enabled KXLR North Little Rock to collect more than 3,000 toys for delivery to needy children on Christmas morning. Some 3,000 records were given to persons who brought toys to the station in person, KXLR reports.

Listeners Spot WBT Sponsors

A WBT Charlotte listener in Alexis, N. C., was rewarded with $500 cash for

PROMOTION APPEAL

Defense for Tom Dooley (of hit song fame), who is awaiting the hangman's noose, has been organized in several successful station promotions. Among appeals reported to BROADCASTING:

Courtroom access has been granted CKNW Vancouver, B. C., to cover the People vs. Tom Dooley case, which the station reopened to aid its orphan Christmas fund. A transistor radio was promised the listener who furnished the most ingenious alibi for the legendary murderer. Entries were accompanied by 25 cents for court costs, which were contributed to the Christmas charity. Simulated trial proceedings are broadcast.

WTIX New Orleans reported that the doomed hero from the Tennessee hills came to life and for three weeks d.j. Rid Boudreaux pleaded with his listeners to send in their names for a giant petition to win a reprieve and eventual freedom by pardon for the "condemned" Dooley. More than 15,000 letters, telegrams and long-distance telephone calls, all voicing "Get Tom Dooley off," were received, according to WTIX. Mr. Boudreaux climaxed the promotion with a personal interview with Dooley.

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV

TERRE HAUTE INDIANA

Channel 10

*Basis: 1958 Fall Schedule

Bolling Co., New York · Chicago
Dallas · Los Angeles
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WRBL-TV

Announces

GENERAL and RETAIL RATE DESIGNATION

• Another indication of the willingness of WRBL-TV to come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.

Call HOLLINGBERY FOR

- RATE DETAILS
- PRIME AVAILS
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- TOP RATINGS
- MARKET DATA
- PROGRAMMING DATA
- PENETRATION DATA



WRBL-TV Channel 4
COLUMBUS, GEORGIA
Call HOLLINGBERY

staying near his radio in order to submit the winning entry in WBT's "Spot the Sponsor" contest. More than 6,000 listeners attempted to list the 18 WBT sponsors mentioned in special announcements throughout the contest day. Earliest postmark determined the winner.

Football Drop Scores for WICO

Some 2,000 footballs were dropped from an airplane bomb bay over Salisbury, Md., as WICO, that city, celebrated "Operation Kickoff," honoring new station owner Beacon Broadcasting Corp. Attached to many of the footballs, which were unloaded over high school football games and city parks, were certificates for merchandise in local stores. Other footballs, autographed by members of the Baltimore Colts team, were redeemable at WICO for tickets to a Colts home game. The largest gathering for the promotion was at a city park, where more than 3,000 persons scrambled for the pigskins.

Pros Move in KTVH Golf Tourney

Nine professional golfers, playing the 18 "toughest holes" on Wichita's six grass green courses, participated Dec. 3 in the station promotion golf tournament sponsored by KTVH (TV) Hutchinson, Kan.

The tourney for pros, which was planned by KTVH Sports Editor Jack Munley, involved the competitors covering 6,779 yards on the holes selected as the "toughest," and an additional 66,880 yards moving from course to course, the station reported. KTVH awarded a trophy and tailored suit to Tex Consolover, head pro of McDonald Park, who beat out Ted Gwin of the Crestview Club in a nine-hole playoff after tying with 72, the previous day.



PAUL GODOFSKY (l), president of WHLI-AM-FM Hempstead, N.Y., and the town's mayor, William O. Gulde, stand by the street sign with the station's name. The WHLI street was named in the station's honor as recognition of public service activities.

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Consistently, Effectively ... and Economically!
RADIO Ads
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Vincent Michaels Inc.
SPECIALISTS IN RADIO & TV ADVERTISING PROMOTION
21 E. 28th St., N. Y. 16, N. Y. MU 3-7803

Station Authorizations & Applications

Dec. 11 through Dec. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Pacific Bcstrs. Corp. (3761 S. Hill St., Los Angeles, Calif.), **Bakersfield, Calif.**—Granted cp for new tv station to operate on ch. 39; ERP 214 kw vis., 107 kw aur.; ant. 600 ft.; waived Sec. 3.613 (a) of rules to locate main studio at trans. site 7 miles from center of city; conditioned (a) that such grant is without prejudice to such action as Commission may take as result of decision of U. S. Court of Appeals for District of Columbia Circuit in *Bakersfield Bcstg. Co.* v. *U. S. and FCC* and (b) that Commission may, without further proceedings, substitute for ch. 39 such other channel as may be assigned to Bakersfield as result of rule making proposals currently pending before Commission. By letters, Commission denied (1) requests to defer action by Marietta Investment Corp. (KERO-TV, ch. 10, Bakersfield) pending determination in "payoff" rule making in and by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29, Bakersfield) pending action on latter's petition for tv channel changes, and (2) petitions by Kern County Bcstg. Co., applicant for ch. 17 in Bakersfield, to designate for consolidated hearing all pending applications for chs. 17 and 39 in Bakersfield. Announced Dec. 11.

Existing Tv Stations

ACTIONS BY FCC

WALB-TV Albany, Ga.—Waived Sec. 1.355 of rules and granted application to change trans. location from point half a mile north of city limits to 25 miles southeast of city, change trans. and ant. system; ERP to 275 kw vis. and 138 kw aur., and ant. height to 960 ft.

WIRN (TV) Ironwood, Mich.—Reconsidered Nov. 25 action (which granted application to change station location to Wakefield, change trans. location and ant. height, type trans. and increase ERP) and added condition that grant is without prejudice to any action Commission may deem appropriate as result of decision of Court of Appeals in case of *Red River Bcstg. Co.* v. *FCC*. Announced Dec. 11.

KXIL-TV Ardmore, Okla.—Is being advised that application for assignment of cp from estate of **John F. Easley**, deceased, to **Texoma Land Television Co.**, indicates necessity of hearing because it would give common ownership and overlap with KTEN-TV Ada, Okla. KXII-TV was formerly KVSO-TV.

Translators

ACTIONS BY FCC

Truckee River Civic T. V. Inc. (% William H. Hadley, P.O. Box 78), **Verdi, Nev.**—Granted cp for new tv translator station on ch. 72 to translate programs of KOLO-TV (ch. 8) Reno.

Seaside Video Club (% Mrs. Marjorie F. Weber, P.O. Box 74), **Seaside, Ore.**—Granted cp for new tv translator station on ch. 71 to translate programs of KGW-TV (ch. 8) Portland.

APPLICATIONS

Davis Dam, Bullhead City and Lake Mohave Resort, Ariz.—Mohave County Board of Supervisors—ch. 77, primary station: KLRJ Henderson, Nev. (Same facility as K77AG which expired.) Contingent on this is request for changes in another cp: ch. from 77 to 76; principal community to Gas City, Bullhead City and Davis Dam, Ariz., and Needles, Calif.; primary station to KOOL-TV. Announced Dec. 15.

Boonville and Philo, Calif.—Anderson Valley

Tv Inc.—ch. 73, ERP 142 w; primary tv station: KORA-TV Sacramento. Announced Dec. 12.

Pittsfield, Mass.—Springfield Tv Bcstg. Corp.—ch. 74, ERP 1920 w; primary tv station: WWLP (TV) Springfield. Announced Dec. 17.

Skagit County, Wash. — Burlington - Edison School Dist. #100—ch. 79, ERP 124.2 w; primary station: KCTS (TV) Seattle. Announced Dec. 17.

CALL LETTERS ASSIGNED

K76AO Olivia, Minn.—Ronville County Tv Corp.
K82AG Laramie, Wyo.—Albany Electronics Inc.
K70BH, K76AN Turkey and Quitaque, Tex.—Valley Translator System.

New Am Stations

ACTIONS BY FCC

Salmon, Idaho—Snake River Radio & Tv Co.—Granted 960 kc, 1 kw D. P.O. address 455 South 2d East, Rexburg, Idaho. Estimated construction cost $15,294, first year operating cost $26,600, revenue $34,300. **Alfred E. Shumate** owns 99% of applicant which also is licensee of KRXK Rexburg. Announced Dec. 17.

East Moline, Ill.—Moody Bible Institute of Chicago—Granted 960 kc, 1 kw D. P.O. address 820 North LaSalle St., Chicago. Estimated construction cost $55,600, first year operating cost $45,000. Cash on hand plus donations will be used to build and operate. Owner is non-profit organization. Announced Dec. 17.

West Jefferson, N. C.—James B. Childress—Granted 1600 kc, 1 kw D. P.O. address 34 Maxwell St., Asheville, N.C. Estimated construction cost $11,639, first year operating cost $30,000, revenue $42,000. Mr. Childress, sole owner, is manager and 25% stockholder of WMSJ Sylva, N.C. Announced Dec. 17.

APPLICATIONS

Santa Maria, Calif.—Salinas Valley Bcstg. Corp., 1400 kc, 250 w unl. P.O. address Box 1651, Salinas, Calif. Estimated construction cost $25,-109, first year operating cost $30,000, revenue $48,000. Applicant is licensee of KSBW-AM-TV Salinas and KSBY-TV San Luis Obispo, both California. **John C. Cohan**, 46.5% owner of Salinas Valley, is sole owner of KVEC San Luis Obispo. Announced Dec. 11.

Gunnison, Colo.—Gunnison Bcstg. Co., 1490 kc, 250 w unl. P.O. address 838 N. Terrace Dr., Wichita, Kan. Estimated construction cost $16,630, first year operating cost $34,871, revenue $38,786. KAKE Wichita commercial manager **Roger W. Pepperd** is sole owner. Announced Dec. 17.

Punta Gorda, Fla.—Charlotte Radio Co., 1350 kc, 500 w D. P.O. address % Loyal Phillips, *Punta Gorda Herald*. Estimated construction cost $26,900, first year operating cost $32,000, revenue $37,500. Mr. Phillips, publisher, is sole owner. Announced Dec. 11.

St. Petersburg, Fla.—Skyway Bcstg. Corp., 800 kc, 1 kw D. P.O. address % **Raymond E. Dugan**, Fla. Nat'l. Bank Bldg. Estimated construction cost $25,414, first year operating cost $30,000, revenue $40,000. Mr. Dugan, 98%-owner, is financier. Announced Dec. 17.

Griffin, Ga.—Gladys McCommon Johnson, 1410 kc, 1 kw D. P.O. address 2954 Crestline Dr., Macon, Ga. Estimated construction cost $18,735, first year operating cost $39,000, revenue $51,000. Mrs. Johnson, sole owner, is housewife. Announced Dec. 11.

Lucedale, Miss.—Tri-County Bcstrs. Inc., 1430 kc, 1 kw D. P.O. address William R. Guest, Station WPMP, Pascagoula, Miss. Estimated construction cost $13,150, first year operating cost $30,000, revenue $36,000. **Crest Bcstg. Co.** (WPMP) owns 72.36% of applicant. Announced Dec. 11.

Springfield, Mo.—Times Bcstrs. Inc., 940 kc, 500 w D. P.O. address 608 Woodruff Bldg. Estimated construction cost $20,350, first year operating cost $90,000, revenue $72,000. Owners are **Billy E. Brown** (50%), free lance radio station advisor; **Lincoln J. Knauer** (25%), wholesale liquor distributor, and others. Announced Dec. 17.

Midwest City, Okla.—M. W. Cooper, 1220 kc, 250 w D. P.O. address 412 Leonhardt Bldg., Oklahoma City. Estimated construction cost $15,400, first year operating cost $35,000, revenue $75,000. Mr. Cooper, sole owner, is attorney. Announced Dec. 11.

Reading, Pa.—Saul Miller, 1550 kc, 1 kw D. P.O. address 520 Elm St. Estimated construction cost $26,453, first year operating cost $52,000, revenue $75,000. Applicant is program director, WRAW Reading. Announced Dec. 11.

Memphis, Tenn.—Metropolitan Bcstg., 1550 kc, 10 kw D. P.O. address 2265 Clay St., San Francisco. Estimated construction cost $43,962, first year operating cost $86,000, revenue $94,000. **Philip Rosenthal**, sole owner, is aircraft sales and leasing, Announced Dec. 17.

Selmer, Tenn.—McNair County Bcstg. Co., 1350 kc, 500 w D. P.O. address **Carlton D. Swafford**, Station WAGG, Franklin, Tenn. Estimated construction cost $12,142, first year operating cost $25,000, revenue $35,000. Equal partners are Carlton Swafford, WAGG announcer; **J. H. Swafford** and **Fred Kirk**, chemical company employes, and **Belton H. Hardwick Jr.**, chiropractor. Announced Dec. 17.

Sheridan, Wyo.—Sheridan Bcstg. Co., 930 kc, 1 kw D. P.O. address 130 S. Main, Buffalo, Wyo. Estimated construction cost $16,007, first year operating cost $31,200, revenue $48,000. Owners are **Sam J. Rosenthal**, motion picture exhibitor, 35%; **Lee R. Johnson**, coin machine operator, 33%, and others. Announced Dec. 17.

Existing Am Stations

ACTIONS BY FCC

WLAT Conway, S.C.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1330 kc D.

KBKC Mission, Kan.—Granted increase of power from 500 w to 1 kw, continuing operation on 1480 kc DA, D; engineering conditions.

APPLICATIONS

KIST Santa Barbara, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHFC Cicero, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

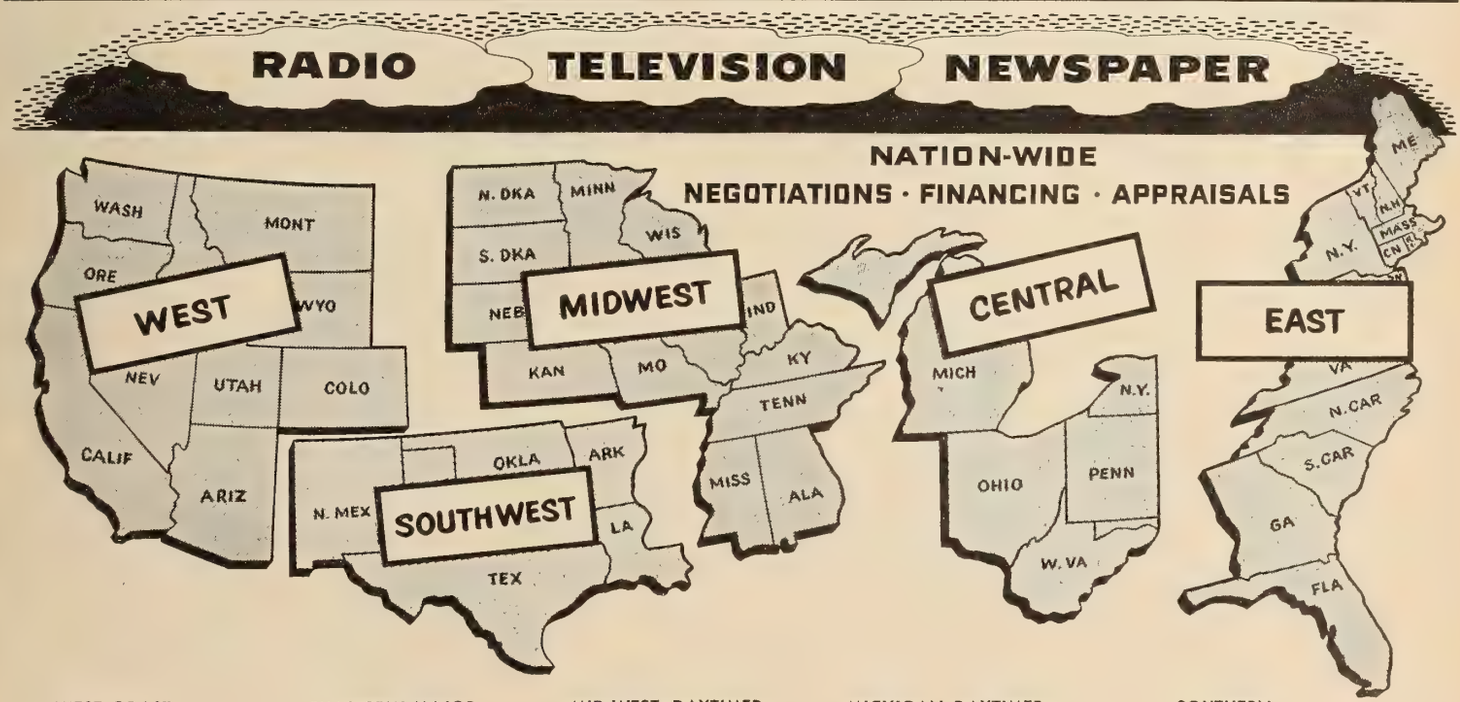
KROS Clinton, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPAD Paducah, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WUST-FM Bethesda, Md.—Cp to change frequency from 106.3 mc, ch. 292 to 94.7 mc, ch. 234, increase ERP from 500 w to 20 kw; decrease ant. height above average terrain from 340 ft. to 246.5 ft.; install new ant. and trans.

WSNY Schenectady, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOHI East Liverpool, Ohio—Cp to increase daytime power from 250 w to 500 w; install directional ant. for daytime use, install new trans.



WEST COAST

$200,000

Low frequency in good market. Good profits. Price includes some accounts receivable. 29% down, balance over eight years.

TEXAS SEMI-MAJOR MARKET

$160,000

This daytimer is in one of the better markets of Texas. Is grossing slightly under the asking price. Extremely liberal terms.

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For quick action. Profitable daytimer for owner-operator. $20,000 down, long terms if additional collateral available.

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SOUTHERN

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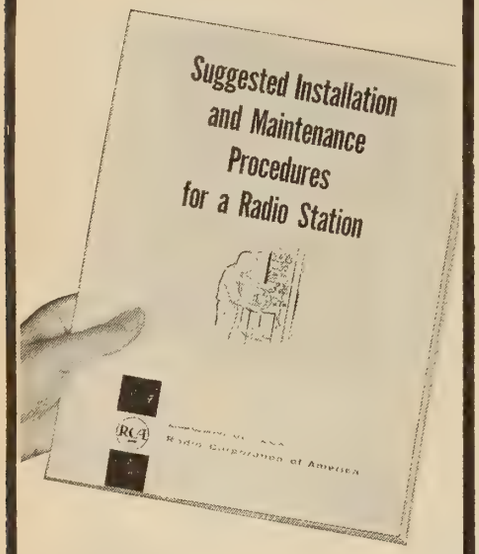
A fulltime 250-watter serving three cities. Good terms.

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and delete remote control operation of trans.

KEED Springfield, Ore.—Mod. of license to change station location from Springfield to Springfield-Eugene, Ore.

KATR Corpus Christi, Tex.—Cp to change hours of operation from SR Boston—LSS Corpus Christi to unl., using power of 10 kw, 50 kw-LS; install directional ant. for nighttime use. (Request repeal of Commission's public notice of 8-9-46 re applications for 1030 kc be placed in pending file.)

CALL LETTERS ASSIGNED

KPCA Marked Tree, Ark.—Poinsett County Radio Bcstg. Co., 1580 kc. Changed from KTML.

KEOK Payette, Idaho—Earl F. Hash, 1450 kc. Changed from KPID.

KXLW Clayton, Mo.—St. Louis County Bcstg. Co., 1320 kc. Request for change to KELI denied.

WBAZ Kingston, N.Y.—Big River Bcstrs., 1300 kc.

WWES New Rochelle, N.Y.—Radio New Rochelle Inc., 1460 kc. Changed from WNRC.

WATG Ashland, Ohio—Radio Ashland Inc., 1340 kc. Changed back from WNCO.

KOQT Bellingham, Wash.—Bellingham Bcstg. Co., 1550 kc.

New Fm Stations

ACTION BY FCC

Fort Worth, Tex.—Tarrant Bcstg. Co.—Granted 97.1 mc, 21.8 kw. P.O. address 4801 W. Freeway, Ft. Worth. Estimated construction cost $28,575, first year operating cost $1,200. Applicant is licensee of KFJZ Ft. Worth. Announced Dec. 17.

APPLICATIONS

Pueblo, Colo.—Hi-Lo Radio Inc., 102.9 mc, 2.64 kw. P.O. address 3022 4th Ave. Estimated construction cost $12,180, first year operating cost $12,000, revenue $16,000. Ownership: **Alva B. Adams** (32.5%), secretary, KCRT Trinadad, Colo.; **Leon Dudley** (30%), musician; **Jack G. Campbell** (30%), announcer, KDZA Pueblo, and others. Announced Dec. 15.

Bloomington, Ind.—Sarkes Tarzian Inc., 92.3 mc, 30.6 kw. P.O. address E. Hiss, Hillside Dr. Estimated construction cost $22,977. Station to duplicate programs of applicant's am outlet, WTTS Bloomington. Announced Dec. 12.

Cleveland, Ohio—Northern Ohio Bcstg. Co., 107.7 mc, 120 kw. P.O. address 131 Main St., Chardon, Ohio. Estimated construction cost $54,100, first year operating cost $60,000, revenue $80,000. Applicant has also applied for am outlet in Chesterland. Announced Dec. 12.

Diboll, Tex.—Arthur Temple Jr., 95.5 mc, 6.5 kw. P.O. address KSPL Diboll. Estimated construction cost $12,615, first year operating cost $20,000, revenue $20,000. Applicant is sole owner of KSPL. Announced Dec. 11.

Houston, Tex.—B-M-R Bcstg. Corp., 95.7 mc, 15.25 kw. P.O. address 5105 San Jacinto St., Houston. Estimated construction cost $22,600, first year operating cost $25,000, revenue $35,000. Owners are **T.A. Robinson Jr.,** realtor, etc. (50%), and **Bill S. Bruce** and **Betty Jane Mitchell,** advertising partners (each 25%). Announced Dec. 11.

Existing Fm Stations

CALL LETTERS ASSIGNED

KPFK Pasadena, Calif.—Pacifica Foundation*, 90.7 mc.

KDUO Riverside, Calif.—Alumni Assn., School of Medicine, College of Medical Evangelists Inc., 97.5 mc. Changed from KQXM.

WWES-FM New Rochelle, N.Y.—Radio New Rochelle Inc., 93.5 mc. Changed from WNRC-FM.

WATG-FM Ashland, Ohio—Radio Ashland Inc., 101.3 mc. Changed back from WNCO-FM.

KRKH-FM Lubbock, Tex.—Southwestern Bcstg. Co., 93.7 mc. Changed from KSEL-FM.

Ownership Changes

ACTIONS BY FCC

KWFC Hot Springs, Ark.—Granted (1) renewal of license and (2) assignment of license and cps to Phoenix Co. (**Harman I. Moseley II,** president); consideration includes lease of station equipment for 5 years for total rental of $48,000, with option to purchase for $16,000 at end of lease. Comrs. Hyde and Bartley dissented.

KENA Mena, Ark.—Granted assignment of license to **E.M. Hoge**; consideration $42,500.

WPOM Pompano Beach, Fla.—Granted assignment of cp from **James C. Dean, C. Robert Clark** and **Charles W. Stone** to **Gold Coast Bcstrs Inc.,** comprising Messrs. Dean and Clark who will pay Mr. Stone $14,290 for latter's third interest.

WKOA Hopkinsville, Ky.—Granted transfer of control from **Thomas F.** and **A.W. Wood** to **John M.** and **A.W.W. Higgins**; consideration $85,000.

WFTM Maysville, Ky.—Granted (1) renewal of license and (2) acquisition of negative control by **C.P. Clarke** and **J.M. Finch Jr.,** through transfer of 4% stock by **R.J. Bissett.**

KWEB Rochester, Minn.—Granted assignment of license to **Olmsted County Bcstg. Co.** (W. John Grandy, president); consideration $75,000. Assignee stockholders have interest in WECL Eau Claire, Wis.; KBIZ Ottumwa, Iowa; KDAL Duluth, Minn., and WQUA Moline, and WQUB Galesburg, Ill.

WBKN Newton, Miss.—Granted assignment of license from **F.M. Smith,** et al., to **E.L. Burns**; consideration $19,000.

KLTZ Glasgow, Mont.—Granted assignment of license from **James C. Carson, Charles L. Scofield** and **Willard L. Holter** to Mr. Holter, trading under same name; consideration $45,000.

WACB Kittanning, Pa.—Granted assignment of license to **Joel W. Rosenblum** (owner of WTIG Massilon, Ohio, and part owner of WISR Butler, Pa.); consideration $74,019.

KPEP San Angelo, Tex.—Granted assignment of license from **David P. Pinkston** and **C.H. Treadway** to Mr. Pinkston, trading under same name; consideration $4,000 for remaining 25% interest.

WTRF-TV Wheeling, W.Va.—Granted transfer of control from **Bloch** estate and **News Publ. Co.** to **WTRF-TV Inc.** (**Albert V. Dix,** president); consideration $1,684,000 for 56.13% interest. Six publishing companies owned by Dix family will hold stock in WTRF-TV Inc.—Wooster Republican Printing Co. (WWST-AM-FM Wooster, Ohio, and WRAD Radford, Va.); Record Pub. Co., Courier Tribune Co., Defiance Pub. Co., Sedgwick Pub. Co. and Sherlock Bros. Pub. Co., all Ohio.

APPLICATIONS

KFRE-AM-TV, KRFM (FM) Fresno, Calif.—Seek transfer from **Paul R. Bartlett** et al. (all stockholders) to **Triangle Publications Inc.,** principally owned by W.H. Annenberg and family, for $3 million. Buyer is multiple station owner, and publisher of *Philadelphia Inquirer, Tv Guide,* etc., and recent purchaser of *Television Digest* and *Tv Factbook.* Announced Dec. 11.

WCNT Centralia, Ill.—Seeks acquisition of 50% by **Carson W. Rodgers,** president 50% owner, through stock purchase from his mother, **Grace S. Rodgers,** for $15,000. Announced Dec. 12.

WKOA Hopkinsville, Ky.—Seeks transfer of two-thirds of licensee (**Pennyrile Bcstg. Co.**) from **Thomas F.** and **A.W. Wood,** co-publishers of Kentucky New Era (each one-third) to **John M. Higgins,** beer distributor, and **A.W.W. Higgins,** retail druggist. Purchase price: $42,500 for each one-third. Remaining third is owned by **William H. Higgins.** [See approval, above.]

WTTL Madisonville, Ky.—Seeks assignment of license from **Evers Mick** and **Conway M. Smith** d/b as **Hopkins County Bcstrs.** to Mr. Smith and **Hobert M. Thomason** d/b under same name. Mr. Mick is selling his 55% for $33,000. Mr. Smith, formerly 45% owner, will hold 78%; Mr. Thomason, printing employe, 22%. Announced Dec. 17.

WMLF Pineville, Ky.—Seeks assignment of license from **States Bcstg. System Inc.** to **South C. Bevins** tr/as **Ken-Te-Va Bcstg. Co.** for $30,600 plus assumption of debts. Mr. Bevins has been WMLF general manager. Announced Dec. 15.

KCAP Helena, Mont.—Seeks assignment of license from **Lewis & Clark Bcstg. Corp.** to **KCAP Bcstrs. Inc.** for $40,895. **Dale G. Moore** (interest in KBMN Bozeman, Mont.) will be 50.68% owner. Announced Dec. 17.

WKTV (TV) Utica and **WKAL Rome,** both **New York**—Seek transfer of 100% from **Myron J. Kallet** et al. (all stockholders) to **Mid New York Bcstg. Corp.** for approximately $2.9 million net. Principal purchaser is **Paul F. Harron** (74.31%), who also heads group which will acquire stock in WORL Boston. Announced Dec. 11.

KUSH Cushing, Okla.—Seeks transfer of one-third from **Jack B. Sellers** to **Gordon R. Rockett,** current one-third owner, for $8,170. Announced Dec. 17.

KASA Elk City, Okla.—Seeks assignment of license from **Jackson R. Webb** and **Carl Stephens,** d/b as **WSM Bcstg. Co.,** to **Bob D. Garrison** and **H.H. Huntley,** d/b as **Garrison-Huntley Enterprises,** for $36,875. Buyers were co-owners of KHHH Pampa, Tex. Announced Dec. 11.

WOSH Oshkosh, Wis.—Seeks assignment of license from **William F. Johns Jr., William F. Johns Sr., Penrose H. Johns** and **Frederick W. Renshaw,** d/b as **Oshkosh Bcstg. Co.,** to **Value Radio Corp.** for $80,000 plus assumption of liabilities of approximately $64,500. **William E. Walker, William R. Walker** and **Charles E. Dickoff** each own 20.05% of buyer; their broadcast interests include WBEV Beaver Dam and WKTL Sheboygan, both Wisconsin, and KCLN Clinton, Iowa. Announced Dec. 17.

Hearing Cases

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Leavenworth Bcstg. Co. to increase power of station KCLO Leavenworth, Kan., from 500 w to 5 kw, with DA, continuing operation on 1410 kc D, Wichita Beacon Bcstg. Co., to increase daytime power of station KWBB Wichita, Kan., from 1 kw to 5 kw, continuing operation on 1410 kc with 1 kw-N, DA-2, and Bowie-Nocona Bcstg. Co. for new am station to operate on 1410 kc, 500 w D, DA, in Bowie, Tex. Announced Dec. 17.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by The Monocacy Bcstg. Co. (WFMD), Frederick, Md., to enlarge issues in

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ARLINGTON, TEXAS

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Republic 7-6646
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CONSULTING ENGINEER AM-FM-TV
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WASHINGTON 15, D. C.
OLiver 2-8520

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Communications-Electronics
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Consulting Radio Engineer
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DIAMOND 2-5208

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KANSAS CITY, MISSOURI

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 17

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	52	106	590
FM	544	32	114	71
TV	431[1]	85	102	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 17

	VHF	UHF	TOTAL
COMMERCIAL	435	81	516[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs DELETED	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

proceeding on application of Musical Heights Inc., for new am station to operate on 1370 kc, 500 w DA, D, in Braddock Heights, Md. Chairman Doerfer abstained from voting; Comr. Ford dissented. Announced Dec. 17.

By memorandum opinion and order, Commission denied motion by WMGM Bcstg. Corp., New York, N.Y., to change issues in proceeding on its application and that of Newark Bcstg. Corp., Newark, N.J., for new fm stations. Announced Dec. 17.

By memorandum opinion and order, Commission granted petition by KDEN Bcstg. Co. (KDEN), Denver, Colo., and enlarged issues in proceeding on am application of Kenneth G. and Misha S. Prather for new am station to operate on 1360 kc, 500 w D, in Boulder, Colo. Announced Dec. 17.

By memorandum opinion and order, Commission denied petition by Jackson Bcstg. & Television Corp. for stay of effective date of Sept. 3 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—WILX-TV commercial and WMSB educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp., seeking same channel in Parma, Mich. Comr. Cross not participating. Petition for rehearing filed by Jackson is pending Commission consideration. Announced Dec. 17.

By memorandum opinion and order, Commission granted protest and petition for reconsideration filed by Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis., to extent of designating for hearing application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc, 1 kw D, in Tomah; made protestant party to proceeding; and postponed effective date of Oct. 22 grant of Goodsitt application pending decision after hearing. Announced Dec. 17.

By letter, Commission advised Cecil W. and Jane A. Roberts that, pending outcome of hearing on latter's application for license of am station KCFI Cedar Falls, Iowa, involving character qualifications of applicant, no action will be taken on applications for assignment of licenses of stations KBIA Columbia, Mo., from Roberts to V.E. Carmichael and KCRB Chanute, Kan., from them to James R. and Barbara J. Roberts, their son and his wife. Chairman Doerfer and Comr. Cross abstained from voting. Announced Dec. 17.

By memorandum opinion and order, Commission granted petition for reconsideration and stay filed by South West Oregon Television Bcstg. Corp., Roseburg, Ore., to extent of setting aside Oct. 1 grant of cp to Teleservice Co. for new tv translator station in Roseburg on ch. 83 to translate programs of KOIN-TV Portland. Table II of Sec. II of application lacked verification, and was incorrectly accepted by Commission as part of application. Upon submission by Teleservice Co. of proper amendment, Commission will again consider application on its merits, together with any matters raised in South West petition which Commission had not previously considered. Announced. Dec. 11.

Routine Roundup

BROADCAST ACTIONS
by Broadcast Bureau

Actions of December 15

Granted licenses for following am stations: WSTS Massena, N. Y.; WRWH Cleveland, Ga.; KIKK Bakersfield, Calif., and specify studio location and remote control point; WGRO Lake City, Fla., remote control permitted; WFLN Philadelphia, Pa.

WAJR Morgantown, W. Va.—Granted license covering change in facilities, installation directional ant. (DA-2) and new trans., change ant.-trans. location.

WDEV Waterbury, Vt.—Granted license covering increase in daytime power, installation new trans. and changes in daytime DA pattern.

Actions of December 12

WTEL Philadelphia, Pa.—Granted assignment of license to **E. Douglas Hibbs, Henry W. Cocker and Gertrude C. Hibbs.**

WPTZ North Pole, N. Y.—Granted assignment of cp to **Rollins Telecasting Inc.**

WANY Albany, Ky.—Granted license for am station.

WTBF Troy, Ala.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site.

Metropolitan Television Co., Denver, Colo.—Granted license for low power aux.

WCNB-AM-FM Connersville, Ind.—Granted mod. of licenses to change name to News-Examiner Co.

National Bcstg. Co. Los Angeles, Calif.—Granted cp and license for 8 low power (0.5 kw) auxiliaries on 26.10-26.48 mc to be used with KRCA (TV) Los Angeles, Calif.

KSQK Arkansas City, Kan.—Granted cp to install new trans.

WPFB Middletown, Ohio—Granted cp to install old main trans. (composite) as alternate main trans. at present main trans. site.

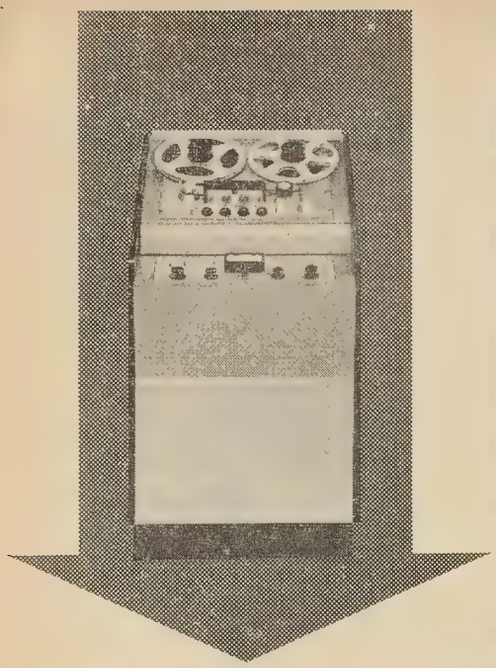
WKDN Camden, N. J.—Granted cp to change ant.-trans. and studio location and make changes in ant. system (increase height); condition; and install new type trans. as aux. trans.

KALB-FM Alexandria, La.—Granted cp to replace expired cp to replace ant. and feed line, reduce ERP to 8.4 kw, increase ant. height to 392½ ft., delete remote control operation, and make changes in ant. system.

WHBT Harriman, Tenn.—Granted mod. of cp to change type trans.

WKDN-FM Camden, N. J.—Granted mod. of cp to decrease ERP to 7.3 kw; increase ant. height to 340 ft.; change type trans. and studio and trans. location.

Continued on page 70



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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Modern radio's outstanding chain expanding. Number one station top ten market adding live-wire, fast-paced announcers, hard-hitting salesmen. Rush tape, snapshot, data. General Manager Box 133H, BROADCASTING.

Management

I am looking for a young manager who has learned his trade. May now be a top salesman, commercial manager, or a manager of a small market station. This is a 5 kw station in top 100 markets. Right man can make money with me. Want aggressive idea-selling leader, smart program man, promotion-wise manager. I'll reply in January. Box 155H, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Florida station, large market, needs aggressive salesman. Send full details with photo. Box 977G, BROADCASTING.

Need good experienced salesman. No floaters. Northeastern Pennsylvania market. No board. No announcing. Just straight sales. Liberal commission and draw. Box 100H, BROADCASTING.

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

Account executive for mid-south full-power vhf. Handle ½ entire state exclusive. Healthy guarantee. Box 125H, BROADCASTING.

Florida. Top-rated, "modern sound", independent in big metropolitan market wants to add salesman. Highly competitive nature of market requires young aggressive man with solid all-around radio experience. Salary guarantee. Ideal living conditions for family. Send resume, references and photo. Box 132H, BROADCASTING.

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

California radio station needs man for selling and servicing accounts. Send full information to P. O. Box 167, San Jose, Calif.

California, KCHJ, Delano. Serves 1,300,000. **Increasing sales staff.**

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Radio announcer, experienced, fast pace, news and music operation. Box 960G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Florida station needs good first phone combo man. Tell all. Must be good sweet music deejay. Box 976G, BROADCASTING.

Tremendous opportunity to move from small market to medium size market. Outstanding Illinois CBS station. Air personality for afternoon and early evening. Start at $100.00. Tape, resume and reference. Box 105H, BROADCASTING.

Station in large southern chain looking for top morning dj. Adult audience station. Money no object for right man. Must have tape and experience first letter. Confidential. Box 114G, BROADCASTING.

Announcers for full-power vhf south. TV experience not necessary. Work booth and camera. Good appearance a must. Tape and picture to Box 126H, BROADCASTING.

Announcer—Experienced, married, versatile, dependable. Western Ohio. Box 135H, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

Upstate New York radio station wants outstanding modern format morning man with proven rating record in major market. Excellent pay, big bonus will go with big rating. Send tape, photo and all available information. Box 146H, BROADCASTING.

Pennsylvania daytimer seeks experienced announcer for news and music work. Combo operation. Send tape—resume—expected salary first letter. Box 147H, BROADCASTING.

Experienced announcer, can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer-engineer. First phone. Good announcer shift. Complete charge Gates equipment. Established daytimer in good, growing community. Congenial staff. Send details, tape. KOFO, Ottawa, Kansas.

Unusual opportunity. Salesman-announcer. Must know and like good music. KRIC, Box 870, Beaumont, Texas.

Experienced board announcer. Low housing cost. Cool summers. If presently in New Mexico or adjoining state call or write KRSN, Los Alamos, New Mexico.

Wanted, staff announcer. Excellent opportunity for advancement, insurance and vacation benefits. Apply Paul Rahders, Program Director, KSDN, Aberdeen, S. Dakota.

Wanted, modern radio dj for a 1000 watt music news station in city of sixty thousand in southwest Oklahoma. Must be able to move and hold an afternoon audience. Good hours some talent. Send photo, tape, references and resume to Bill Miller, KSWO, Lawton, Oklahoma.

Wanted: Experienced staff announcers—radio-television. Send full details and photo. WDXI, Jackson, Tennessee.

Florida. Immediate opening for experienced dj personality on good music station. Air mail tape and complete information to WHIY, Fort Gatlin Hotel Bldg., Orlando, Florida.

Announcer dj, expanding staff. Single with car. No tapes. WPAC, Patchogue, Long Island, New York.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Personality dj wanted for 1000 watt independent in growing group of stations. Music-news format. Send tape, resume, to Dave Silverman, WSPT, Stevens Point, Wisconsin.

Technical

Chief engineer for am, fm and tv. A very good permanent position for the right man. Box 154H, BROADCASTING.

Engineer-announcer. First phone. Daytimer. Gates equipment. Maintenance and announcing. Good shift. Congenial staff. Good town. Send details and tape. KOFO, Ottawa, Kansas.

Chief engineer for light afternoon announcing shift and maintenance. WHIT, New Bern, N.C.

WQIK, Jacksonville's country music station, needs chief engineer who can also do an up-town country music dj show. No floaters—no drifters. Send tape, resume and starting salary to Marshall Rowland, WQIK, Jacksonville 6, Florida.

Production-Programming, Others

Promotion-merchandising man wanted for aggressive am-tv operation eastern part of United States. Address replies, salary and details to Box 144H, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Wanted — by established organization that is rapidly expanding—copywriter—experienced in copywriting and traffic. Salary is open and commensurate with experience, either male or female. Please send full particulars at once. Box 975G, BROADCASTING.

For teaching position in major midwestern university, competent producer-director with broad commercial station experience; MA requirement, additional graduate work desirable. Better-than-average opportunity for right man. Send details, photograph. Box 981G, BROADCASTING.

Attention: Newsmen looking for a news gathering-airing opportunity. Local station, medium size market, in midwest needs news director capable of gathering news on phone. Local news is what we want. We are located in an ideal city to raise a family. Send full details and tape, care Box 112H, BROADCASTING.

Assistant promotion manager looking for advancement in am-tv operation. Contact Box 145H, BROADCASTING immediately. Good opportunity to develop in top position with an aggressive group organization. Box 145H, BROADCASTING.

Male or female copywriter. Experience unnecessary if talented and ambitious. Fifty to start. 39 hours. Write fully. WHIT, New Bern, N.C.

RADIO

Situations Wanted

Management

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager: Small Florida market wants change to small or medium market with future. Hard worker, sober, best references. All phases, sales, announcing, play-by-play, copy. Box 123H, BROADCASTING.

Manager or commercial manager. If you are 100% satisfied with your station revenue this advertisement will not appeal to you. However, if you know you are not getting the business that you should, then let's get together and discuss your market. Experienced. Box 152H, BROADCASTING.

Sales

Prominent radio-tv salesman, New York, 10 years experience, desires opportunity to personally represent small, quality multiple station group nationally as national sales manager. Excellent references. Top agency contacts. Confidential. Box 110H, BROADCASTING.

Santa Claus! Experienced time salesman needs permanent employment only. No station cutbacks, sell-outs. Creative continuity, sales presentations, traffic. Good typist. Box 122H, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Women's programs - announcer-writer-director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

Announcer. Modern sound. Experienced. Styled for California, Boston, Washington, Philadelphia. Box 884G, BROADCASTING.

Experienced staff announcer. Two years. Three years college. Married, no personality dj. Excellent references. Presently employed. Interested in sports. Prefer southeast. Box 899G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Experienced announcer. Married, excellent references. Progressive stations anywhere. Immediately available. Box 989G, BROADCASTING.

Announcer first fone combo. Heavy play-by-play sports. Twelve years one station, desires permanent location where sports is major interest. References and tape. Prefer south but will consider any section with future. Box 103H, BROADCASTING.

"Common sense is not so common," said Voltaire. And right he was! Experienced, intelligent, versatile college, copywriting, cooperative. Good appearance. Box 108H, BROADCASTING.

Staff announcer, strong on news. Light experience but well trained. Mature, college, broadcasting school. Go anywhere. Tape and resume on request. Box 106H, BROADCASTING.

Do you need an air salesman? Family man. Well experienced. Competitive stations only. Box 115H, BROADCASTING.

Different type relaxed delivery. Perfect late or all nite, news experienced. Box 124H, BROADCASTING.

Mature, single announcer, five years experience, desires sports and music or sports and news. Play-by-play all sports. Prefer medium or large market. Best references. $95 minimum. Presently employed morning personality. Box 136H, BROADCASTING.

Available immediately—Swing'in dj, authoritative news, exciting sports and solid staff. Just returned from service. 5 years experience, sheepskin. Box 138H, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 142H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

The voice you trust. Unusual announcer producer—highly skilled all phases radio broadcasting—operate console—listen and compare. Box 148H, BROADCASTING.

Announcer for evenings or milkman—will travel. Now morning man. Box 149H, BROADCASTING.

Combo man experienced. First phone. Permanent position desired. Will travel. Box 150H, BROADCASTING.

Attention, progressive am and fm'ers—young budding dj-announcer looking for first job, just completed radio course, specializes in adult pop music programming, some jazz, little or no top 40. Will settle anywhere immediately. For tape, photo, resume, write Box 151H, BROADCASTING.

Hungry announcer—Station within 100 miles of New York City—complete national and local news and sports coverage and editing, excellent dj saleability, work easily with remotes, play-by-play, interviews, also write copy and operate board, classical music host, live tv demonstration. Roger Bacon, 479 Ocean Dr. W., Stamford, Conn.

Family announcer seeks permanent position. Experienced all phases, sales, sports. "Bob", Box 482, Jacksonville Beach, Florida, CHerry 9-9103.

Announcer—operator—Sales. Experienced, 1st phone, married, veteran. Prefer small to medium market. Some play-by-play sports. Available immediately. Robert H. Larson, N. 5703 Lindeke, Spokane, Washington, Phone Fairfax 7-8740.

Jack Wandell—Alaska's top radio personality—highest Hooper, Pulse rating in new state; available immediately, $100 per week minimum. 15 years experience, all phases of broadcasting: DJ, newscasting and editing, winner: Alaska Press Club Award, AP News Award. Married, temperate, an industrious 32. Work in city of 80,000 population minimum. Tape and references upon request. Contact: Jack Wandell, 707 Park Avenue, Mechanicville, New York.

Technical

Engineer with first phone. Experienced. Available now. No announcing. Box 974G, BROADCASTING.

Experienced engineer first class, salesman, and announcer, available immediately, would like anyplace in the south or southwest. Good car. Would like position in either radio or tv. Address: Box 101H, BROADCASTING.

First phone, experienced transmitter, control room, remotes and equipment construction. Box 130H, BROADCASTING.

Production-Programming, Others

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Married, 2 children. Employed. Available. Box 972G, BROADCASTING.

News director, 7½ years experience in top-flight small station wants to move up. College graduate. Box 109H, BROADCASTING.

Public relations—Young married man with experience, pleasing personality. Slanted toward radio-tv. Educational background, want Washington area. Promotion, merchandising, advertising knowledge. Will travel, excellent references. Resume, interview. Write Box 116H, BROADCASTING.

PD available 1/1/59. 9 years on air. Know news, promotion, publicity. I can get and hold No. 1 spot for your station. Will consider all offers. Box 117H, BROADCASTING.

Unusually creative copywriter available for progressive northeastern station. Fresh, colorful ideas. Especially good production commercials, promotions and direct mail advertising. Box 118H, BROADCASTING.

Creative, imaginative copywriter. Successful results. Traffic and time sales experience also. Box 121H, BROADCASTING.

TELEVISION

Help Wanted

Sales

Account executive for mid-south full-power vhf. Handle ½ entire state exclusive. Healthy guarantee. Box 127H, BROADCASTING.

Salesman wanted. Excellent opportunity for experienced television time salesman. Send details first letter to Sales Manager, WHCT, 555 Asylum St., Hartford, Conn.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Vacancy for competent and versatile television announcer. Opportunity for experienced man, preferably with potential for directing or other responsibility in production. Southwest location. Tape, snapshot and details to Box 979G, BROADCASTING.

Announcers for southern vhf. Booth and/or camera work. 5% guaranteed wage increase every 180 days. Send tape, picture to Box 128H, BROADCASTING.

Technical

Experienced chief engineer for midwest CBS station. Top salary. Excellent working conditions. Stock option plan. Administrative and construction experience essential. Personal interview a requisite. Include educational background, television commercial experience, past earnings, record and references. Box 120H, BROADCASTING.

Studio and/or transmitter men for vhf full-power south. Particular interest in men familiar with RCA xmtr. and/or Dumont cameras. Box 129H, BROADCASTING.

Vacancy for television engineer. Permanent job, good climate. Would consider hard working radio engineer who wants to learn television. Send complete details including small snapshot to Manager, KSWS-TV, Roswell, New Mexico.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador, C.A.

Want experienced engineer who is now ready to step into job as chief engineer combination radio and television operation. Reasonable salary for conscientious, hard-working man who wants permanent set-up in good climate. Manager, KSWS-TV, Roswell, New Mexico.

TV transmitter supervisor for mountain top Dumont installation. Must have experience. C. E., WPTZ, Plattsburgh, New York.

Production-Programming, Others

Promotion assistant with some experience for KCRG-TV, Cedar Rapids, Iowa. State starting salary and background in reply. Unusual opportunity to really learn promotion and publicity work for stable person. Write Redd Gardner, General Manager.

Creative director for expanding vhf. Experience in programming, film and continuity. Top level job. Will work with advertisers and salesmen in building programming for KCRG-TV, Cedar Rapids, Iowa. State salary requirements. Write Redd Gardner, General Manager.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales manager or general manager. It's too late to do anything about the business you lost in 1958 but how about 1959? A practical, experienced, well regarded broadcaster is available. Box 153H, BROADCASTING.

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily. Ted Weber, Parkway House, Philadelphia 30, Pa.

Sales

Midwest major market experience. Former farm editor. Versatile radio-tv background. Family man. Mature, not old. No hot-shot or high pressure artist. Prefer upper midwest. Box 102H, BROADCASTING.

Selling is instinctive to me. I sincerely and enthusiastically believe that television is the greatest advertising medium there is, and will prove it in sales. Box 137H, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Sales

General sales manager, network vhf important eastern city, interested new affiliation as local-regional sales manager or national sales service. Will also consider position as salesman on aggressive vhf. Valid reason for leaving present affiliation. Gilt edged references. Highly successful television sales background. Good working knowledge of merchandising and other selling tools. Married, no family. Write Box 104H, BROADCASTING.

Announcers

Announcer-producer. Tv, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Experienced announcer-director. Will travel for opportunity. Reliable, degree, best references. Service returnee, available immediately. Box 139H, BROADCASTING.

Technical

Chief engineer, 16 years in broadcasting, 10 years in tv. Constructed two stations. Presently employed by network. New England and east preferred. Box 961G, BROADCASTING.

Chief engineer: Proven ability all phases am, uhf, and vhf construction, operation, maintenance and management. Age 37. Available immediately. Box 994G, BROADCASTING.

11 years broadcasting am-tv-fm. Planning, construction, maintenance, and operations. 3 years chief plus 4 years supervisory. Can be available in 30 days. Box 995G, BROADCASTING.

Production-Programming, Others

Production manager with five and one-half years experience, presently employed. Desires to settle in the "deep" south in a friendly community with progressive station, or an agency needing a production supervisor of copy. Excellent references and resume. Box 945G, BROADCASTING.

Director-writer. Hour live show, dramatic, shift. Heavy production background. 4 years experience. Degree, veteran. Box 140H, BROADCASTING.

Children's personality. Own show on Net O&O. Net guest appearances. Movie host-director. Married, presently employed. Box 157H, BROADCASTING.

FOR SALE

Stations

Farwest top-rated 24 hour 250 watt independent grossing $70,000, growing market of 90,000. Asking $110,000. $25,000 down. Box 956G, BROADCASTING.

True: Top station in excellent area. $95,000 cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Southern California. Profitable fulltimer. Excellent growth potential in wonderful climate. Exceptional real estate included. Grossing $145,000. Down payment of $75,000 will handle. Easy terms on balance. Box 141H, BROADCASTING.

Southeast large market station, $250,000; small market station (3), prices ranging $37,000 to $50,000. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Florida station, 1 kw daytime in medium market. Must sell because of other Florida interests. Price $80,000.00 with excellent terms. Write Owner, P.O. Box 5648, Jacksonville, Florida.

New England single station market, $50,000, 29% down. Chapman Company, 1270 Avenue of Americas, New York, N.Y.

KCHS, Truth-or-Consequences, New Mexico offered this week for $49,000. (But going down $1,000 per week so why hurry?) Merry Christmas. KCHS, Box 351, Truth-or-Consequences, New Mexico.

Controlling interest medium market station in upper south, $34,500, 30% down payment; one fourth interest of another, $11,500; others ranging in price from $60,000 to $190,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

West Texas secondary market fulltimer. $77,000, 29% down, 10 years payout. Patt McDonald, Box 9322, Austin, Texas, GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

FOR SALE

Stations—(Cont'd)

Large market station in progressive southwest area, $225,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Arkansas single market 1 kw daytime. Making money. $75,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida single station markets (4), prices ranging $30,000 to $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Northeast large market station, $450,000, 29% down. Chapman Company, 1270 Avenue of Americas, New York, N.Y.

Top southern market 5kw fulltime. $225,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida small market station, $60,000, terms, medium market station, part interest, $30,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Southern metropolitan market fulltimer, $250,000 with 30% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

California coastal area medium market station, fm, one half interest $25,000; metropolitan area station, $1,000,000, 29% down. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Oklahoma single market 500 watts daytime. In the black. $60,000. 29% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Equipment

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

PT6D3 Magnecord dubbing amplifier, complete factory overhauled, like new condition, cost $365 new. A real buy at $300. KGYN Radio, Guymon, Oklahoma.

3 **PT6-R rack-mount Magnecorders,** in good operating condition, with remote control provisions. $275.00 per unit, or all three for $750.00. 1-C am frequency monitor complete with spare tubes for $100.00. One Stancil Hoffman M-5A minitape recorder, less batteries, in good working condition, for $75.00. Contact Ellis Feinstein, Chief Engineer, KMED, Medford, Ore.

Like new Magnecorder: 2 PT6-AH, PT6-J, Cordette-cabinet or cases. PT6-A, PT6-R excellent. Best offer. WAVO, Avondale Estates, Georgia.

AM transmitter Western Electric 250 watt type 451A-1 complete with crystals, operating tubes and spares. Also included antenna turning unit with remote meters, packaged price $1200.00. WFKY, Frankfort, Ky.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

1—Western Eelectric directional antenna phase monitor, type 2A—$75.00, WHIO Dayton, Ohio.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Equipment

DuMont fm exciter type 5067B for transmitter 1000/2000. Want cameras, transmitters, studio-terminal equipment. Also want am-fm transmitters. Box 113H, BROADCASTING.

Wanted: Two used progressional turntables; tape recorder; microphones; for Ferris Institute campus radio station. Box 119H, BROADCASTING.

For cash 5 kw low band television transmitter, air-cooled, good condition. Reply to Box 156H, BROADCASTING.

Non-profit organization interested in 5 or 10 kw fm transmitter and field equipment. Box 77, Atlanta, Georgia.

WANTED TO BUY

Equipment—(Cont'd)

Wanted Magnecorder PT6-AH, and PT6-R, in repairable condition. Portable equipment considered. Send price and condition to: Chief Engineer, KSAL, Salina, Kansas.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED TO BUY

Stations

WANT TO BUY RADIO STATION DOING A GROSS MINIMUM OF $200,000. You may submit your proposal to us with the assurance of the strictest of confidence. Every offer given prompt attention. Write to Box 107H, BROADCASTING.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

WAVC Boaz, Ala.—Granted mod. of cp to change name to **Cicero Bcstg. Co.**

KEVE Golden Valley, Minn.—Granted mod. of cp to change type trans. conditions.

WIS-TV Columbia, S. C.—Granted mod. of cp to change type ant. and other equipment and change ant. height to 1550 ft.

WIOK Mount Dora, Fla.—Granted authority to remain silent for period of 6 months starting Dec. 9; conditions.

KVNA Flagstaff, Ariz.—Granted request to cancel cp for alternate main trans.

Following stations were granted extensions of completion dates as shown: WGTO Cypress Gardens, Fla. to 4-30-59; WCRM Clare, Mich. to 5-7-59; WBTL Farmville, N. C. to 7-8-59; KDAD Weed, Calif. to 7-1-59; WCMR Elkhart, Ind. to 3-29-59; KGB-FM San Diego, Calif. to 3-20-59; KFIL (FM) Santa Ana, Calif. to 5-9-59; WPEL-FM Montrose, Pa. to 6-23-59; KAJS (FM) Newport Beach, Calif. to 4-9-59 and WETC Wendell-Zebulon, N. C. to 3-30-59.

Actions of December 11

WENO Madison, Tenn.—Granted license covering installation of aux. trans. at present location of main trans.; and license covering increase in power to 5 kw and installation of new trans. (main).

WMSR Manchester, Tenn.—Granted license covering change in frequency; remote control permitted.

Court House Bcstg. Co., Washington Court House, Ohio—Granted license for low power aux.

KGO-FM San Francisco, Calif.—Granted cp to change ERP to 23.5 kw; ant. height to 930 ft.; install new ant.; change studio location and change ant. system; without prejudice to such action as commission may deem warranted as the result of its final determination: (1) with respect to conclusions and recommendations set forth in report of Network Study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission.

WSGA Savannah, Ga.—Granted cp to install new trans.

KHGM (FM) Houston, Tex.—Granted cp to change type ant.; ERP to 49 kw and change main studio.

WFAI Fayetteville, N. C.—Granted cp to install new trans.

KIUL Garden City, Kan.—Granted cp to install new trans.

WAKY Louisville, Ky.—Granted cp to install alternate main trans. (present site of main trans.) for nighttime use, employing DA.

WHMA Anniston, Ala.—Granted cp to replace expired cp to install new trans. as aux. trans. at present main trans. site; remote control permitted while using non-DA.

KGO San Francisco, Calif.—Granted cp to install aux. trans. (present site of main trans.); without prejudice to such action as Commission may deen warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in the report of Network Study staff and (2) with respect to related studies and inquiries now being considered or conducted by Commission.

National Bcstg. Co., Chicago, Ill.—Granted cp for 1 low power (0.5 w) aux. on 26.10-26.48 mc to be used with WMAQ-AM-FM, WNBQ (TV).

Court House Bcstg. Co., Washington Court House, Ohio—Granted cp for 1 low power (0.5 w) aux. on to be used with WCHO.

WDJR (FM) Oil City, Pa.—Granted mod. of cp to change ERP to 3.4 kw; and type-ant.; ant. 300 ft.; conditions.

Following stations were granted extensions of completion dates as shown: KRPM (FM) San Jose, Calif. to 2-24-59; WKBN-FM Youngstown, Ohio to 4-24-59; KACE-FM Riverside, Calif. to 4-16-59; WPGC-FM Oakland, Md. to 1-15-59.

KACE-FM Riverside, Calif.—Granted mod. of cp to change type trans.

WNOX Knoxville, Tenn.—Remote control permitted while using nondirectional ant.

KPIG Cedar Rapids, Iowa—Granted change of remote control authority.

WLOB Portland, Me.—Granted change of remote control authority.

KMMJ Grand Island, Neb.—Granted request for cancellation of license for aux. trans.

KBMI Henderson, Nev.—Granted authority to remain silent for period beginning midnight Dec. 6 and ending April 6, 1959; conditions.

Actions of December 10

KNOG Nogales, Ariz.—Granted assignment of license to **Charles F. Montano.**

KCKC San Bernardino, Calif.—Granted license covering installation of new trans.

KVOR Colorado Springs, Colo.—Granted mod. of license and cp to change name to **KVOR Inc.**

WHHS Havertown, Pa.—Granted extension of completion date to 2-1-59.

Actions of December 9

Granted licenses for following am stations: WWIS Clarkwood Bcstg. Corp., Black River Falls, Wis., and WGSR, Jenkins Bcstg. System Millen, Ga., and specify type trans.

WBKV-FM West Bend, Wis.—Granted license for fm station.

KWSD Mt. Shasta, Calif.—Granted license covering changes in facilities, make changes in ant. and ground system and install new trans.

KSPI Stillwater, Okla.—Granted cp to install new trans.

WPLY Plymouth, Wis.—Granted mod. of license to change name to WPLY Inc.

KABR Aberdeen, S. D.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KINK Phoenix, Ariz. to 2-26-59 and WJMJ Philadelphia, Pa. to 2-24-59.

Actions of December 8

WDSP DeFuniak Springs, Fla.—Granted involuntary assignment of license to **W. Dexter Douglass,** administrator of estate of **W. D. Douglass,** deceased.

WNIL Niles, Mich.—Granted assignment of license to **Niles Bcstg. Co.**

WKBZ Muskegon, Mich.—Granted assignment of license to **WKBZ Radio Corp.**

KWOE Clinton, Okla.—Granted acquisition of negative control by each **Lonnie J.** and **Alice Howenstine Preston** through purchase of stock from **V. M. Preston.**

WSRV Carbondale, Ill.—Granted license for noncommercial educational fm station; remote control permitted.

WCVP Murphy, N. C.—Granted license for am station; remote control permitted.

KSDN Aberdeen, S. D.—Granted license covering installation of new trans. as aux. trans. at present main trans. site; remote control permitted while using nondirectional ant.

WKRK Murphy, N. C.—Granted license for am station and specify type trans. and studio location; remote control permitted; conditions.

WKLM Wilmington, N. C.—Granted license covering changes in facilities and change in trans.; and specify type trans.; remote control permitted.

WHBF-TV Rock Island, Ill.—Granted license covering changes in tv station.

WLIR (FM) Hicksville, N. Y.—Granted mod. of cp to change ant.-trans. and studio locations.

WGML Hinesville, Ga.—Granted mod. of cp to make changes in ground system and change type trans.

WLOD Pompano Beach, Fla.—Granted mod. of cp to change ant.-trans. location and type trans.

KELE Phoenix, Ariz.—Granted change of remote control authority

KBCA Los Angeles, Calif.—Remote control permitted

ACTIONS ON MOTIONS

By FCC

Commission on Dec. 11 granted motion by ABC for extension of time from Dec. 8 to Dec. 15 to file response to petition by Joint Council on Educational Television requesting institution of rule-making proceedings on proposals to change tv channel assignments in Panama City, Fla.; Waycross, Ga.; Reno, Nev.; Rochester, N.Y., and Norfolk-Portsmouth-Newport News, Va., so as to reserve a vhf channel in eaeh of them for noncommercial educational use.

By Chief Hearing Examiner James D. Cunningham on Dec. 15

Scheduled hearing for Jan. 19 on am applications of Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis.

Granted petition by Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, Mass., for extension of time from Dec. 15 to Dec. 29 for parties to file notices of appearance in proceeding on its fm application and that of WKOX Inc., Framingham, Mass.

By Hearing Examiner James D. Cunningham on Dec. 15

On own motion, scheduled hearing conference for Dec. 29 on application of Spartan Radiocasting Co. (WSPA-TV, ch. 7), Spartanburg, S.C.

UPCOMING

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Hotel Will Rogers, Claremore.

Jan 23-25: Advertising Assn. of the West, mid-winter conference, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25: AWRT, Michigan conference, Detroit.

Jan. 26-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.

Feb. 8-14: National Advertising Week.

Feb. 17-20: Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 5-6: ANA, advertising to business and industry, Hotel Webster Hall, Pittsburgh.

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.

March 15-19: NAB, broadcast engineering conference. Conrad Hilton Hotel, Chicago.

March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.

April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.

April 12-14: ANA, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

By Hearing Examiner Jay A. Kyle on Dec. 15

Reopened record in proceeding on applications of Electronic Music Co. and WSBC Bcstg. Co., for fm facilities in Chicago, Ill.; received in evidence affidavit of WSBC as Exhibit No. 1, and record again closed.

By Hearing Examiner Basil P. Cooper on Dec. 12

Granted motion by Santa Monica Bcstg. Co., Santa Monica, Calif., for continuance of date for evidentiary hearing from Dec. 15 to Jan 26, 1959; specified Jan. 22 for final exchange of engineering exhibits to be offered in evidence in proceeding on Santa Monica's fm application.

By Hearing Examiner H. Gifford Irion on dates shown

Granted motions by WILA Inc. (WILA), Danville, Va., and Broadcast Bureau for various corrections to transcript of hearing on WILA's application. Action Dec. 12.

On own motion, continued further hearing conference from Dec. 22 to Jan. 12, 1959 in Erie, Pa., tv ch. 66 proceeding (L.E.U. Bcstg. Co., et al.). Action Dec. 15.

By Hearing Examiner Herbert Sharfman on Dec. 15

On request of Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, Mass., continued from Dec. 18 to Dec. 29 at 10:15 a.m., prehearing conference on its fm application and that of WKOX Inc., Framingham, Mass.

By Hearing Examiner Elizabeth C. Smith on Dec. 12

Granted motion by M & M Bcstg. Co. (WMAM, WMBV-TV), Marinette, Wis., for certain specified corrections to transcript in proceedings on application to transfer control of that company from William Walker, et al., to Evening Telegram Co., Norman M. Postles, and Walter C. Bridges.

By Hearing Examiner Isadore A. Honig on dates shown

On own motion, scheduled prehearing conference for 9 a.m., Jan. 5, 1959, on am application of Tobacco Valley Bcstg. Co., Windsor, Conn. Action Dec. 12.

By Hearing Examiner Forest L. McClenning on Dec. 15

Issued order following prehearing conference; further prehearing conference scheduled for March 30, and continued hearing scheduled for Jan. 15, 1959 to date to be determined at further prehearing conference in proceeding on applications of Gerico Investment Co. (WITV), Miami, to change from ch. 17 to ch. 6 and Publix Television Corp., Perrine, Fla., et al., for cps for new tv stations to operate on ch. 6.

Scheduled further prehearing conference for Jan. 19, 1959 and continued from Jan 9 to date to be determined at further prehearing conference the hearing on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By FCC

On petition by Wayne M. Nelson, Concord, N.C., postponed from Dec. 19 to date to be subsequently announced oral argument on am applications of Mr. Nelson and Fred H. Whitley, Dallas, N.C. Action Dec. 12.

By Commissioner Rosel H. Hyde on Dec. 11

Granted petition by Broadcast Bureau for extension of time to Dec. 17 to file response to petition by Cleveland Bcstg. Inc., for enlargement of issues in proceeding on am application of County Bcstg. Co., Clarion, Pa.

Granted petition by Herbert Muschel and New Bcstg. Co., for extension of time to Jan. 5 to file reply exceptions in proceeding on their applications and Independent Bcstg. Co. for new fm stations in New York, N.Y.

By Hearing Examiner Charles J. Frederick on Dec. 10

Scheduled hearing for Feb. 5, 1959, on fm applications of Newark Bcstg. Corp., Newark, N.J., and WMGM Bcstg. Corp., New York, N.Y.

By Hearing Examiner Isadore A. Honig on Dec. 11

On own motion, scheduled prehearing conference for Jan. 8, 1959, on fm applications of Dale W. Flewelling and KROY Inc., Sacramento, Calif.

Continued from Jan. 15 to Feb. 3, 1959, hearing on application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif., and ordered that copies of KYNO proposed exhibits be furnished other parties and examiner by Jan. 27.

By Hearing Examiner Jay A. Kyle on dates shown

Granted motion by South Kentucky Bcstrs. (WRUS), Russellville, Ky., for extension of time to Dec. 12 for filing proposed findings in proceeding on its application, and to Dec. 22 for filing replies. Action Dec. 8.

On request by applicants, cancelled prehearing conference and continued hearing from Dec. 10 to Dec. 22 on fm applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., Baltimore, Md. Action Dec. 9.

By Hearing Examiner H. Gifford Irion on Dec. 8

Continued hearing from Dec. 15 to Jan. 8, 1958 in proceeding on am application of Norman O. Protsman, Valdosta, Ga.

By Chief Hearing Examiner James D. Cunningham on Dec. 8

Scheduled hearings on dates shown in following proceedings: Feb. 18—am applications of Continental Bcstg. Corp. (WHOA), San Juan and

Jose R. Madrazo, Guaynabo, both Puerto Rico; Tri-County Bcstg. Co., Jerseyville, Ill., and Radio Missouri Corp. (WAMV), East St. Louis, Ill.; Feb. 20—The Tobacco Valley Bcstg. Co., Windsor, Conn.; Feb. 24—Booth Bcstg. Co. (WBBC), Flint, Mich.

By Hearing Examiner Annie Neal Huntting on dates shown

Continued hearing from Dec. 23 to Jan. 22, in proceeding on fm applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., both Philadelphia, Pa. Action Dec. 10.

Scheduled prehearing conference for Jan. 7, 1959, in proceeding on am applications of The Four States Bcstg. Co., Halfway, Md., et al. Action Dec. 9.

Scheduled conference for Dec. 29 in proceeding on am applications of Broadcasters Inc., South Plainfield, N.J., et al. Action Dec. 9.

By Hearing Examiner Millard F. French on Dec. 10

Granted petition by Huntington - Montauk Bcstg. Co., Huntington, N.Y., for extension of time to Dec. 22 for filing proposed findings of fact and conclusions, and to Jan. 5, 1959 for filing reply findings in proceeding on its fm application and that of The Riverside Church in the City of New York, New York, N.Y.

By Hearing Examiner Basil P. Cooper on Dec. 9

Granted motion by Armin H. Wittenberg Jr., Los Angeles, for continuance of evidentiary hearing from Dec. 17 to March 23, 1959, in proceeding on his fm application and that of Pasadena Presbyterian Church, Pasadena, both California.

By Hearing Examiner J. D. Bond on Dec. 9

Granted motion by Broadcast Bureau for extension of time from Dec. 9 to Dec. 15 for filing replies to two petitions by Naugatuck Valley Service Inc., Naugatuck, Conn., in proceeding on latter's am application and that of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass.

NARBA Notifications

CANADIAN

590 kc

VOCM St. John's, Nfld.—10 kw D, 1 kw N, ND, U. Class III. Now in operation with increased daytime power.

VOCM St. John's, Nfld.—10 kw, DA-N, U. Class III. EIO 11-15-59. (PO: 10 kw D/1 kw N ND)

730 kc

CJNR Blind River, Ontario—1 kw, DA-N, U. Class II. Now in operation.

800 kc

CHAB Moose Jaw, Sask.—10 kw, DA-N, U. Class II. EIO 11-15-59. (PO: 800 kc 10 kw D/5 kw N DA-N)

CKOK Penticton, B. C.—10 kw D, 0.5 kw N, ND, U. Class II. EIO 11-15-59. (PO: 800 kc 1 kw D/0.5 kw N ND)

900 kc

CHNO Sudbury, Ontario—10 kw D, 1 kw N, DA-2, U. Class II. EIO 11-15-59. (PO: 900 kc 1 kw DA-N)

920 kc

CJCH Halifax, N. S.—10 kw D, 5 kw N, DA-N, U. Class III. Now in operation with increased daytime power.

1130 kc

CKWX Vancouver, B. C.—50 kw, DA-N, U. Class I-B. EIO 11-15-59. (PO: 1130 kc 50 kw DA-1)

1230 kc

CFCW Camrose, B. C.—1 kw D, 0.25 kw N, ND, U. Class IV. Now in operation with increased daytime power.

1340 kc

New, Parry Sound, Ont.—0.25 kw, ND, U. Class IV. EIO 11-15-59. (Location 45° 20′ 42″ N 80° 01′ 23″ W)

1350 kc

CKLB Oshawa, Ontario—10 kw D, 5 kw N, DA-2, U. Class III. EIO 11-15-59. (PO: 1350 kc 5 kw DA-2)

1380 kc

CKPC Brantford, Ontario—10 kw, DA-2, U. Class III. EIO 11-15-59. (PO: 1380 kc 1 kw DA-N)

1480 kc

New, New Market, Ont.—1 kw, ND, D. Class III. EIO 11-15-59. (Location 44° 22′ 39″ N 79° 46′ 21″ W)

1540 kc

New, Burlington, Ont.—1 kw, ND, D. Class III. EIO 11-15-59. (Location 43° 22′ 39″ N 79° 46′ 21″ W)

CORRECTIONS & ADDITIONS TO 1958 BROADCASTING YEARBOOK

Changes and additions received after the new 1958 BROADCASTING YEARBOOK went to press are included in the following list. For readers' convenience, the information is arranged in order of YEARBOOK page number.

Page A-15 Under "the Dimensions of Radio and Television," in paragraph devoted to Total Time Sales 1957, figure should read $1,242,709,000 for total radio-tv time sales.

Page A-215 Under Tv Stations Directory, Wyoming, KFBC-TV Cheyenne, in executive listing, insert Victor L. Stamm as program director and change Dorothy Collier to traffic director.

Page A-239 Under Radio Stations Directory, Arizona, KHEP Phoenix, change executive listing to: Rhinold Zwar, pres; Frank Porter, gen mgr; John Hoeksema, business mgr; Gale Erbe, program director, news director; Don Bradley, chief engineer; Margie Erbe, women's director.

Page A-244 Under Radio Stations Directory, California, KCHJ Delano, delete Broadcast Time Sales as representative.

Page A-247 Under Radio Stations Directory, California, KPPC Pasadena, change "non-commercial religious station" to "non-commercial public service station" and telephone number to Sycamore 3-3069. In executive listing, delete manager from title of Del M. Reynolds, program director. Clayton M. Blake is chief engineer.

Page A-252 Under Radio Stations Directory, California, KRCW (FM) Santa Barbara, change starting date to September 1957.

Page A-255 Under Radio Stations Directory, Colorado, KGEK Sterling, in executive listing, add Al Ross, coml mgr, program director, news director; Al Casy, farm director, sports director.

Page A-269 Under Radio Stations Directory, Georgia, WRFC Athens, change executive listing to L.H. Christian, pres, gen mgr; Claude Williams Jr., coml mgr; Ed Sharpe, program director; Ed Thilenius, sports director, promotion director; L.D. Drewry, chief engineer; Bob Bradford, news director.

Page A-276 Under Radio Stations Directory, Illinois, WFMT (FM) Chicago, delete "Fm companion of WTTW-TV." WFMT (FM) is independent station.

Page A-280 Under Radio Stations Directory, Indiana, WCSI-FM Columbus, change starting date to August 1958.

Page A-292 Under Radio Stations Directory, Louisiana, KASO Minden, change listing to: P.O. Box 344. Phone Franklin 7-1200. Dixie Broadcasters (acquired station Aug. 1, 1958). Cyril W. Reddoch, partner; Ralph L. Hooks, partner, mgr; Jim H. Howell, coml mgr; Billy Hyatt, chief engineer; Catsy Mooreland, local news director.

Page A-302 Under Radio Stations Directory, Michigan, WCAR Detroit, change licensee listing to WCAR Inc.

Page A-308 Under Radio Stations Directory, Minnesota, KVOX Moorhead, executive listing, insert M.M. Marget, station mgr.

Page A-315 Under Radio Stations Directory, Missouri, KTTS Springfield, change phone number to University 2-7474.

Page A-326 Under Radio Stations Directory, New York, WWHG Hornell, executive listing, insert Sy Dresner, pres, gen mgr.

Page A-343 Under Radio Stations Directory, Ohio, WFIN-FM Findley, add duplicates WFIN daytime programming. Nighttime programming is independent.

Page A-362 Under Radio Stations Directory, South Carolina, WAGS Bishopville, executive listing, delete John Martin, gen mgr and insert Carl A. Vines Jr. Cal Johnson is program director.

Page A-372 Under Radio Stations Directory, Texas, insert in Bryan, cross-listing of "WTAW (see College Station listing)."

Page A-398 Under Radio Stations Directory, Alaska, KBYR Anchorage, change date station was acquired and representative listing to April 1954 and National Time Sales, respectively.

In listing of KFRB Fairbanks, delete "see William J. Wagner stations in Group Ownership" and change station representative to National Time Sales.

Page A-422 Under Radio & Television Stations Representatives, Elisabeth M. Beckjorden, 235 E. 46th St., New York 17, delete from listing Radio Station WLEX Lexington, Ky. and insert WLEX-TV Lexington.

Page A-414 Under Group Ownership of Broadcast Stations in the United States, in Storer Broadcasting Co. Stations, listing should read: **STORER BROADCASTING CO STATIONS**—WGBS-AM-FM-TV Miami, Fla; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WVUE (TV) Wilmington, Del.; WJW-AM-FM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., and WIBG-AM-FM Philadelphia, Pa. Note: Purchase of WITI-TV Milwaukee, and sale of WVUE pending FCC approval. George B. Storer, chairman of the board and president; J. Harold Ryan, senior vice president; Lee B. Wailes, executive vice president (planning and finance); Stanton P. Kettler, executive vice president (operations); John E. McCoy, vice president and secretary; Harry A. Steensen, treasurer; George B. Storer Jr., vice president (tv operations); William E. Rine, vice president (radio operations); Glenn G. Boundy, vice president (engineering); Ewald Kockritz, vice president and director of programming; Arthur C. Schofield, vice president (director, advertising and sales promotion); Bertha C. Prestler, A.A. Church, asst. secretaries; Allen L. Haid, vice president (managing director, WSPD-TV); James E. Bailey, vice president (managing director, WSPD); J. Robert Kerns, vice president (managing director, WAGA-TV); Claude Frazier, vice president (managing director, WAGA; Bill Michaels, vice president (managing director, WJBK-TV); Harry R. Lipson, vice president (managing director, WJBK); Paul J. Miller, vice president (managing director, WWVA); Lionel F. Baxter, vice president (managing director, WIBG); Ben Wickham, managing director, WJW-TV; Reginald P. Merridew, managing director, WJW; Terry Lee, managing director, WVUE; Bernard E. Neary, managing director, WGBS. Headquarters: 1177 Kane Concourse, Miami Beach 54, Fla. New York office: 625 Madison Ave. Maurice E. McMurray, national sales director. Chicago office: 230 N. Michigan Ave., Floyde E. Baston, midwest sales manager.

Page B-46 Under Radio-Tv Equipment Manufacturers, Distributors: Construction Services, in alphabetical order, under letter S, insert H.H. Scott Inc., 111 Powder Mill Rd., Maynard, Mass. Phone Twin Oaks 7-8801. Morley D. Kahn, assistant sales mgr.

Products (for radio): High fidelity monaural and stereo amplifiers, turners; turntable.

Insert Skyline Tower Co., 2436 W. 59th St., Chicago 29. Phone Walbrook 5-1288; Walter E. Smith, chief engineer.

Products (for radio): Guyed and self-supporting towers.

Products (for tv): Guyed and self-supporting towers, microwave towers, parabolic reflectors.

Page B-54 Under Attorneys, "In Metropolitan Washington, D. C.," under letter B in alphabetical order, insert Baker, Warren E., Chadbourne, Parke, Whiteside & Wolff, 640 Shoreham Bldg. Phone, Republic 7-8050.

In "Cities Other than Washington," under letter E, insert Emery, Walter B., 437 Rosewood Ave., East Lansing, Mich. Phone, Edgewood 2-3664.

Page B-56 Under Consulting Engineers, in alphabetical order, under letter M, insert Munn, E. Harold Jr., 57 Edison Court, Coldwater, Mich. Phone: 1450.

Under Letter S, in alphabetical order, insert Schottland, Frederic D., 40 Rock Spring Ave., West Orange, N.J. Phone Redwood 1-4025.

Page B-72 Under Tv Program Services, in alphabetical order, under letter P, insert Lloyd Pearson Assoc., 509 Madison Ave., New York 22. Phone Eldorado 5-5430. Lloyd Pearson, pres.

Branch Offices:

Buenos Aires, Argentina: Av. De Mayo, 1365. Phone 37-5547.

Rio de Janeiro, Brazil: Av. Franklin Roosevelt 39-S7-12. Phone 22-3151.

Services: PLP, PFP, PLC, PFC, DFF, DFS; Packagers of live tv shows, music effects.

Page B-137 Under feature story "Where Radio Money Goes," delete Harrisburg, Pa. (5), and in its place substitute Hartford, Conn. (4), with figures on that line remaining the same.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required



'BUY NOW' DRIVE CLICKS IN FLINT

FLINT, Mich., May 4.—A "Spring Sales Festival," conducted by downtown merchants as an outgrowth of an elaborate "You Auto Buy Now" campaign of motor vehicle dealers, proved remarkably successful, representative retailers said.

'Business is Good' Keys Drive at Shopping Bag

LOS ANGELES, April 13.—"What's all this talk about recession?"

That was the question executives of Shopping Bag Food Stores, 33-unit regional chain, were asking each other after tabulating sales and profits for the fiscal year just ended and learning that sales showed a 20.6 per cent advance with profits increased by 26.2 per cent over the previous period.

To answer their own question, Shopping Bag officials approved a novel advertising theme, "Business Is Good Week" and took the campaign direct to the consumer. At the time Shopping Bag made known its fiscal report with sales of $87,007,857 and profits of $1,192,416, president W. R. Hayden observed, "Amid a widespread feeling of pessimism currently pervading the economy, the supermarket industry in general and Shopping Bag Food Stores in particular continue their strong upward trend. We believe the factors which have contributed to this growth are soundly based and will continue to operate."

Last week the chain used newspaper and direct mail to make its B.I.G. point to the customer. Utilizing mail services of Timely Food Advertisers, the chain headlined its mailer "It's Business Is Good Week at Shopping Bag. Savings are big! Business is good!"

Binghampton Sales Hold Up in Slump

BINGHAMTON, N. Y.—Sales of decorative wall clocks here are averaging about the same as last year despite the recession. Buyers believe this reflects a slowly developing interest in these accessories.

Few items differ so widely in style and type from store to store as do decorative clocks in this area. The most constant ratio is price, with the $25 to $30 range responsible for the greatest volume at most stores.

Baroque and highly ornamental designs have the widest appeal, buyers noted. Syroco clocks of this type are stocked extensively by a few quality furniture stores and gift shops. Westclox is a popular line with some department and

PRESIDENT PRAISES BIRMINGHAM'S 'BUY NOW' DRIVE

WASHINGTON, April 24.—A just-launched Birmingham, Ala., business community cooperative effort to smoke out consumer dollars won the praise of President Eisenhower today.

The plan, which got under way only yesterday, was described to the President at the White House by Isadore Pizitz, president of Louis Pizitz Dry Goods Co., Birmingham. Mr. Pizitz met with President as part of an American Retail Federation delegation.

Mr. Pizitz outlined Birmingham's consumer-oriented "Buy Wisely, Buy Now." Banks, industry Chamber of Commerce, stores and other participating. Mr. P President.

Mr. Eisenhower described as high recalled to the A appeals for "b by "buy selecti Mr. Pizitz qu that if all ret the Birmingh be doing muc cession in a p

Mr. Eisenh scribed as plea own optimistic sales for 1958 called the retaile the rising total o savings, to demonstr economy was basically s also to indicate the resea consumer buying power whic should be brought into play through aggressive sales promotion and advertising.

'More for Your Money in May'

"M-M-M" stands for "More For Your Money In May," a campaign by retailers to promote sales and

GREAT MERCHANTS ARE MADE IN TIMES OF TOUGH SELLING!

Sure, these are the times that separate the men from the boys!

But it's an historical fact: Most of America's greatest merchants learned how to sell in times of tough selling. It figures—you don't learn how to sell goods when customers are coming to you asking you for the merchandise.

So start *today* getting ready to be *tomorrow's* "greatest merchant." The facts are on your side; between now and 1975, U. S. population will *soar!* There will be 22 million more jobs! Family income will reach a new high! U.S. production will double! Savings will go up and up! More and more will be spent on research! Needs will mount for new schools, new highways, new homes! Another big upswing in business is the inevitable result. Great merchants will be made. You can be one of them!

ADVERTISING COUNCIL · PUBLIC SERVICE ·

FREE! *Get going today!* Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA

from **TED BERGMANN**, *president, Parkson Adv., New York*

Television miscast in 'whipping boy' role

It has been slightly less than 12 years since the days when we had in the office a map of the New York metropolitan area on which pins had been placed to designate the location of every television receiver in the city.

How times have changed! Today television has not only taken its place along with sex and religion as one of the most popular subjects of conversation, but it's virtually impossible to pick up a magazine or newspaper without encountering a lead article or front page story on the medium.

This is a healthy manifestation of television's impact and should serve to continue to remind all of us of the responsibility we have assumed. However, there is an ever-growing area of criticism which for selfish motives seeks to destroy rather than improve.

Fortune magazine's December article illustrates the line designed to shake the faith of the advertiser in the medium's effectiveness. The viewer campaign is pointed toward the "great promise of Pay Television," a "promise" which any publisher suffering from that common malady of the newspaper and magazine business, lagging advertising lineage, would give his ABC card to help fulfill.

Reader's Digest would have its reader believe that through pay television his home receiver would become an arena where he would view nothing but championship battles in every sport, a concert and opera stage to rival the best in the world, and a theatre where top product from Hollywood would alternate evenings with the hits of Broadway. Most importantly, these presentations would be free of "annoying commercial interruptions." They neglect to say that's the only part that's "free."

Both of these classic examples of the anti-tv war illustrate their irresponsible and self-serving origins in exactly the same manner: neither takes cognizance of the economic welfare of the country and the part that free television has played in bringing us to the most prosperous era we have ever known—an era which is characterized by production and distribution which have created and marketed more new products and services, resulting in greater consumer demand and expenditures, more production, higher wages, greater industrial expansion, higher standards of living and larger advertising budgets than ever before in any country.

How would tv's critics explain the decline in our economy if this most influential of all sales media were turned to the profit of a few individuals rather than the entire country?

As if these methods of undermining television weren't enough, there are more. Some are even more subtle and more effective. During the recent quiz show fracas, which I had opportunity to view at close hand due to the agency's involvement with *21*, I remember the remark made by one of my associates as we left the last of many long meetings which culminated in the decision to cancel the program in spite of the fact we were completely convinced of the integrity of the producers. He said "This program didn't die, it was murdered by the public press."

To this day, not one charge has been officially made against the program *21*. The only charge was against one of the producers for his conduct before the grand jury. Yet the program and all like it are off the air. Most of our newspapers didn't need a trial by jury to convince them of television's culpability.

But these are understandable adversaries and their motives are usually quite clear and can be combatted by better industry public relations. What is difficult to comprehend is the unfair criticism heaped upon the industry by those who are not only profiting by it, but literally have been made by it. The $20,000-per-week comedian who condemns free broadcasting and calls for pay tv, the agency president who terms programming "garbage," the writer who heaps abuse upon the standards of dramatic shows and advertisers who pay for them because they won't allow him to do a program with "change of life" as a basic problem, and the top newsman who wants television to face reality by presenting "think" programs rather than westerns.

Perhaps he made this statement before seeing the current Nielsen figures which indicate only 11% of the available audience watched a speech by the President in October while the remainder preferred to be entertained in almost equal amounts by *The Texan* and Shirley Temple.

Perhaps the problem with all these people is one of definition; television means many things to many people. To the newsman, it is a means of communicating facts. To the comedian, a vaudeville stage where he should receive a percentage of the box office gross. To the writer, a legitimate theatre where he should be able to face the critics without having to rewrite to suit an advertiser's inhibitions. To the educator, a classroom of tremendous proportions. To the parent, a substitute babysitter and a relief entertainer. To the sports promoter, an arena capable of million dollar gates for every event. To the complaining agency president, a form of advertising in which he is unable to take personal pride. And to other media, a fearsome competitor which is liable to put them out of business.

To all of these individuals, I say a resounding "You're wrong!"

It is true that television has borrowed a part of all of these things; yet it is not any one of them and will never replace any of these other things. It might contribute to their change, but that is progress. The sooner this fact is grasped by the medium's critics, the sooner they will approach it with understanding and without fear.

Television is unique. Its ability to translate virtually any subject into sound and pictures for home consumption is unmatched but it can never lose sight of its role as a *mass* medium.

When television fails to satisfy a majority of its viewers and they begin to pick up magazines and newspapers, you can be sure the people running television will be the first to know and the first to change.

Theodore G. Bergmann, b. Sept. 12, 1920, Brooklyn, N. Y. Attended Amherst College. Joined NBC as page in 1941. Enlisted in infantry after Pearl Harbor, commissioned captain and assigned in 1944 to 3d Army in France, later reassigned to SHAEF as second in command of radio public relations on Gen. Eisenhower's staff. Returned to NBC in 1946 as a program production director; 1947 on tv sales staff of DuMont Television Network; director of sales in 1951; general manager of network in 1953; managing director and director of Allen B. DuMont Labs' broadcast division in 1954. Became vp and associate dir. of radio-tv at McCann-Erickson in 1956; became president, Parkson Adv., N.Y., in October 1957. Parkson is an outgrowth of Edward Kletter Assoc. and handles principally Pharmaceuticals Inc. and J. B. Williams product lines; bills $15.6 million in tv alone ($15 million in network); tv-radio ($15.8 million) represents 90% of overall billing. It ranks 16th in agency network tv billing.



Fast and Luce

WE are being propelled to the conclusion that where there's *Life* there's not much hope—for a kind word for television.

That's not exactly true. The current issue of *Life* does have, in its editorial on "The Structure of Entertainment," some good words for tv but they seem taken out of context. Overall the impression that is left is that tv is not much better than the picture painted in the "Light that Failed" piece in *Life's* cousin, *Fortune,* earlier this month.

Television is a "most important part" of show business and has "many considerable achievements to its credit." These phrases from the *Life* editorial are offset many times over by such adjectives as "sleazy and self-imitative" in descriptions of programming, and, worse yet, the blatant assertion that "tv is becoming a subsidiary, instead of a vehicle, of advertising."

The whole tone of the *Life* editorial, as it relates to tv, is what you would expect if you were an editor of *Fortune*—meaning the *Fortune* that carried "The Light that Failed." There is even the suggestion that pay tv is the answer—or that things would be better if the networks would take "all program control away from the advertisers."

Without meaning to, the editorial pays considerable tribute to television. The subject is "entertainment," and a good one-third of it deals with television. Probably this short-changes tv's importance, but it is much more than the paragraphs given to the legitimate theatre and Hollywood, or any other single entertainment source. No mention whatsoever is made of magazines, although in honesty we must say that some of them, notably this issue of *Life* and that other issue of *Fortune,* contribute significantly to "entertainment" if you can keep your sense of humor.

So now, according to *Life,* tv is becoming a "subsidiary" instead of a "vehicle" of advertising. We venture that if it weren't such a provable "vehicle," *Life* wouldn't have felt compelled to call it a "subsidiary"—which it isn't any more than *Life* is.

Pittsburgh Shows the Way

NEARLY four decades have passed since commercial radio was born in Pittsburgh. After all these years the aural medium has finally started to discover its cumulative strength. Revelation of the influence exerted by 13 cooperating radio stations took place during Pittsburgh's United Fund campaign with its goal of nearly $10 million.

Details of the way Pittsburgh's radio broadcasters merged their radio signals into a cooperative campaign for the public welfare were related in these columns [LEAD STORY, Dec. 15]. Handicaps of the recent recession were overcome, with radio receiving much of the credit for driving the city's campaign $50,000 over its ambitious goal.

The powerful competitive powers that have built individual radio stations into important community projects were harnessed into a single force whose might led Frank McGee, president of Aluminum Co. of America, to observe, "Radio was magnificent." He and other industrial leaders in the city were especially eloquent in their praise of the way radio pushed the United Fund campaign through its most difficult period—the last 20%.

The Pittsburgh story, the Wanamaker department store success story and others are showing the irresistible appeal of the aural broadcast medium when its individual stations are employed jointly. Radio's future is brighter than ever, if the lessons of the past and present are heeded and put to work for commercial purposes as well as public welfare.

Unclear Clears

FIRST (in 1928) there were 40 clear channels. Then there were 24. And now, if the FCC follows through in the manner in which it has instructed its staff, there will be none [AT DEADLINE, Dec. 15].

Clear channels were created to serve "rural and remote" listeners by providing high power on channels unobstructed at night by other stations. Before the emergence of television, the big issue in radio was whether clear channels should be continued, or whether they should be whacked up to permit more stations to be licensed.



Drawn for BROADCASTING by Sid Hix

"I didn't get what you promised last time. This quiz is rigged."

The FCC last spring had proposed that the existing 24 clear channels be cut in half, and that only 12 I-A channels should remain. Then, as reported last issue, it instructed its staff to draw up a plan whereby all 24 I-A's would be reduced in status to I-B's (duplicated). This would mean 24 or probably more additional 50,000 w stations. And most of these doubtlessly would go to the larger markets already having abundant service.

We are not prepared to state flatly whether this would be good or bad, though we think it would be bad. We doubt whether the Commission knows. Hearings were last held on the clear channel issue in 1945-46. Only one member of the present Commission—Rosel H. Hyde—was a member then, and he was appointed in 1946.

With some 3,900 radio stations on the air, we doubt whether there is a shortage of service in any metropolitan area. Moreover there's fm, just now showing signs of real revival. And there's tv.

We do know that there is just too much at stake for hasty action. What has happened since the hearings were last held in 1946? Would the farmers and ranchers be deprived of service if the I-A's on which they now rely were duplicated? How would these remote people be alerted in the event of a national emergency in this touch-and-go world of ours?

We think that before anything is done there should be a new evidentiary hearing. Bring in the spokesmen for farmers and the dwellers in sparsely settled areas. Bring in the engineers and the lawyers representing the various viewpoints if, indeed, conflicts do exist.

The FCC and the broadcasters should know the updated facts before action is taken.

Change of Pace

PERMIT us for the moment to digress from the themes that usually occupy this space.

It is almost the eve of Christmas, and talk of business rivalries and economic problems suddenly seems out of place.

At this season magic transformations can occur. It is possible, after no more than two martinis at the Commodore bar, to regard the 6:02 to Westport as an enchanted vehicle rushing toward the Pole. Who is to call it incongruous that a sleigh appears on the Sunset Strip? In Washington a Congressman may roar denunciations or an FCC commissioner may issue threats, but they will not be heard above the tinkle of the smallest jingle bell.

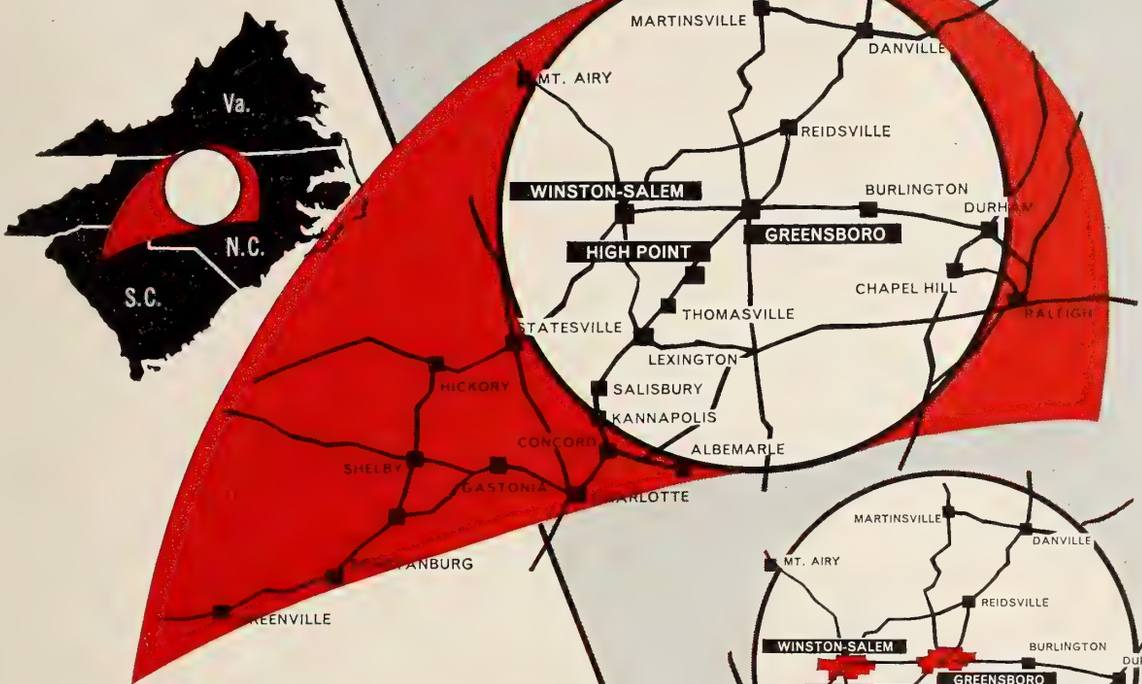
It will be a week before we visit you again. We shall count the week well spent if during it you will recall that we wished you Merry Christmas.

This is the

Piedmont Industrial Crescent . . .

and it's Dominated by

wfmy-tv





The Piedmont Industrial Crescent is a unique concentration of buying power . . . a vast "area laboratory" . . . stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV. . . the most powerful selling influence, by far.

GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)

Greensboro-High Point—Guilford County—Map Location F-3

Winston-Salem—Forsyth County—Map Location

See SRDS consumer market map section ning of the State

Area

This Is North Carolina's Interurbia

. . . The largest metropolitan market in the two Carolinas. Here WFMY-TV dominates because it serves . . . sells.

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

CBS

Basic CBS Since 1949

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA • HOLLYWOOD • DES MOINES • DALLAS

weed and COMPANY

DECEMBER 29, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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* WILpower—WIL, St. Louis Audience up 900% in Hooper. 130% in Pulse. Billing up 400%. All over the first 10 months of Balaban Operations!

WIL ST. LOUIS

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS
in tempo with the times
JOHN F. BOX, JR., Managing Director
Sold Nationally by Robert E. Eastman

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



NO. 8 IN A SERIES:
NATURAL GAS

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $2½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a *super* market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7

reaching a market that's reaching new importance!

For Action at Lowest Cost

86%* of CBS Commercial Time

is ordered on

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

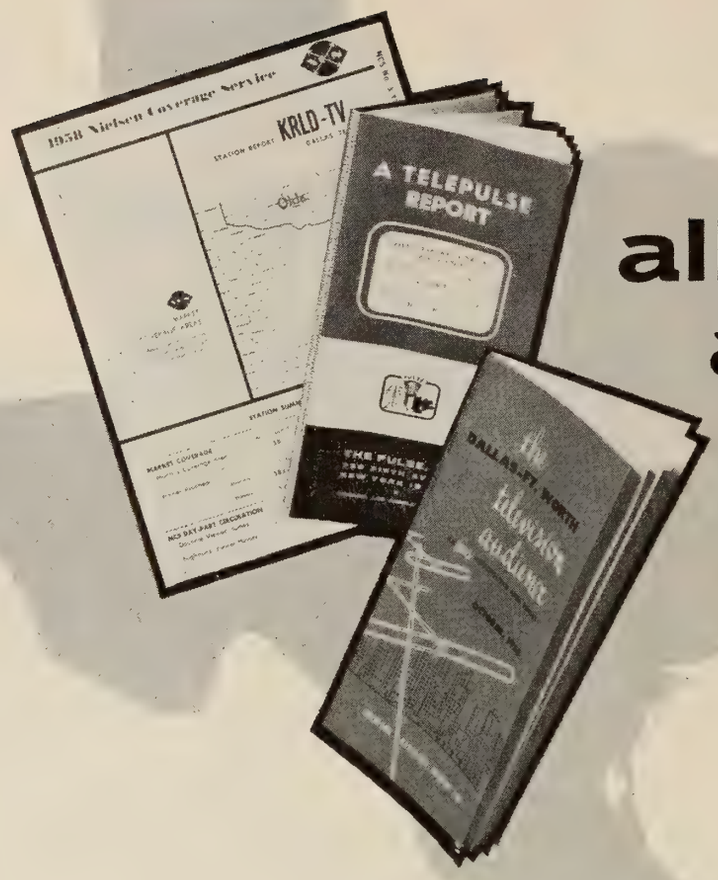
WTHI-TV

CBS • ABC

*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

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all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV IS FIRST *again!*

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (November, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas-Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and seven of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

DEC. 31 DEADLINE • Dr. George Town, executive director of Television Allocations Study Organization, has New Year's Eve chore which his friends hope won't interfere with festivities in seeing New Year in: He's promised faithfully that he will get final report in mails to members of TASO board of directors before 1959, even if it means Dec. 31 mailing. Since directors must approve report before submission to FCC, looks like it may be mid-January before uhf-vhf propagation and equipment analysis and recommendations are in hands of FCC. TASO has one more project underway. This is study of use of directional antennas. This won't be completed for several months, it's understood. TASO was set up late in 1956, following call for "crash program" by then FCC Chairman George C. McConnaughey.

•

There's more than ASCAP consent decree's so-called "most favored nations clause" for radio stations to think about in deciding whether they'll (1) sign up for one-year license renewals on present terms —which was ASCAP's offer—or (2) ask court to set "reasonable" rate. Latter is course favored by All-Industry Radio Music License Committee since ASCAP said radio stations would get lower rates no other way [LEAD STORY, *Dec. 8*]. *Some legal experts, pointing out that ASCAP has already renewed number of licenses at present rates until late 1963, interpret consent decree to mean this fact alone will prevent court from fixing higher rates, but there's no universal agreement on this. Others interpret other provisions of decree as not necessarily preventing court, as distinguished from ASCAP, from setting higher rates.*

•

ANOTHER AVENUE • Actually, according to number of experts, there's a third course open to stations, aside from one-year renewals or court fight. This is to ask for five-year renewals like those ASCAP was granting up to few months ago. These authorities feel that while various consent-decree provisions might or might not keep court from setting higher fees, they specifically would prevent ASCAP itself from refusing to issue five-year renewals like those it's been granting. According to this body of opinion, then, stations individually must decide whether to (1) go to court and take their chances on higher fees; (2) accept one-year renewal and take chances they'll be no worse off than if they went to court, (3) ask for five-year renewal and hope they guessed right and won't have to live five years with rates worse than if they went to court. All-Industry Committee, of course, seems confident that court will lower rates though it agrees such lowered rates would not be applicable to stations that renewed and didn't go to court.

•

At urging of affiliates, ABC-TV will change policy on breaks in daytime shows beginning Jan. 5. Network will allow for one 63-second break at end of half-hour shows rather than two 30-second breaks, one at middle, one at end. Affiliates say it's easier to sell one long time period than two short ones. New break will allow for 60-second spot, 3-second local ID.

•

SPECTRUM EVALUATION • Lid is tightly clamped on activities of President's Special Advisory Committee on Telecommunications which is making quickie exploration of frequency allocation and management problem [CLOSED CIRCUIT, Dec. 15] with report due by first of year. With only meager information on which to go, it's generally thought that committee is functioning as pilot group and won't attempt to make depth recommendations. Rather it's felt it might recognize need for overall spectrum analysis, either by special government commission or possibly, as proposed on Hill, by joint congressional committee on spectrum utilization and allocations. Report first will go to OCDM Administrator Leo A. Hoegh and thence presumably to President Eisenhower.

•

Christmas wasn't what it used to be for FCC members and their families. Prior to House Oversight Committee hearings, commissioners found themselves surfeited with all sorts of offerings—mostly delectable edibles like country and Smithfield hams, smoked and fresh turkeys, quail, fruit baskets, cheese, nuts and other delicacies. This year, according to commissioners' wives, pickings have been slim indeed, being mostly calendars, letter openers, candles and other standard non-edible trinkets.

•

MORE TIME NEEDED • FCC will wind up 1958 exactly where it started year—consideration of tv allocations. This Wednesday (Dec. 31) Commission is due for final staff briefing on allocations in hope that it can come close to agreeing on report to Senate when it convenes Jan. 7. But prospects were dim for any conclusive action.

•

In its consideration of various alternatives [CLOSED CIRCUIT, *Dec. 22*] *cursory consideration has been given to possible easing of vhf situation by moves out of New York and Los Angeles (each having seven v's) possibly two or three assignments. But there are many complications and, unless stations themselves applied for moves, it's feeling nothing can be done short of general reallocation.*

•

1960 • From logistics standpoint, networks would prefer to see national political conventions held in New York in 1960 but would settle for Chicago and, perhaps, not too reluctantly accept San Francisco. Rub is that there's no assurance that conventions will go to same city or that either of three cities will be selected. Still definitely in running are Philadelphia and Miami, with former apparently having much to commend it in eyes of both GOP and Democratic committeemen.

•

Because Chicago has had all except two Democratic conventions since 1932, other city bidders make no bones about their feeling that Windy City should not have "monopoly" on quadrennial forgatherings. Networks also have let it be known that if same city is selected by both parties, they would want minimum of week separation between conventions. If different cities are selected, their requirements will be minimum of two weeks.

•

ALL FOR ALVAREZ • Helen Alvarez, who last spring sold her interest in KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, to co-owner Jack Wrather Jr. [AT DEADLINE, May 12], is looking over tv properties with reported goal of acquiring legal limit of five vhf stations. Possible first of new Alvarez list: KLAS-TV Las Vegas, if preliminary conversations with owner, H. M. Greenspun, also publisher of the *Las Vegas Sun*, materialize.

•

There are internal stresses within FCC on how to handle community antenna problem. One school feels that FCC should not authorize microwave relays for CATV unless applicant has consent of originating stations to pick up programs but Common Carrier Bureau, which handles CATV permits, insists this isn't necessary. On other hand, FCC requires consent of originating stations for translators, boosters and other means of providing extended service.

•

DIM PROSPECT • Incidentally, FCC experts put little credence in suggestion that CATV operators could finance cost of buying tv broadcast rights by selling time to local advertisers [CLOSED CIRCUIT, Dec. 22]. Once they accept advertising for pay, it's pointed out, they would no longer be simply supplying antenna service but actually would become program contractors which would subject them to licensing controls as broadcast services.

cleveland has stars in its eyes



WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the **BIG STARS** in all **THE BIG MOVIES** from Warner Bros, 20th Century, and United Artists. Take the late shows for instance at 11:20 PM - 12:45 AM . . . an average 9 A.R.B. rating Sunday through Saturday. Add to this the great new Paramount Features and you have a galaxy of stars selling for you. Represented by The Katz Agency, Inc.

"Famous on the local scene"

WJW-TV

CHANNEL 8

CBS • CLEVELAND, OHIO

STORER BROADCASTING COMPANY

Storer Television

WJW-TV Cleveland • **WJBK-TV** Detroit • **WSPD-TV** Toledo • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

THE WEEK IN BRIEF

Are Newspapers Oversold?—Blair-Trendex survey finds 36% of New Yorkers polled say they're not inconvenienced by closing of newspapers in current strike. On business front, radio-tv stations hang out SRO signs, some claim to have signed "strike advertisers" into next month, Page **27.**

$185 Million Worth of Account Switches—Automobile account bumping and wholesale changes among toiletries products helped make 1958 a peak year in agency switches. Settled among others were Buick, Chrysler, some Ford business, some pending Colgate-Palmolive business, the Kolynos affair, Maxwell House, Frigidaire, Swift & Co., Mennen, Pabst and some Chesebrough-Pond's. Page **29.**

To Fight Co-op Ad Tax—Trade association and taxpayer groups plan to form ad hoc committee Jan. 6 to fight 10% manufacturers excise tax levied on $2 billion annual co-op advertising expenditures. Federal Excise Tax Council sponsors meeting. Page **35.**

Less Barter for Bon Ami—New 1959 ad budget for Bon Ami Co. delegates barter tv to less conspicuous role as cleanser firm gets set to introduce three new products on radio. Page **36.**

Keyes, Madden & Jones Shifts—Chicago agency shuffles people and accounts as Executive Vice President Howard A. Jones moves up to succeed President Edward D. Madden, resigned. Page **36.**

Summer Out-of-Home Listening at Peak—So reports Pulse which finds this segment of audience at its highest level in 1958. Survey covers July and August. Page **36.**

Soap: Buys and Buyers—B. T. Babbitt Co. purchases Charles Antell Inc. several days after rival Colgate-Palmolive Co. buys Wildroot Co. Page **40.**

National Theatres-NTA Deal—Court approval indicated for National Theatres' application to distribute film theatrically, removing roadblock to NT's stock purchase of NTA. Page **42.**

Tv Network Gross Up—Billings in October were $52.2 million for gain of 6.6%; in the January-October period the total went over $460.6 million for a 10.1% advance. Page **46.**

Moscow Trouble Again—NBC's correspondent Irving Levine spanked for censorship violations, denied microphone "until further notice." Move further curtails limited reporting from Moscow, leaves only ABC able to broadcast on the air. Page **46.**

Screen Actors Balloted—SAG members are asked for opinion on whether the union should retain research company to conduct study of feasibility of SAG-AFTRA merger. Videotape jurisdictional controversy between the two unions is reviewed in SAG board report. Page **48.**

Business Was Better—Tv advertising expenditures totaled $1.42 billion in 1958, up 10% and an alltime record, NAB yearend summary shows. Radio rose 3% to $641 million. Arrival of videotape as a basic broadcast facility described by NAB President Harold E. Fellows as one of year's most exciting developments. Page **51.**

Tv Horse-Trading Criticized—Report to House Committee proposes curtailment of station sales. Ban on *ex parte* contacts urged in recommendations by Robert S. McMahon, research specialist. Page **54.**

Facing the Oversighters—Legislative Oversight Subcommittee meets in Washington today with congressional mandate to submit report by Jan. 3, when subcommittee expires. Report is far from completed with individual members having many divergent ideas on what recommendations should be included. Page **54.**

Boston Ch. 5 Review Set—Boston ch. 5 rehearing begins Jan. 5. *Boston Globe* intervention bid goes before full Commission. Page **56.**

Space Relay Tests—They're proving "excellent" to "near perfect." Atlas satellite communications techniques seen improving utilization of higher bands for long range communications, including tv. But, warning sounded that time is now for allocations for space communications. Page **58.**

Radio-Tv in 1957: FCC Reports—Radio-tv broadcasting pushing $2 billion in total revenues, commissions and talent-production charges to outside organizations, FCC reports in 1957 annual financial report. Radio revenues in 1957 hit $517.9 million, income up 11% to $54.6 million. Tv revenues were $943.2 million, but income dropped 15.6%, to $160 million. Page **60.**

Right and Wrong—Supreme Court told appeals court is right, wrong—as Justice Dept. and FCC submit views, respectively, on correctness of appeals court ruling that Philco Corp. has right to protest against renewal of licenses of NBC's WRCV-AM-FM-TV Philadelphia. Page **68.**

FCC Turns Down Five Tv Pleas—Commission denies requests for reconsideration of five orders involving television assignments. Page **68.**



MR. McINTOSH

People & Profits: One Point of View—L. R. McIntosh, executive vice president, Grant Adv., Detroit, says in MONDAY MEMO this week that the answer to today's high cost of doing business for the advertising agency (like anyone else) is to get the most output from the best people. It means careful hiring, training and, "inevitably, culling," to achieve top efficiency for best client service and agency net profit, he concludes. Page **89.**

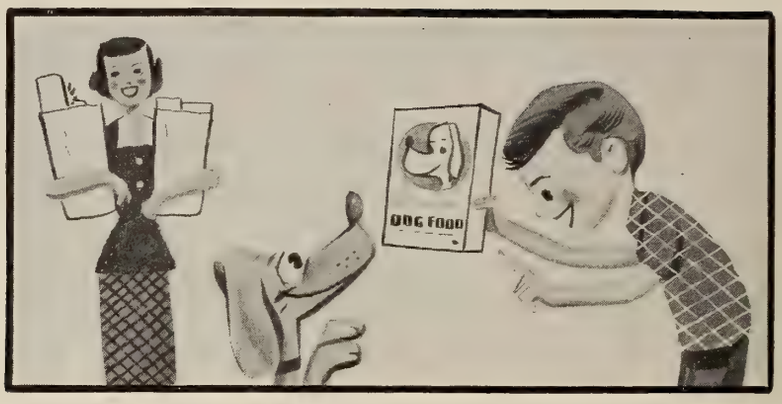
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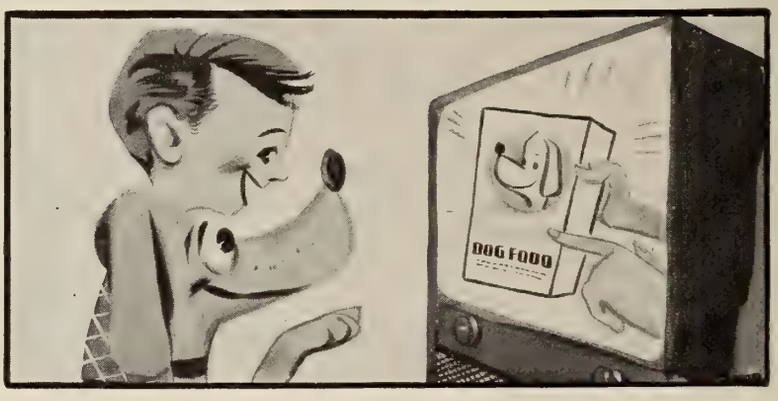
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

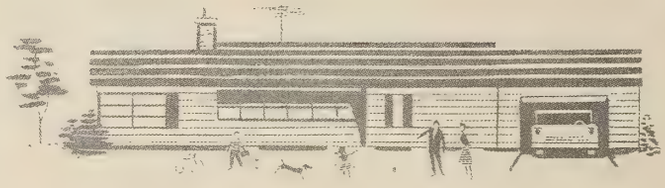
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

Eidophore Color Projector Unveiled at Science Meeting

New large screen projection tv system—said to have contrast ratio as high as 100:1—ready for first showing anywhere over weekend to national and international scientists attending Washington convention of American Assn. for the Advancement of Science. Gear was previewed Friday.

First demonstration of Eidophore, Swiss development, presented by CIBA Pharmaceutical Products Inc. on Saturday. System used four times at convention, all for live, color productions.

Eidophore, invented in 1939 by Dr. Fritz Fischer, professor of applied physics and director, Dept. of Industrial Research, Swiss Federal Institute of Technology, Zurich, produces 32x24 ft. monochrome, and 16x12-ft. color picture on metallized screen.

Projector is 65x25x48-in., weighs 800 lbs. Light source is 2,000-w xenon lamp. Color added using field sequential (color wheels) system.

CIBA has complete package in 35-ft. trailer. This comprises four tv cameras, two projectors, public address system, two large screens, control equipment. Cost of mobile unit is $366,000.

Basic principle of Eidophore: Electrical impulses from camera control electron beam which bombards surface of film of oil on concave mirror. Light passing through resulting "wrinkles" in oil film is projected through special grating onto screen. Eidophore system uses electro-optical control of light beam from outside to produce picture (as compared to Schmidt system which uses high intensity tv tube).

Production models of projector expected to cost $13,000 each for black-and-white, $16,000 for color. CIBA announced it was working with 20th Century-Fox Film Corp. on broad commercial use of system.

Major Executive Changes Made In Leo Burnett Agency Shuffle

Leo Burnett Co., Chicago-based agency which passed $100 million billing mark this month, today (Dec. 29), announces major executive shuffle. Mr. Burnett remains as chairman of board and chief executive officer; Richard N. Heath, president, becomes chairman of executive committee, and W. T. Young Jr., executive vice president, moves up to president.

Extensive staff moves also see following take more prominent titles: DeWitt O'Kieffe, director and one of founders, named senior vice president; Draper Daniels, vice president in charge of creative departments, named executive vice president; Joseph M. Greeley, vice president in charge of marketing, named executive vice president; Philip H. Schaff Jr., vice president for finance, named executive vice president; Edward M. Thiele, vice president and director, named senior account supervisor.

Mr. Schaff also was elected to board of directors, as was Eldon M. Sinclair, vice president and manager of Canadian subsidiary.

Move called part of normal evolution to handle expanding business, and one which recognizes talent of agency's younger executives.

TV AUDIENCE UP

Tv network audience continues to gain; up 7% in average evening program audience and 5% in average daytime audience for January-November. Said Television Bureau of Advertising in releasing report Friday (Dec. 26) on 11 months of 1958: "[this] verifies the constant upward swing with the first 11 months of 1958 . . . setting new record highs." TvB reported average weekday daytime programs reached 140,000 more homes per broadcast than in 1957 (total of more than 3.1 million homes), while nighttime program audience had average increase of 556,000 homes (total of more than 8.8 million homes).

Jack Wrather, J. Arthur Rank Join in Tv Crime Production

Jack Wrather organization of Beverly Hills, Calif., and J. Arthur Rank of London will join forces to produce new tv series, *Interpol Calling*, based on files of International Criminal Police Organization. Production is to start mid-February at Rank Pinewood Studios, London, with Antony Perry as producer. Budget of $1.4 million has been allotted for 39 programs with world-wide distribution to be handled by Independent Tv Corp., owned jointly by Wrather & Assoc. TeleVision Ltd., London.

Arrangement is second British production association for Wrather. First was with Sapphire Films Ltd. for production of *Four Just Men*, also scheduled for early 1959 start. Joint Wrather-Rank announcement hailed association as marking entrance of Rank into tv film field, but last month agreement between Sol Lesser Productions of Hollywood and Sydney Box Tv, Rank subsidiary, was announced for production of minimum of four tv series at Pinewood with overall budget of more than $5 million [FILM, Nov. 10].

In making U. S. announcement, Mr. Wrather stated: "This entry of the powerful J. Arthur Rank organization into tv production, with their vast experience and distinguished reputation in the world entertainment field, will strengthen ITC and the entire U. S.-British tv industry in the increasingly competitive international market."

• BUSINESS BRIEFLY

FARMING CAMPAIGN • Massey-Ferguson (farm equipment) Racine, Wis., has signed for sponsorship of *Jubilee, U.S.A.* (Sat. 8-9 p.m.) on "better than 100" ABC-TV stations effective Jan. 10 through end of 1959. Markets are scattered throughout country with exception of New York. Needham, Louis & Brorby, Chicago, is agency.

BOWLFUL • CBS-TV completed sale of sponsorships for its holidays football bowl schedule. Gator Bowl game between Florida and Mississippi past weekend (Dec. 27) bought by Carter Products (Sullivan, Stauffer, Colwell & Bayles), participating with Renault Inc. (Needham, Louis & Brorby) and R.J. Reynolds Tobacco Co. (William Esty Co.). Orange Bowl game between Syracuse and Oklahoma on Thursday (New Year's Day) will be sponsored by Reynolds, Carter and Capital Airlines (last through Kenyon & Eckhardt). CBS-TV already had sold New Year's Cotton Bowl game between Texas Christian and Air Force Academy to Texas Co.

ABRITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Dec. 19-25 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Dec. 19	*Person to Person* (10:30 p.m.)	CBS-TV	23.6
Sat., Dec. 20	*Perry Como* (8 p.m.)	NBC-TV	29.8
Sun., Dec. 21	*Loretta Young* (10 p.m.)	NBC-TV	32.3
Mon., Dec. 22	*Lucille Ball-Desi Arnaz* (10 p.m.)	CBS-TV	26.2
Tues., Dec. 23	*Garry Moore* (10 p.m.)	CBS-TV	24.6
Wed., Dec. 24	*This Is Your Life* (10 p.m.)	NBC-TV	19.0
Thurs., Dec. 25	*Playhouse 90* (9:30 p.m.)	CBS-TV	19.0

at deadline

Gleason Released From Contract By Lever Bros., Pharmaceuticals

Jackie Gleason will bow out of weekly half-hour on CBS-TV (8:30-9 p.m. Friday), after Jan. 2 show. Lever Bros. and Pharmaceuticals Inc., co-sponsors, have agreed to release him from contract.

Louis G. Cowan, president of CBS-TV, said star would appear in four one-shot specials next season: Two dramatic shows, one musical and show tentatively titled *Mardi Gras*. Mr. Gleason is under $100,000 per year contract to network, whether he works or not, until 1972.

Mr. Gleason is said to want to concentrate on special programs, duck "rigors of a weekly comedy series." He had top-rated Saturday night hour program before 1955 season, when he switched to half-hour *Honeymooners* under $7.5 million contract with Buick. That show was dropped from CBS-TV in 1956 after faltering against Perry Como, has since been in syndication. Latest series began Oct. 3 this year.

Both Lever and Pharmaceuticals have indicated they'll stay on in Friday night time. Top prospect at moment is full-hour western, *Rawhide*, in 8-9 p.m. period. If it gets green light, *Trackdown*, now in 8-8:30 slot sponsored by American Tobacco and Socony, would have to be moved.

Tax Hearing Scheduled

Public hearing scheduled for Jan. 8 by Internal Revenue Service on proposed revisions of excise tax on radio and tv receivers, phonographs, phonograph records and music instruments and exemption from tax of articles sold for use in further manufacture. Hearing will be held in Room 3313 Internal Revenue Bldg., Washington. Persons planning to attend should notify Commissioner of Internal Revenue by Jan. 5. Proposed regulations were published in *Federal Register*, Oct. 10.

KRCA (TV) Increases Spot Rates

Late changes calling for increases of $25-$200 in cost of announcements on participating programs at KRCA (TV) Los Angeles go into effect Thursday (Jan. 1) with usual six-month projection to current advertisers. Examples: Spots on *NBC News* (Mon.-Fri., 6:15-6:30 p.m.) rise from $400 to $425; on afternoon movies change is from $250 to $300; *Charley Chan* (10:30-11 p.m. Mon.) and *Zobel* (same time, Tues.) formerly $800 gross, with discounts up to 50%, now are $600 net with no discounts. At same time, KRCA institutes strip rate in Monday-Friday 7-9 a.m. period: $175 net per week for 20-second spots, $87.50 net for $10 second spots. Purchase of basic Class AA station breaks of 20 seconds at $800 net or 10 seconds at $400 net entitles advertiser to maximum discounts on all additional spots. One-minute station breaks are now priced at 1½ times applicable 20-second rates.

Justice Dept. Enters Hearing

Dept. of Justice has notified FCC it intends to participate in Boston ch. 5 rehearing on off-record allegations (see page 56). In official petition to FCC, Attorney General Rogers said antitrust division would participate, as it did in Miami ch. 10 rehearing. When Boston case was remanded to FCC to look into *ex parte* charges, court of appeals told Commission to notify Attorney General so he could intervene if he desired. Robert A. Bicks, first assistant to Judge Victor R. Hansen, assistant attorney general in charge of antitrust division, represented Justice Dept. in Miami case and presumably will play same role in Boston.

Sponsors Consider Satellites

Space satellites broadcasting commercials internationally under consideration at highest levels of Ford Motor Co. and Coca-Cola Co., according to statement attributed to Washington communications lawyer Andrew G. Haley, president of International Astronautical Federation. No law against it, Mr. Haley said Friday, but what he meant, he explained, was that he had heard officials of both companies discuss potential use of space relays for such purposes. Gist of statement, he emphasized, was urgent need for international action quickly in allocation of frequencies for space communications.

O'Neill Named WERE Chairman

Hugh M. O'Neill has been elected chairman of board of Cleveland Broadcasting Inc. (WERE Cleveland), station announced over holidays. Mr. O'Neill, member of WERE board since station's beginning in 1949, replaces late Herbert Gleitz.

SLIGHT RETAIL DIP

Department store sales in newspaperless New York estimated from down 1% to up 3% from last year's pre-Christmas season (Thanksgiving to Christmas Eve), according to Dun & Bradstreet. New York's sales correspond to rest of Mid-Atlantic region, compare with 0 to plus 4% sales range posted by country as whole. Dun & Bradstreet noted loss in downtown New York business made up in suburban areas. New York newspapers have been on strike since Dec. 10.

PEOPLE

EUGENE WOOTEN, president of Kennedy, Walker & Wooten, Los Angeles, retired because of ill health. Earl Kennedy succeeds him as president of agency, which on Jan. 15 will change name to Kennedy-Walker. **RICHARD BARRETT,** formerly of Stromberger, LaVene & McKenzie, Los Angeles, has joined Kennedy-Walker as copy chief.

DAVID CASSIDY, Los Angeles office of Adam Young Inc., has joined Bolling Co. as head of its office in Beverly Hills, Calif. **GEORGE W. BOLLING III,** former head of Southern California office, is returning to Bolling headquarters in New York. **ROGER SHELDON,** member of sales staff of KFMB San Diego, Calif., succeeds Mr. Cassidy in Adam Young's L.A. office.

JAMES L. COX, account executive in Glasser-Gailey for past year, elected vice president of Los Angeles agency. He formerly was manager of KDAY Santa Monica, Calif., following 13 years with station relations division of BMI in New York and Hollywood.

JOEL L. MARTIN, formerly with Emil Mogul Co., appointed vice president for research, media analysis and marketing, Gordon Best Co. **TOM WHITEHEAD** from George H. Hartman Co. to Best as copy chief and **LARRY RUBIN,** formerly with Lilienfeld & Co., named Best account executive.

HENRY UNTERMEYER, formerly manager of KCBS, CBS-owned radio station in San Francisco, has become San Francisco manager of Bandelier Films, Albuquerque-based producer of tv commercials. San Francisco offices at 750 Sutter St. will be opened Jan. 7.

ROBER SCHULMAN, Pacific Northwest bureau chief for *Time-Life-Fortune*, joins KING-AM-FM-TV Seattle Feb. 1 as director of special features.

Edward Bruce Noakes

Edward Bruce Noakes, 55, vice president and management service director, McCann-Erickson, died night of Dec. 23, after brief illness, at Queens General Hospital, N. Y. Mr. Noakes joined M-E in 1954 from Cecil & Presbrey, N. Y., where he was chairman of executive committee. He had been associated with C&P beginning in 1929. At McCann, he directed agency's activities in behalf of several national advertisers including, The Nestle Co., Schenley Distillers, National Cash Register, Corn Products, McGregor-Doniger, Esso-Flit, Dorothy Gray and Allied Chemical. His widow, former Anselman Borst, survives, as do two sons and two daughters.

Oregon Station Sold

KRMW The Dalles, Ore., was sold Friday (Dec. 26) by Oliver Earl to Marvin Ling for $35,000. Mr. Ling owns KAYT Rupert and KWEI Weiser, both Idaho. KRMW is 1 kw daytime on 1300 kc. Broker was Allen Kander & Co.

HEAR YE HEAR YE



It pleases Shreveport's first television station

to announce the appointment of

Messrs. HARRINGTON, RIGHTER and

PARSONS, Incorporated,

as ye official national representatives

. . . . . effective the first day of January

in the year of our Lord,

Nineteen Hundred and Fifty-nine.

All within the sound of my voice take note . . . .

. . . . Hear Ye . . . . Hear Ye . . . .

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Now represented by HARRINGTON, RIGHTER and PARSONS, INC.

sold!...for billion





dollars!

Food and drug sales in Storer markets
totaled eight billion dollars*—
a substantial share of which was sold through
the impact of radio and television
stations owned and operated by the
Storer Broadcasting Company.

"SOLD ON A STORER STATION"
is more than a slogan . . . it is a reality.

* *7 billion food, 1 billion drugs*
as reported by 1957 Sales Management
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Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WITI-TV
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WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Philadelphia, Pa.	Wheeling, W. Va.	Atlanta, Ga.	Miami, Fla.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
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because it stands to reason that all listeners do not prefer the same thing.

Therefore, in order to best serve "most of the people most of the time," KOA-Radio adds variety to every phase of broadcasting.

There's great variety in entertainment as KOA combines the best of network shows with popular local programs. Variety in style and presentation distinguishes KOA's news coverage and public service programming. The appeal of talented variety in personalities is evidenced by KOA's loyal, responsive audiences.

Variety in programming can help you sell more effectively, too. On KOA-Radio, your sales message is unmistakably yours . . . individualized and delivered to create immediate sales action!

Represented nationally by
Henry I. Christal Co., Inc.

NBC
KOA DENVER Radio
One of America's great radio stations
850 on your dial
50,000 Watts

12/58

OMNIBUS

The competitive intemperance of *Fortune* and *Life* in their recent assays of the television medium might well have been moderated had their editors been on the receiving end of "Dancing Is a Man's Game."

Gene Kelly, entertainer, doubled as television teacher in an *Omnibus* program that deserves at least the benefits of videotape permanence lent two hours earlier to a New York Giants touchdown. This educational and entertaining *Omnibus* hour merits more than repetition. It deserves expansion—similar programs based on feminine dancing, and then a co-ed version. The package offers materials for a season-long series.

The program was conceived and executed by dancer Kelly, who undertook to show that dancing has been a masculine art and custom through the ages. A dozen famed athletes—Mickey Mantle, Sugar Ray Robinson, Dick Button, Johnny Unitas, for example—were used in demonstrations of the historical and maneuvering ties between dancing and sports.

Mr. Kelly wisely avoided the maudlin trappings of show business and restrained the arty ingenuity of producers to emphasize functional treatment. His narration was natural and relaxed, priceless traits that occasional minor flubs could not tarnish.

Production costs: Approximately $90,000.
Sponsored by Aluminium Ltd. through J. Walter Thompson; on NBC-TV, Sunday 5-6 p.m. "Dancing Is a Man's Game" telecast Dec. 21.
Executive producer: Robert Saudek; co-directors: William A. Graham and Gene Kelly; writer: Mr. Kelly; m.c.: Alistair Cooke; feature editor: Mary V. Aherne.

SHIRLEY TEMPLE'S STORYBOOK

Strictly for the small fry. That sums up the impressions of two junior high school age girls who saw Shirley Temple's Mother Goose potpourri last week (oddly scheduled too late for most tiny tots). This is how they said it:

Kathy: "I liked it, although I feel it was strictly for the younger set. The program was composed very well. I wouldn't say it was really extremely good in comparison to Shirley Temple's other productions—like Rumplestiltskin, Sleeping Beauty, Beauty and the Beast. Mother Goose was not among Shirley Temple's best. I suppose, though, that in the eyes of the younger children it was good. It was really for them, I guess. Well, I think, naturally, throughout the whole thing they were trying to get down to the children and so they were trying to make it cute, you know, but every once in a while it was too cute. Her young son was about the cutest. It was kind of gooney to put all this love and stuff in, but again I suppose it was to impress the children."

Sue: "I thought it was satisfactory. It wasn't the cutest thing she did, but the costumes were real sweet. The children were darling. I thought the singing was outstanding. This wasn't as good as her other things. I like her playing parts. The color made the program sparkle. It made it so pretty."

Kathy: "I rather like her as a narrator. She's too sweet to play parts. Let the children remember her as a symbol, rather than as an actress."

Need more be said?

Production costs: Approximately $125,000.
Sponsored on NBC-TV in color and black-and-white, Sunday, Dec. 21, 8-9 p.m. by John H. Breck Co., Hills Bros. Coffee Inc. and Sealtest Div. of National Dairy Products Corp., all through N. W. Ayer & Son.
Production by Henry Jaffe Enterprises in association with Screen Gems. Producer: Alvin Cooperman; director: Mitchell Leisen; teleplay by Malvin Wald and Henry F. Greenberg, based on Mother Goose *rhymes; music by Mack David (lyrics) and Jerry Livingston (music); musical director: David Buttolph; choreography: Jon Gregory; costume designer: Gwen Wakeling; art director: William Flannery (sets based on drawings by art class of P.S. 176, Cambria Heights, N.Y.).*
Stars: Shirley Temple, Elsa Lanchester, Billy Gilbert, Carleton Carpenter, Rod McKuen, Lloyd Corrigan.

DR. I.Q.

The Los Angeles D.A. will never have to investigate this quiz—not only is it painfully obvious that contestants have not been given the answers, but the prizes are so minuscule (in the wake of *Twenty-One* and *The $64,000 Question)* that "fixing" *Dr. I.Q.* would be like John Dillinger knocking over an apple cart.

Why, then, has ABC-TV brought this ancient quiz show, smelling of Mars and Snickers candy bars, to television, to exhibit it in all its poverty and gimmickless state every Monday at 9:30 p.m.? Perhaps the network (which is sustaining the program until it attracts a sponsor, which may take a few years or so) is expanding its history department. Certainly *Dr. I.Q.* affords ripe material for students writing Ph.D. theses on "The Decline and Fall of the Tv Quiz."

Or perhaps the network is attempting to set a reverse trend by giving such small prizes. On Dec. 22, m.c. Jack Kennedy distributed a grand total of $78 (editor's note: that's right, 78 dollars, not including the $60 that The Lady in the Balcony, a continuing participant, was credited with).

While it should never be necessary for the government to investigate the show, it might be well for the Ford Foundation or some educational outfit to determine why the contestants are so obtuse. On Dec. 22, m.c. Kennedy told a southern lady in her middle years that 182 years ago the "father of our country" spent a dramatic Christmas eve that Americans have never forgotten. "For 15 silver dollars, Mrs. ———., where did Gen. Washington spend that dramatic Christmas eve in 1776?" The lady thought for a second and then responded, "Gettysburg?"

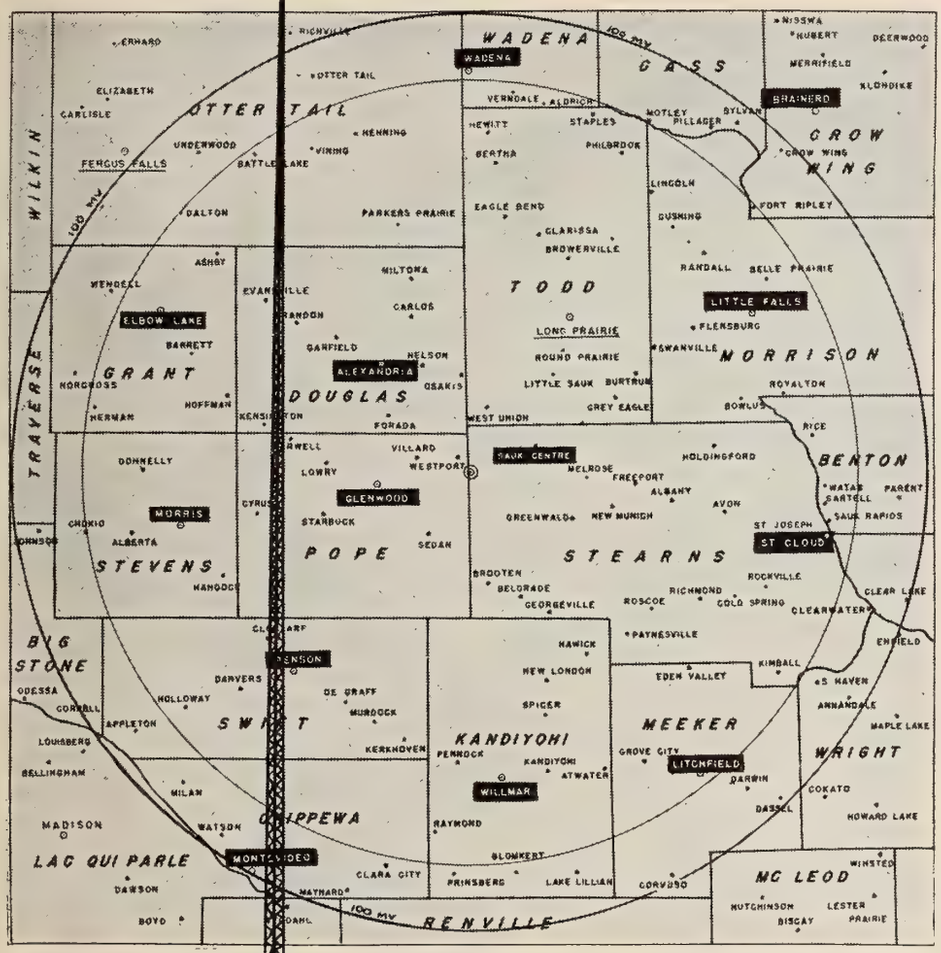
Production costs: Approximately $12,000.
Sustaining on ABC-TV, Monday, 9:30-10 p.m. Started Dec. 15. Live from Hollywood.
Producer-writer: Harfield Weedin; executive producer: Selig J. Seligman; director: Hap Weyman; art director: George Smith; research: Emily Rodgers; assistants: Mimi Walters and Kay Christopher.

if you're buying Minnesota . . . here's what you should know about the 25-county area reached by

WAY UP! 1130 FEET above average terrain

KCMT TELEVISION Channel 7

Alexandria, Minnesota



market data*

Population: 462,140
Farm Population: 181,290
Farm Families: 44,168
Total Households: 124,301
Number TV Households: 59,853
Retail Sales: $471,513,800
Gross Farm Income: $300,260,600
Retail Sales Per Household: $3,788
CSI Per Household: $4,286
Retail Food Sales: $84,810,400
Eating and Drinking Places: $30,201,200
General Merchandising: $43,179,000
Apparel: $16,755,900
Furniture—Appliances: $13,773,000
Automotive: $89,910,800
Gas Stations: $42,666,700
Lumber Bldg.—Hardware: $83,029,600
Drugs: $11,893,100

*Source: Sales Management and Spot TV

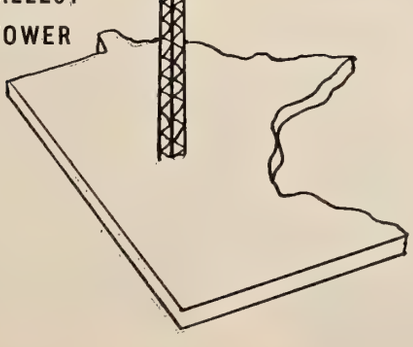
There's Excitement in Central Minnesota . . . since KCMT Television went on the air! In fact, there are 25 counties worth of excitement, all within the 100 mcv area. Excitement, yes . . . and, because television is brand new in this market, there is more impact, penetration, and retention, for your commercials.

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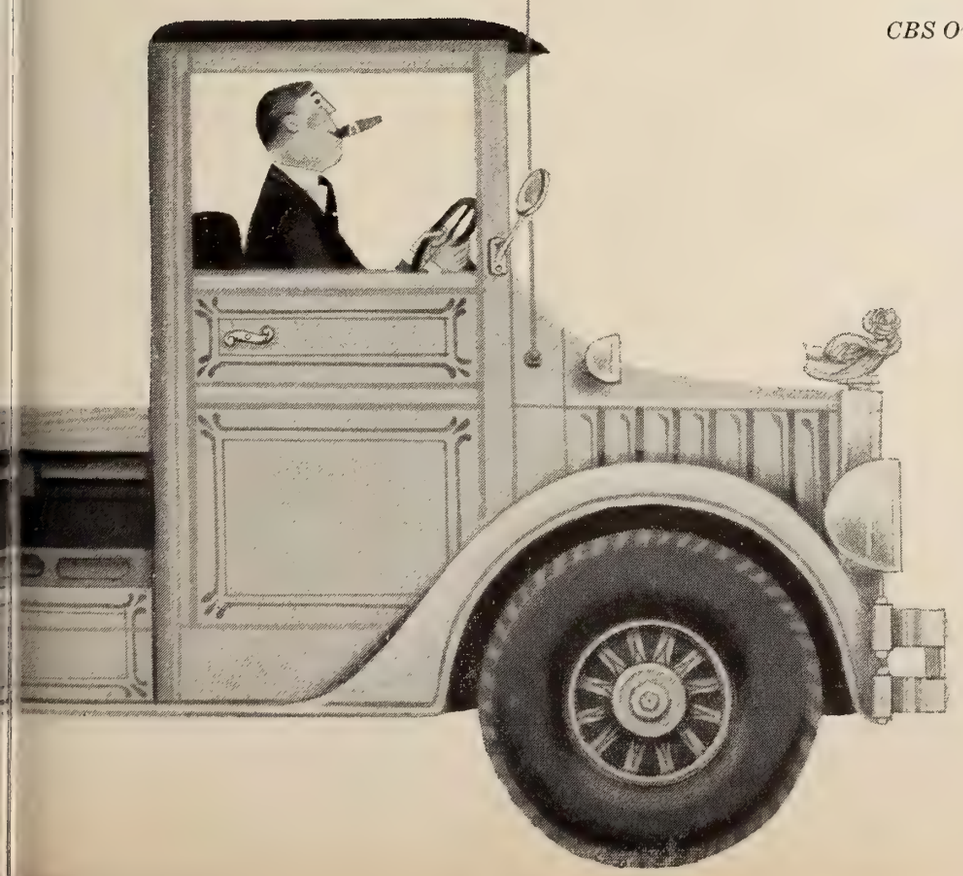
KCMT TELEVISION Channel 7

Alexandria, Minnesota

Tower located at Westport, 25 miles southeast of Alexandria.
Power 26,300 watts at 174-180 megacycles.



Who's in the driver's seat?



In Chicago, it's WBBM-TV! While other stations go round in circles, WBBM-TV stays out front—Chicago's *number one station*, month-in, month-out, according to all three rating services.

The competition, meanwhile, keeps on jockeying for the runner-up spot: during the past year, each station has been in second place at least once and each has been in *last* place at least once.

Channel 2's never-failing popularity is the direct result of a powerhouse CBS Television Network lineup *plus* top-rated local programming. For example, Nielsen shows that month after month WBBM-TV presents Chicago's *highest-rated* feature film show... thirty-minute syndicated film program... daytime adult program... woman's service show... news program... Monday through Friday nighttime strip ... and live variety program.

Keep ahead of the competition yourself. Tell your story on... **WBBM-TV**

Chicago's Showmanship Station
CBS Owned, Channel 2 · Represented by
CBS Television Spot Sales



'Fm Listener' Scores

EDITOR:

Please send us 500 reprints of "Fm Listener: Good Game But Hard to Flush" by Joe Gans. Dec. 15 issue.

Harold I. Tanner
President-General Manager
WLDM (FM) Oak Park, Mich.

[EDITOR'S NOTE: Reprints of Mr. Gans' Monday Memo are available at 5 cents each.]

Yearbook Gives Service

EDITOR:

Your YEARBOOK is one of the most complete and important works in the broadcasting field. I look forward to it each year.

Patricia Kyle
Instructor of Journalism
Palm Beach Jr. College
Palm Beach, Fla.

EDITOR:

Your 1958 BROADCASTING YEARBOOK . . . is an extremely valuable and helpful guide and I have always found that our account people use it at least as much as our media people.

I honestly cannot think of a category or a topic which I could suggest to you for adding to future editions. So far as I am concerned, your present document is just grand.

Paul E. Morgan
Vice President-General Manager
Campbell-Mithun Inc.
Hollywood

Timebuyer's Welcome Mat

EDITOR:

We would like to have a dozen reprints of ["Is the Timebuyer's Welcome Mat Out?", page 33, Nov. 17] which we think is excellent.

Hugh Feltis
Hugh Feltis & Assoc.
Tower Bldg.
Seattle, Wash.

Nose for News

EDITOR:

For years I've been an avid reader of BROADCASTING, especially noting the magazine's coverage of broadcast news among the stations. . . .

I think several people on our AFRTS news staff have done a few things lately worthy of mention. . . . Our 15 daily newscasts are beamed to more than 65 relay stations throughout the world, via shortwave. In many respects, AFRTS Los Angeles is the only contact with home for many U.S. servicemen and is a primary source of straight news for numbers of State Dept. personnel at overseas embassies and consulates.

On November 29, Editor Dick Jacobs of AFRTS News telephoned Convair Astronautics to get a first-hand account of the Atlas intercontinental ballistic missile firing at Cape Canaveral. His exclusive beeper interview with President J. V. Naish of Convair Astronautics informed AFRTS audiences overseas that the Atlas is now operational and ready to go to the troops. . . .

After brush fires broke out in the Santa Monica Mountains on November 29, Army Sgt. Wayne Curtis went directly to the scene with a portable tape recorder. He interviewed Los Angeles County Fire Chief Keith Klinger and brought back a report that fire officials were requesting 100 Army personnel from Fort MacArthur to backstop firefighters on the fire line. . . .

From our standpoint these events are noteworthy because the Department of Defense, which operates AFRTS, is not a news-gathering agency.

Sheldon J. Karlan
News Editor
Armed Forces Radio and Television Service
Los Angeles

Further Proof of Radio's Impact

EDITOR:

Radio has everything a store like Wanamaker's wants and your article "Radio: Wanamaker's Hot Salesman" proves it! WTAG would like six reprints.

Ben G. Oman Jr., Sales Promotion Dir.
WTAG Worcester, Mass.

EDITOR:

We enclose our check for 25 cents for which please send us five copies of "Radio: Wanamaker's Hot Salesman."

Frederick P. Tascone
Station Manager
WMGW-AM-FM Meadville, Pa.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

Pittsburgh Aftermath

EDITOR:

PLEASE SEND 1,000 REPRINTS OF PITTSBURGH RADIO ARTICLE TO PAUL SCURLOCK BELL TELEPHONE CO. OF PITTSBURGH. . . .

HANK SHEPARD
WAMP PITTSBURGH

EDITOR:

I have just finished reading your fine article on the part that radio played in the United Fund drive in Pittsburgh. Disappointments I have known during my broadcasting career, but never have I felt one so keenly, when I noticed the complete omission of WEEP and our contribution to this very worthy cause. The reasons for this disappointment are many and varied.

WEEP, being just a little over one year old, certainly needs all of the recognition we can get locally and even more so on a national basis. A tremendous amount of work and overtime was expended in offering our facilities and personalities to this united effort. Persons reading this article and knowing something about the Pittsburgh market naturally assume that WEEP did not care to be a part of the community. This is particularly untrue in our case, since we do more in the way of "Good Citizen" service than any other station in town.

James P. Hensley
Vice President-General Manager
WEEP Pittsburgh

[EDITOR'S NOTE: Radio earned major credit for putting United Fund over the top there. Story page 27, Dec. 15 issue.]



ANOTHER FABLE OF PROFITS*

(Wha's A Wassail)

ONCE UPON A TIME there was a station manager who, with deep feeling, drooled over "Auld Lang Syne" on Hogmanay Night. His wassail bowl was full... overflowing with sentimental reminiscences and good resolve.

When the bright New Year dawned his fine resolutions were dim and vague. Then he met the friendly Bolling man who explained with sympathy and understanding, that he had been looking at the past so much, he was backing into the future.

Today, he has that warm inner feeling for the past and an outward and visible glow of eagerness for the years ahead.

The moral of this story is...warm memories won't kindle new fires.*

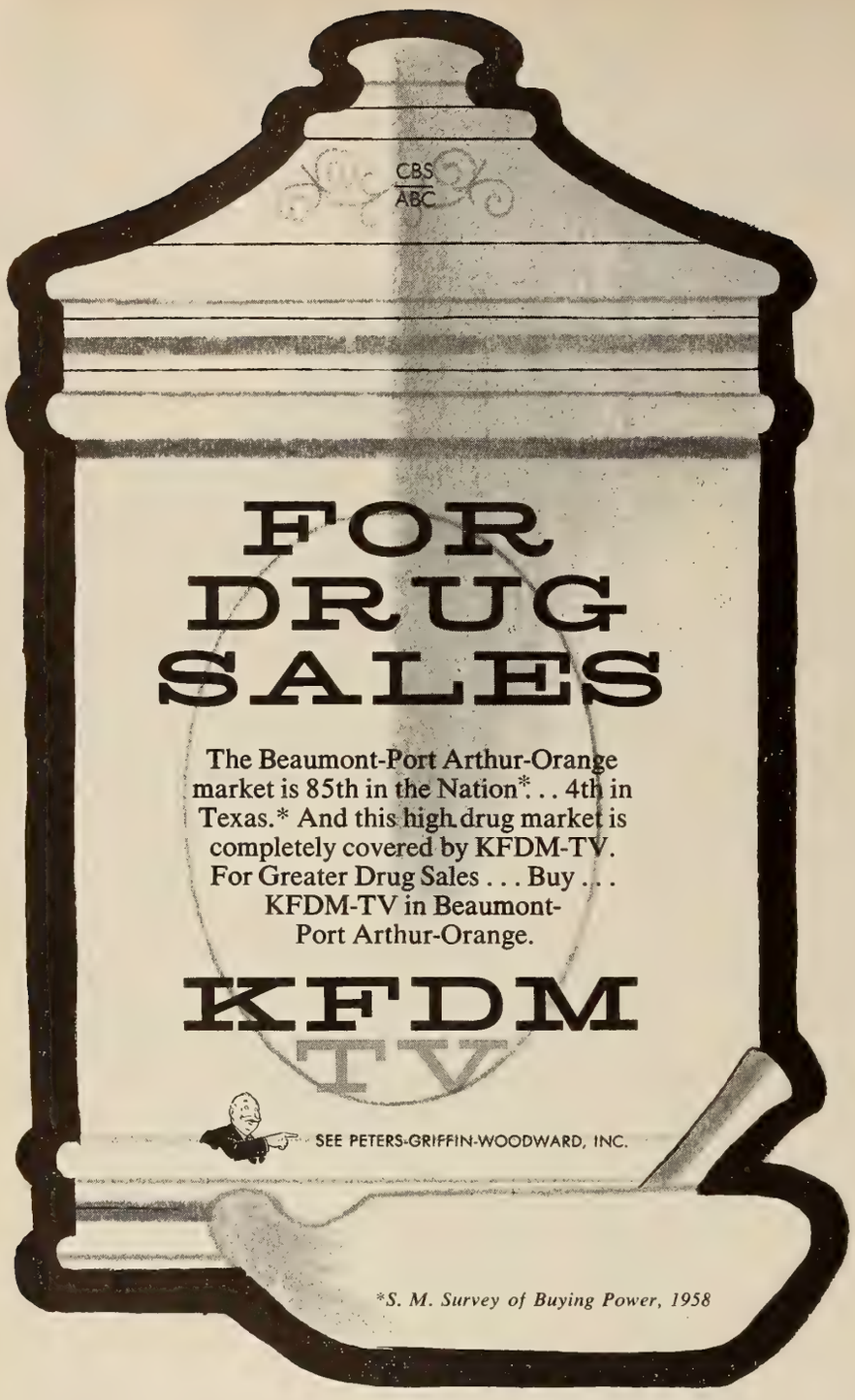
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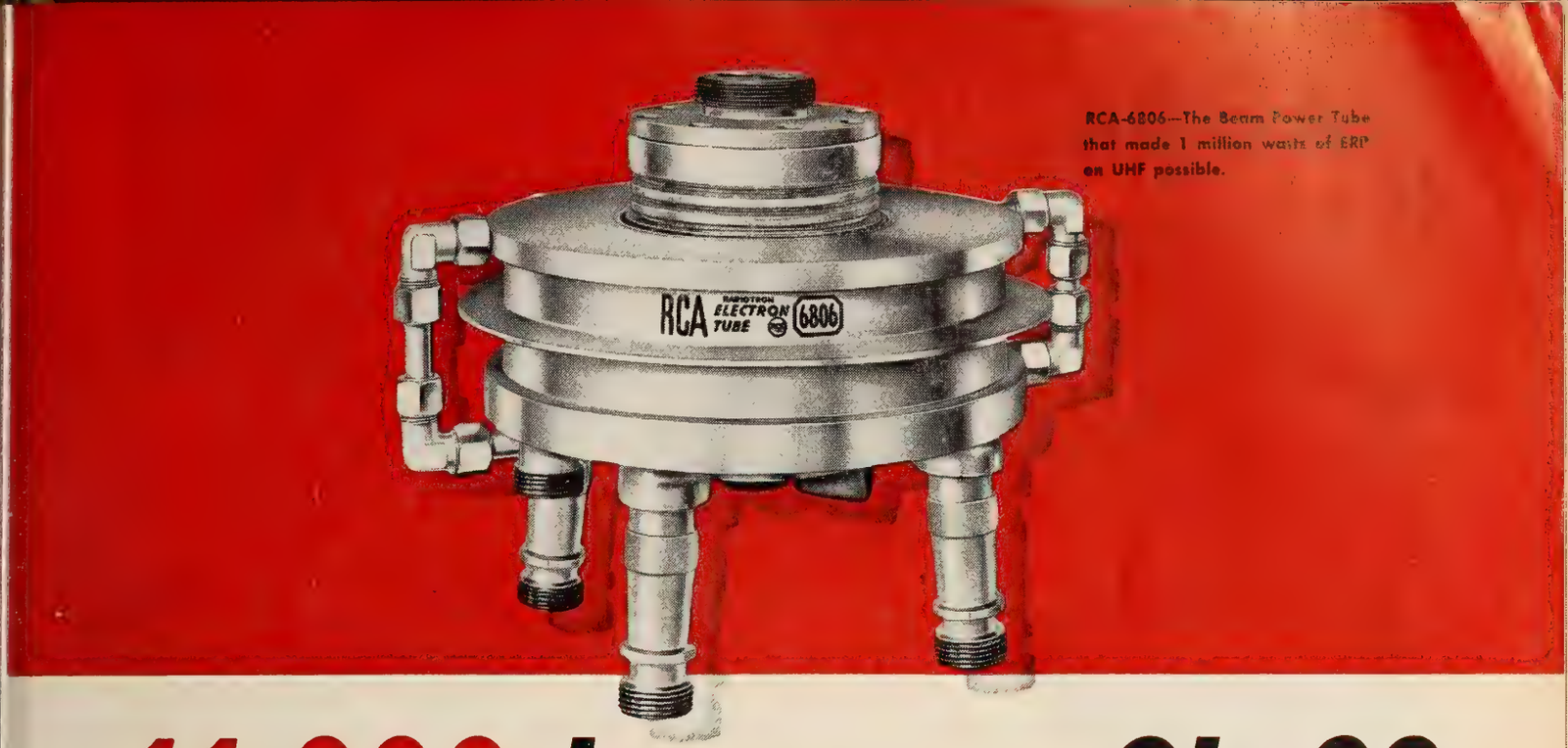
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*Reg. U. S. Patent Office

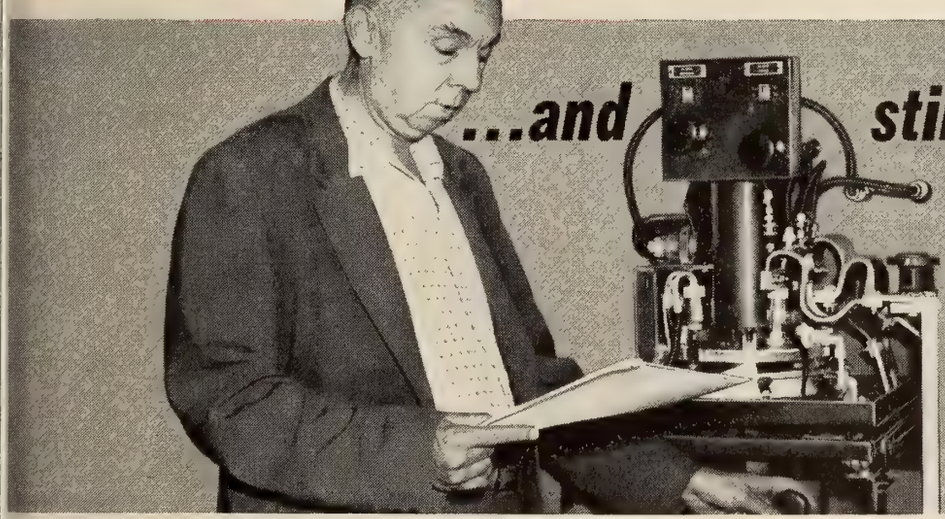
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RCA-6806—The Beam Power Tube that made 1 million watts of ERP on UHF possible.

11,000 hours on Ch. 28

...and still going strong!



Chief Engineer Charles Sakoski, Sr. checking life records of the RCA-6806 (note the 6806 in the PA cavity).

Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube:

"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.

"I wish to point out that we are not squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approximately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."

Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP, WBRE-TV is not only making TV station history on Channel 28—*WBRE-TV also is setting a record for long tube life in high-power UHF.*

WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. Your RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.

RADIO CORPORATION OF AMERICA
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WPON

82

OUR RESPECTS

to Thomas Webster Chauncey



"Call for Mrs. Assensmacker . . . Paging Mrs. Assensmacker!"

The year was 1926 and the place was the lobby of the Adams Hotel in Phoenix, Ariz., the city's oldest.

The page boy was Tom Chauncey, 13. Seven days before he had hopped a freight in Dallas, Tex. He got to Phoenix with six cents in his pocket. Now, intent on his new job, he made his way through the Adams lobby—a small boy with lean, sensitive features, and bright, clear blue eyes. His face was solemn. He was going to do this new job well. His high young voice dominated all sounds: "Call for Mrs. Assensmacker . . . . Calling Mrs. Assensmacker!"

Ranch foremen and the owners of the big cattle spreads howled with laughter and slapped their thighs. The lobby of the Adams in those days was one immense room, more than half a block long. It was full of men in from the desert and mountains, bent on fun and business—men from the gold and copper mines, sheep ranchers, cotton and vegetable growers of the irrigated desert valleys, cattle buyers, judges, lawyers and politicians. They all threw back their heads and roared.

The boy suddenly realized he was the victim of a practical joke. He could feel his face growing as red as a sunset. But he had accepted the call and he finished it. "I don't think I was ever shy again after that first page," Mr. Chauncey recalls.

Today, the boy who hopped off the Texas freight is the president of KOOL and KOOL-TV in Phoenix and KOLD and KOLD-TV in Tucson: "KOOL is hot and so is KOLD." He reaches 95% of the state's population with his Tv Network of Arizona, composed of the two CBS-TV affiliates, KOOL-TV and KOLD-TV. He also operates the Radio Network of Arizona with CBS Radio affiliates in Phoenix, Coolidge, Tucson and Nogales. He's a leader in civic affairs. And while he has never sought public office, he's a quiet but powerful force in Arizona politics.

He learned about politics as a page boy. The copper-domed State Capitol Bldg. was two miles away, but the real capitol of Arizona was the Adams Hotel. "I was in and out of those smoke-filled rooms all the time," he recalls. "It taught me something valuable: when to keep my mouth shut on matters that didn't concern me."

Young Tom put in two years as a page boy at the Adams and one winter season at the Hotel Westward Ho. Then he became a jeweler's apprentice.

"My employer was Nathan Friedman, God rest his wonderful soul. He was in his seventies then, and he was like a father to me. He paid me $10 a week and I lived at his home. I ate at least one meal a day with the family. He bought my clothes. And he got me my first car. It cost $50. I drove him to work in the morning and home at night. We worked from 7 to 7 and often to 9. I swept up the store, polished the glass show cases and the silver and washed and trimmed the windows. At his insistence, I went to night school and took correspondence courses. I learned to design jewelry. And I was given a key to the store."

When the old gentleman died, Mr. Chauncey operated the store for a year while the estate was settled. Then he opened his own business, Tom Chauncey Jewelers, next to the Adams Hotel. That was 18 years ago. Today, three of his original employes and a fourth who has been with him 10 years practically run the jewelry business for him while Tom puts in 14 hours a day in radio and tv. And just a few weeks ago U. S. Secretary of the Treasury Robert B. Anderson named him chairman of the new Broadcasters Advisory Committee for U. S. Savings Bonds.

Tom Chauncey has been a leader in the move to stop pay tv. He started locally long before the networks took heed of the danger. "Pay tv is a captive thing. Ours is a creative industry."

Mr. Chauncey got into radio through the movies and from radio into tv. He became a member of the Governor's Motion Picture Advisory Board for the State of Arizona in 1932. He has been a stand-in for stars, a location hunter, a prop man. Once he and his erstwhile bell captain, Jack Kane, now manager of the Adams, were called upon at 2 a.m. to produce a military staff car—long, sleek, open, and khaki-colored. Practically over the dead body of its owner, they borrowed a suitable car, had it painted in water colors, and delivered it to the movie set at 7 a.m.

As a location seeker, he met cowboy star Gene Autry, who became his friend and business associate. When Mr. Autry bought a radio station, he made Tom its manager.

Tom Chauncey is an original. When he built the KOOL-TV home, there was nothing much to go by. So, without an architect, he sat down with an electronics engineer and designed a station with toy building blocks. Over 100 requests for plans poured in from the U.S., Canada and Hawaii.

Born in Houston in 1913, he is the father of Colleen (Mrs. Frank Meece), 20; twins Karen (Mrs. Don Blomo) and Sharon, 18; and Tom Jr., 11.

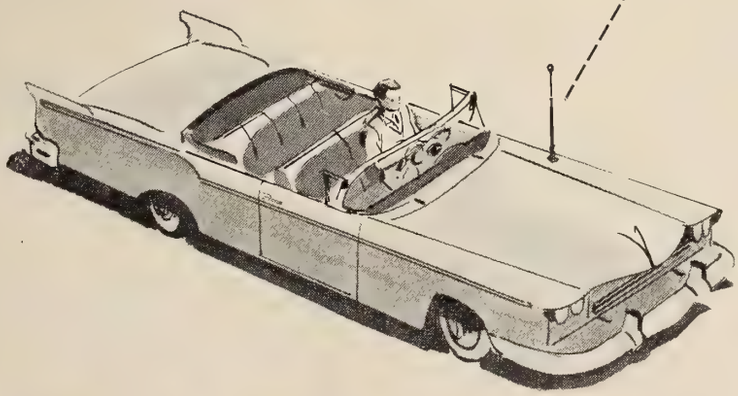
FOR THE CONVENIENCE OF DETROIT'S DRIVERS

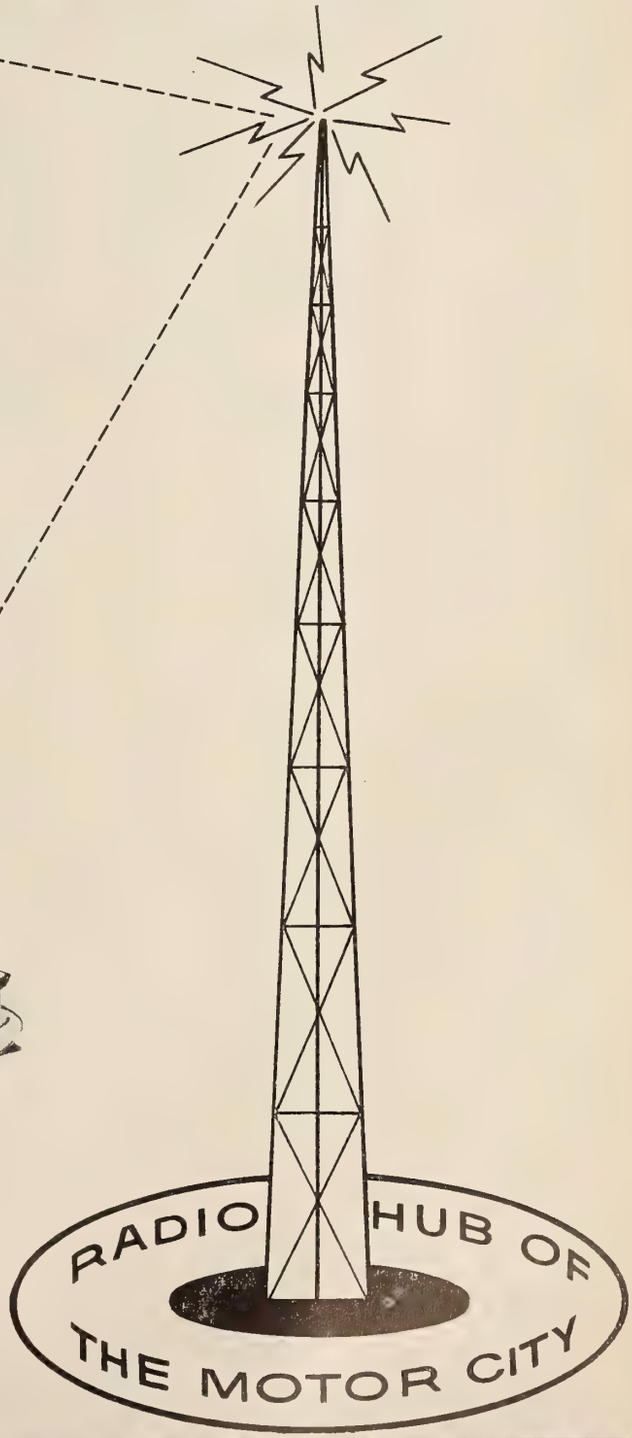


"THE WKMH TRAFFIC COMMUNICATOR"

a WKMH origination

Throughout the peak travel hours of the day the Traffic Communicator, a uniformed policeman broadcasting directly from Detroit Police Headquarters, supplies "The Man on Wheels" with up-to-the-second reports on traffic conditions—accidents, tie-ups, routes to avoid. Special bulletins are rushed on the air seconds after news reaches Police Headquarters. In the City on Wheels, where over 81% of the families own cars—where over 65% use those cars as their principal means of transportation to and from work—this information is a MUST! Here is news broadcasting at its highest level—true public service!





WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED

clean sweep!

In 1958, Lestoil's entire advertising budget ($9,000,000) went into spot television... making this fabulously successful household cleaner the medium's largest single-product advertiser! Amazing, for a client which spent just $10,000 for advertising in 1954. Even more so, when you consider the fact that Lestoil has no large-scale distribution west of the Mississippi and south of Washington, D. C.

This distribution pattern is one reason Lestoil uses spot television. There's no waste circulation: Lestoil puts its money where the product is. Spot television's combination of sight, sound and motion creates demand, forces distribution, sells.

Naturally, the tv stations we represent in New York, Chicago, Philadelphia, Milwaukee, St. Louis and Washington all run Lestoil schedules. (And not hard-to-get announcements in prime time either. Just plenty of low-cost announcements in so-called "fringe" time, 52 weeks a year.)

Ask to see a typical Lestoil schedule. And then let us produce one for you that matches it in economy... and results.

CBS TELEVISION SPOT SALES

Representing WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, KMOX-TV St. Louis, WXIX Milwaukee, WBBM-TV Chicago, KNXT Los Angeles, KGUL-TV Houston, KOIN-TV Portland, WJXT Jacksonville, KSL-TV Salt Lake City, the CBS Television Pacific Network





A New Year--- and AP News Is Preferred, as Usual

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 26 December 29, 1958

HAVE NEWSPAPERS BEEN OVERSOLD?

- **New York strike doesn't bother 35.9%, Blair-Trendex find**
- **Pulse-WOR study: 91.6% used radio-tv news in last 24 hours**
- **Radio sales boom as stations capture new January sponsors**

The public's vaunted dependence on newspapers was brought into question last week by the findings of a special study conducted in virtually newspaperless New York.

The survey showed that 35.9% of the respondents said they were not "inconvenienced" by the strike that has closed the city's nine major dailies.

Those who did describe themselves as "inconvenienced" by the absence of any particular element of newspapers—including news and advertising—totaled 59.1% of the survey. That figure was further fractionalized by the 23 different reasons respondents cited for their discomfort. "Didn't knows" or those who declined to answer totaled 5%.

The survey was conducted by Trendex for the John Blair radio and tv station representation companies. It consisted of 1,000 interviews based on a random sample covering New York's five boroughs and was made on Friday, Dec. 19, when the strike was in its second week.

Release of the findings coincided with a BROADCASTING business roundup which showed radio stations in particular last week were increasing the sales gains begun the week before [ADVERTISERS & AGENCIES, Dec. 22] and there were signs that some of the "new" local business would run over into January (see below).

The Blair-Trendex survey also coincided with the release of a study conducted by the Pulse Inc. for WOR New York which found that 91.6% of those questioned had listened to radio or tv newscasts during the preceding 24 hours. Of the total, WOR said, 22.6% said they had listened to radio only, 19% to tv only and 50% to both media. Asked whether they depended more on radio or tv for news during the strike, 50.3% named radio, 20.5% designated tv and 29.2% named both, according to the WOR-Pulse findings. This study was conducted in New York on Dec. 12, one week before the Blair-Trendex survey.

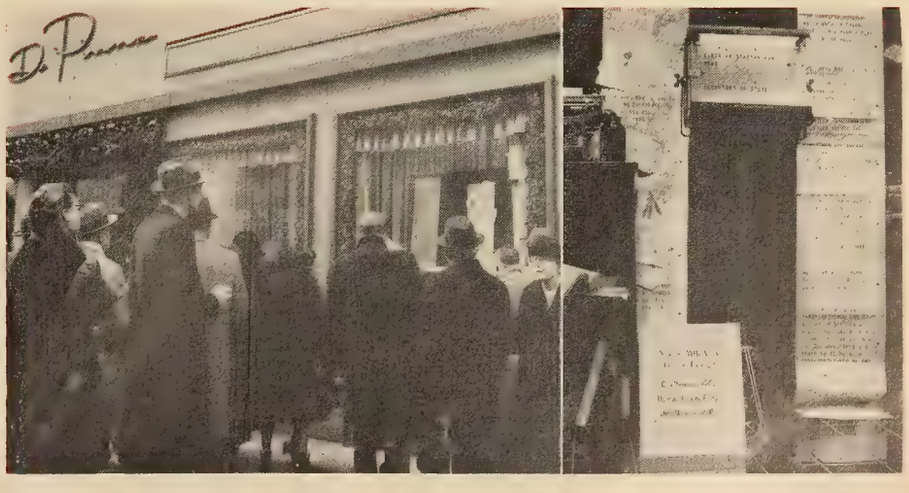
Edward P. Shurick, executive vice president of Blair-Tv, said that in authorizing the Trendex study the Blair companies were "not trying to take advantage" of the newspapers in their struck plight, but rather to demonstrate that newspapers, for all their repeated attacks on broadcast media, are not themselves above criticism as to their importance and what they accomplish. One implication was that newspapers might thus find it desirable to go easier on their broadcast competitors, if only out of realization that the tables could be turned.

Arthur H. McCoy, executive vice president of John Blair & Co., supported Mr. Shurick's description of the purpose and also stressed that the strike itself had demonstrated radio's ability to perform "a tremendous coverage job" in news handling. He said stations' news coverage had become better and better since the start of the strike and he was confident the improved coverage would continue after the strike ends.

In the survey, the 1,000 respondents were asked whether they had heard of three major international news events that had broken since the papers closed down. The events, with the percentage who had heard of them shown in parentheses in each case: Launching of the new U.S. satellite (77.2%); Mao Tse Tung's stepping out as premier of Red China (47.5%) and the disastrous fire in a Bogota, Colombia, department store (59.5%).

They were then asked where they had heard these news stories. The results (do not add to 100 because of multiple answers): television 53.8%, radio 52.4%, newspapers 19.5%, and other places 4.3%. A total of 3.3% did not recall or declined to answer. (The newspapers mentioned would be the numerous suburban, neighborhood and foreign-language newspapers not closed by the strike. The "other places" presumably included printed news digests put out by some stations, the New York Central Railroad and others, as well as display summaries, word of mouth, etc.)

Among the 59.1% who said they had been inconvenienced by the strike, the number who said they "miss advertisements of



Crowd gatherer • De Pinna, a fashionable Fifth Avenue clothing store, attracted thousands of midtown shoppers to its gift-laden counters by "donating" a window to the NBC-owned WRCA-AM-TV New York. The stations set up TelePrompTers in the window, fed them continuously with news supplied by NBC. Signs promoted stepped-up newscasts on the stations. The news display was installed Dec. 16, will remain in operation for the duration of the newspaper strike.

sales" came to 19.6% of the "inconvenienced" interviewees or 11.6% of all interviewees. Another 0.7% of the inconvenienced (0.4% of total) said they miss the want ads.

Those who said they "miss the news" came to 16% of those who missed anything or 9.5% of the total. In addition, 9.1% (5.4% of all 1,000) "miss special features"; 7.7% (4.6% of total) "miss it all"; 1.4% (0.8% of total) miss "keeping up on current events"; 3.5% (2.1% of total) said they "don't know what's going on"; 13.3% (7.9% of total) felt they were inconvenienced because they "get more news in papers than on radio and television," and 2.1% (1.2% of total) "miss financial news."

A group of 11.9% (7% of total) said they "just like to have a paper every day," while others—generally in small numbers—gave such sources of inconvenience as these: "business reasons" and strike is "holding back business," "children miss it [newspaper]," "haven't anything to read," "need visual impression," "need papers for school," "can't follow sports any more," "like to get all news in one package," "like to read news as well as hear it" and, as a few put it, "can't sit and relax without a newspaper."

The survey also undertook to score the popularity of individual newspaper features by asking "which do you miss most?" Observers felt that few of them ranked nearly so high as would be generally expected.

News events took first place with 43.2% of the mentions (again, percentages exceed 100 because of multiple answers). Advertising came second (18.5%) followed by editorials (13.1%) and sports (11.3%).

Tv-radio section got a 4.1% response; financial and theatre sections 4.5% each; comics 5.9%; Hollywood columns 0.5%; women's page 3.2%; doctor's column 1.4%; features 5.9%; crossword puzzle 1.8%; school page, real estate sections, cartoons and obituaries 0.5% each; inquiring photographer 1.4%.

A total of 10.4% said they missed "everything,'" while 3.6% "didn't know" and 6.3% said "nothing."

The deadlocked newspaper negotiations led to still more station business in the greater New York market last week.

A spot check of several stations revealed that:

• WMGM billings ran "a minimum of 30%" higher this month than for December 1957. A "tremendous influx" of orders signed over the past 10 days, station officials said, "indicate that January will be a very good month." Typical "happy customer" at WMGM: the 15-store Sunset appliance chain which credited WMGM for sustaining a steady flow of customers.

• WABC: ABC-owned radio station, had a 15-20% billing gain, much of it due to such "new" advertisers as Willougby's, New York camera store chain (which also bought other stations), B. Altman, Montgomery Ward and Colonial Electronics.

• WNEW, already boasting of its "best year," experienced a 30% billing increase, with 25% of this due to strike-bound newspaper advertisers who had turned to radio "in desperation." While most of the business came from film companies and movie exhibitors [ADVERTISERS & AGENCIES, Dec. 22], WNEW was able to persuade Brooklyn Union Gas Co. to stick with the station "beyond the duration of the strike," also got Smith-Corona to emulate rival Royal-McBee (which had bought time on radio before the strike was called). Other advertisers at WNEW, both "new and expanded," include Fanny Farmer Candy Shops (normally a pre-yuletide two-week advertiser only), Household Finance Corp., Atlantic City (N.J.) Chamber of Commerce and the Washington Square Development Corp., which, deprived of its real estate listings, used radio to attract prospective tenants.

• WQXR, one of the heaviest-booked stations in town the year-round, could "only accept" a 14% billing increase, signing such unusual (to radio, at least) clients as Hilton Hotels Corp. (to promote New Year's Eve reservations at the Waldorf-Astoria) and Webb & Knapp Realty, whose chic Playbill Restaurant has suffered along with the theatres (see below).

• WRCA, whose sister station WRCA-TV was one of the first to open up time to hard pressed theatrical entrepreneurs by selling Playwrights Co. 30 minutes of post-1 a.m. time, increased its business by "at least 25%." Paramount Pictures Corp., launching what it calls "one of the biggest radio-tv promotions in our history," staged a $1,000 bill "Buccaneer Treasure Hunt" (for the new Yul Brynner film, "The Buccaneer"). It used the station's entire program schedule for treasure hunt clues. Starting Wednesday night (Christmas Eve) and running for "the duration," WRCA-TV "took back" five minutes of the *Jack Paar Show*, sold the strip to the League of New York Theatres so that New York viewers could know what plays were playing.

• WMCA said its business was up as high as 40% over last year at this time. It reported it, too, had found a 1959 advertiser among the strike-bound newspaper "regulars." Montgomery Ward, said WMCA, was sold to way on into January.

What made this "test" of radio important was the fact that the medium attracted businessmen who would not have considered radio under any other circumstances. Though the job market was narrowly restricted by lack of classified ads in the newspapers, such employment agents as Office Temporaries Inc. took to the air and filled hundreds of temporary openings. Hard pressed theatre managers found radio helpful in filling houses. Among the theatres buying time were the Coronet (for the Budd Schulberg-Harvey Breit hit "The Disenchanted"), the Bijou (for the Actors Studio production of Sean O'Casey's "Shadow of a Gunman") and the Phoenix (for Graham Greene's "The Power and the Glory").

Radio helped United Artist Corp., which opened "Separate Tables" during the strike. UA preceded and followed this premiere with a blitz spot campaign and during the weekend of Dec. 21-22 racked up "an outstanding gross" of $33,100 at two theatres.

While radio stations continued to sign up new clients, the New York tv stations —already "over-subscribed"—had to turn them away. To illustrate, WOR last week tabulated increased orders of $15,000 for a seven-day period; at the same time, WOR-TV could take on only $6,500 more.

COLUMBIA MEASURES STRIKE IMPACT

Deprived of their daily newspaper "textbooks," student reporters at Columbia U. graduate school of journalism last week did "lab work." Some 80 of them were sent by faculty members onto the sidewalks of New York to report on the effects of the three-week-old newspaper deliverers strike. Among their findings:

Out of New York's 16,000 newsstands, 10,000 were estimated to have shuttered for the duration, resulting in a 75-80% business decline the first week of the strike. While tv viewing remained constant, radio listening jumped sharply, with New Yorkers seeking news of the world and news of shopping.

Though some employment agencies took to the air (see page 27), two associations representing 200 employment agencies and 11 individual agents reported their business in filling jobs had dropped from 35-75%. Funeral attendance fell 20%, there being no papers to carry obituaries and funeral announcements.

They also learned that city government, deprived of the publicity spotlight offered by newspapers, was "running in low gear," referring principally to public hearings, executive pronouncements and council meetings.

Rivalry was reported between WRCA-AM-TV and the New York Central Railroad, both offering commuters "newspapers" of sorts; the NBC-owned station weekly supplying 150,000 news digests to traveling suburbanites, while the NYCRR runs second with a press run of 48,500.

Smaller merchants—those catering to particular customers—were reported feeling the pinch, as were auto dealers, a spot check of whom showed a 5-70% drop in sales. Most of these dealers rely almost principally on newspaper advertising (those who didn't use newspapers showed little ill effect; those who did told the Columbia reporters they "might turn to radio—if we could only buy time"). Also hurt badly: Real estate operators and agents, although some are learning to use radio.

Columbia U. students also talked to executives at C.E. Hooper Inc. who reported ratings of radio up "almost 10%." This was confirmed by spokesmen for The Pulse Inc. While radio went to town, there was no "appreciable change" in tv viewing habits, executives of both A.C. Nielsen Co. and Trendex told the Columbia U. students. Said Trendex: "People's tv habits are solidly entrenched now. . . ."

NATIVES RESTLESS ON MADISON AVENUE

$185 million in 1958 account switches points to continuing uncertainty

With agency mergers and advertising volume on the rise at the year's end, is there a chance for stability in the association of client and his agency?

Though only events in the year 1959 can answer this question, a climb to new peaks in account switch traffic and billing volume this past year indicates anything but a stable situation.

More than $185 million worth of advertising accounts changed agencies during 1958. In the previous year, a similar estimate placed the account switch volume at the $130 million level.

Of necessity these estimates are conservative because in general they are confined to the "cream" accounts and to advertisers who buy or at least consider the broadcast media in their ad plans (see table, page 30).

There were two major trends—among the many—responsible for the increased accounts switching: (1) a continued growth of the toiletries business and with it heightened competition and (2) the jarring sales skid in the auto industry.

The toiletries upset revealed itself in the list of accounts which moved from one agency to another. Numerically there were more shifts in toiletries accounts than in any single category including foods, which usually score high in agency movement.

Many of the headliner account switches of 1957 were repeaters last year. These included an overlap of the auto account jostling underway in earnest at the end of 1957 and continuing through 1958.

The departure in late 1957 of General Motors' Buick Div. from Kudner Agency, New York, unsettled Madison Ave. and set off in early 1958 a chain reaction of auto account bumping.

The Lincoln Question • Young & Rubicam, when the year was only a few weeks old, resigned the $3.5 million Lincoln (Ford Motor Div.) account and left it dangling, a situation that did not iron out until the Buick question was resolved.

It was not long in coming: What could be considered the biggest switch of the year as well as one of the most spectacular in the history of advertising, McCann-Erickson in February landed the $23-25 million Buick account, simultaneously throwing its $16-20 million Chrysler advertising (Chrysler, Chrysler Imperial, institutional and export) up for grabs and ending a 14-year association with Chrysler. Thus ended, too, a search started when the General Motors Div. decided to leave Kudner after 22 years.

Chrysler then split its advertising assignments into two parts. Its approximately $10 million Chrysler Div. went to Young & Rubicam and its institutional and export business (also perhaps as high as $10 million) went to Leo Burnett Co. Following this directly, Y & R's former Lincoln (plus Continental) account was parked at Kenyon & Eckhardt alongside another Ford Motor Co. account (Mercury Div.).

This was but a beginning in GM's hot-rod ride along Madison Ave. Next GM moves—and ones which caused a drastic billing reduction and staff curtailment at Kudner during the year—came at the end of March: Frigidaire Div. with $6-7 million billing moved from Kudner to Dancer-Fitzgerald-Sample and GMC Truck and Coach, worth about $1.5 million, moved from Kudner to McCann-Erickson, already busily setting up its servicing of Buick.

Ford continued its game of musical chairs right into this month: It took Edsel out of Foote, Cone & Belding and drove it into Kenyon & Eckhardt and in exchange switched Lincoln from K & E to FC&B. Both accounts were active in network tv. The changes made by Ford placed its two medium-priced autos in one agency and unified its tv program sponsorship.

These were the auto headliners along ad row but not all inclusive. Also worthy of mention: once-broadcast heavy Studebaker-Packard which had shifted from Benton & Bowles to Burke Dowling Adams in 1957, moved again in August, lodging its $7 million budget with D'Arcy Adv., St. Louis.

Since many account switches reflect business trends, the rise of the small foreign car in the market was sure to be felt. Early in the year, Renault automobiles, which had been handled by Mann-Ellis, New York, appointed Needham, Louis & Brorby, New York, for its estimated $400,000 account. At midyear Standard Triumph Motor Co. took its $500,000 ad budget out of Gore Smith Greenland Inc. and went to Doherty, Clifford, Steers & Shenfield.

In the transportation area, too, there was the two-way switch of foreign airlines accounts in February when KLM-Royal Dutch Airlines moved from Charles W. Hoyt Co., New York, to Erwin Wasey, Ruthrauff & Ryan, also New York, which thereby picked up an estimated $1 million in billing. Hoyt meanwhile replaced approximately $250,000 by adding Deutsche Lufthansen A. G. of Cologne, Germany, formerly handled by Albert Woodley Co., New York.

Few advertiser categories were sacrosanct in the account shifting. Uprooted were accounts selling foods, skin creams and hair tonics, soaps and cleansers, beers, watches, insurance, meat products and even flowers and religion.

Represented in this huge turnover of accounts were such diverse (and more often than not unrelated) causes as changes in media strategy, personality conflict, an agency's courting of a prospective client, the economics (marketing or sales changes over which the client has no control), a realignment of client management and a change in ad policy, product conflicts within an agency, product reassignment by an advertiser who has more than one agency handling his several products etc.

Some accounts (Buick was included) with long association with their agencies were subject to one or more of these factors leading to unrest and eventual divorce. For example, last fall, General Baking Co. (Bond bread and other bakery products), New York, after a 38-year association with BBDO pulled out its $1.5 million account and gave it to Compton Adv., J. R. Filbert Inc., Baltimore, after 11 years with Sullivan, Stauffer, Colwell & Bayles, New York, found a new berth with Young & Rubicam (Filbert uses much of its $1.5 million billing in radio-tv spot).

In addition to Frigidaire, the durable goods field was highlighted by Hotpoint Inc. (tv sets and white goods), Chicago, which transferred its $3.5 million account to Compton, Chicago, ending its three-agency structure of Needham, Louis & Brorby, Maxon and J. R. Pershall Co., all Chicago, and by Emerson Radio & Phonograph (two years ago at $4 million at Grey when it left to appoint Gore Smith Greenland) which switched again appointing Friend-Reiss Adv., New York. (Emerson may be coming back up in billing having absorbed Allen B. DuMont Labs' consumer line).

'58's MAJOR SWITCHES: Pages 30-31

Ill-Fated Interview • Another holdover from 1957 was the Kolynos toothpaste account, amounting to about $300,000, which Whitehall Pharmacal had taken away from Grey Adv. after Grey President Arthur Fatt said in a tv interview that he had used the competing Crest toothpaste that morning. Kolynos landed in January at Tatham-Laird. T-L President J. Kenneth Laird had been using Kolynos about six weeks at the time.

There were many changes in the toiletries business other than Kolynos and some of which are mentioned here. Mennen Co. tightened its agency structure by consolidating its accounts at Grey Adv. and Warwick & Legler at the expense of McCann-Erickson and M-E's Marschalk & Pratt Div., both of which had the lion's share of Mennen's $6 million budget. W & L and Grey now split the billings roughly 50-50, the former agency emphasizing the men's line and Grey the women's and baby products.

Still others: an estimated $2 million of Lanolin Plus (cosmetics and toiletries), Chi-

Continued on page 32

TRACK RECORD ON WHO WENT WHERE

Account	From	To
ALPHA BETA FOOD MARKETS	HIXON & JORGENSEN	DONAHUE & COE
AMERICAN MACHINE & FOUNDRY	FLETCHER RICHARDS	CUNNINGHAM & WALSH
AMERICAN TOBACCO (International Adv.)	BBDO	GOTHAM-VLADIMIR
B. T. BABBITT		
Bab-O, Cameo Soap	DONAHUE & COE	BROWN & BUTCHER
Glim	DOYLE DANE BERNBACH	BROWN & BUTCHER
BANK OF CALIFORNIA	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
BENRUS WATCH	LENNEN & NEWELL	GREY ADV.
BLUE COAL	SULLIVAN, STAUFFER, COLWELL & BAYLES	MONROE GREENTHAL
BON AMI*	ERWIN WASEY, RUTHRAUFF & RYAN	KASTOR, FARRELL, CHESLEY & CLIFFORD
	KASTOR, FARRELL, CHESLEY & CLIFFORD	WEISS & GELLER
	WEISS & GELLER	COLE, FISCHER & ROGOW
BORDEN CO. (Starlac Dry Milk)	YOUNG & RUBICAM	DANCER-FITZGERALD-SAMPLE
BREAST -O'-CHICKEN TUNA	GUILD, BASCOM & BONFIGLI	ROBINSON, JENSEN, FENWICK & HAINES
BROWN & WILLIAMSON	ERWIN WASEY, RUTHRAUFF & RYAN	TED BATES
BURLINGTON INDUSTRIES	DANIEL & CHARLES	J. M. MATHES
CHESEBROUGH-POND'S		
Vaseline Jelly	MCCANN-ERICKSON	WILLIAM ESTY
Angel Skin	J. WALTER THOMPSON	COMPTON ADV.
Seaforth	MORSE INTL.	COMPTON ADV.
Prince Matchabelli, Simonetta Perfumes	MORSE INTL.	J. WALTER THOMPSON
CHRYSLER		
Chrysler Div.	MCCANN-ERICKSON	YOUNG & RUBICAM
Institutional and Export	MCCANN-ERICKSON	LEO BURNETT
CHUN WONG (Foods)	MOTTL & SITEMAN	COMPTON ADV.
CLARK OIL	MATHISSON	TATHAM-LAIRD
COLGATE-PALMOLIVE		
Vel Powder	LENNEN & NEWELL	NORMAN, CRAIG & KUMMEL
Cashmere Bouquet	BRYAN HOUSTON	D'ARCY
Halo	CARL S. BROWN	D'ARCY
Ajax	BRYAN HOUSTON	MCCANN-ERICKSON
Vel Bar	BROWN & BUTCHER	LENNEN & NEWELL
COLUMBIA RECORD CLUB	MAXWELL SACKHEIM	WUNDERMAN, RICOTTA & KLEIN
CONGOLEUM-NAIRN		
Goldseal Floor and Wall Coverings	DANCER-FITZGERALD-SAMPLE	KEYES, MADDEN & JONES
DEUTSCHE LUFTHANSEN A. G.	ALBERT WOODLEY	CHARLES W. HOYT
EMERSON	GORE/SMITH/GREENLAND	FRIEND-REISS
EQUITABLE LIFE ASSURANCE CO.	KENYON & ECKHARDT	FOOTE, CONE & BELDING
EVERSHARP (Schick Razor)	CUNNINGHAM & WALSH	COMPTON ADV.
MAX FACTOR		
Hi Society	ANDERSON-MCCONNELL	KENYON & ECKHARDT
Natural Wave, Hi-Fi	DOYLE DANE BERNBACH	KENYON & ECKHARDT
J. R. FILBERT	SULLIVAN, STAUFFER, COLWELL & BAYLES	YOUNG & RUBICAM
FLORISTS TELEGRAPH DELIVERY ASSN.	GRANT ADV.	KEYES, MADDEN & JONES
FORD MOTOR		
Lincoln-Continental*	YOUNG & RUBICAM	KENYON & ECKHARDT
	KENYON & ECKHARDT	FOOTE, CONE & BELDING
Edsel	FOOTE, CONE & BELDING	KENYON & ECKHARDT
GENERAL BAKING	BBDO	COMPTON ADV.
GENERAL FOODS		
S.O.S.	MCCANN-ERICKSON	FOOTE, CONE & BELDING
Maxwell House Vacuum Coffee	BENTON & BOWLES	OGILVY, BENSON & MATHER
Calumet Baking Powder, D-Zerta, Walter Baker Chocolate, Minute Potatoes	BENTON & BOWLES	FOOTE, CONE & BELDING
GENERAL MOTORS		
Buick	KUDNER	MCCANN-ERICKSON
Frigidaire	KUDNER	DANCER-FITZGERALD-SAMPLE
GMC Truck & Coach	KUDNER	MCCANN-ERICKSON
M. K. GOETZ BREWING	COMPTON ADV.	POTTS-WOODBURY & JOHN W. SHAW
HOT POINT	NEEDHAM, LOUIS & BRORBY and MAXON and J. R. PERSHALL	COMPTON ADV.
A. M. KARAGHEUSIAN (Rugs)	FULLER & SMITH & ROSS	FOOTE, CONE & BELDING

DURING 1958

The listing on these two pages shows major account shifts of 1958. Asterisk (*) indicates an account which moved twice or more.

Account	From	To
KLM AIRLINES	CHARLES W. HOYT	ERWIN WASEY, RUTHRAUFF & RYAN
KOLYNOS TOOTHPASTE	GREY ADV.	TATHAM-LAIRD
KROGER CO.	CAMPBELL-EWALD	CAMPBELL-MITHUN
LANOLIN PLUS	KASTOR, FARRELL, CHESLEY & CLIFFORD	ERWIN WASEY, RUTHRAUFF & RYAN
LANVIN PARFUMS	NORTH ADV.	DOWD, REDFIELD & JOHNSTONE
LEEDS CHEMICAL PRODUCTS	LEEDS & YORK and ARTHUR MEYERHOFF	LIVINGSTON & ASSOC.
LEVER BROS. (Air Wick)	NORMAN, CRAIG & KUMMEL	FOOTE, CONE & BELDING
MENNEN CO.		
Men's Line	MCCANN-ERICKSON & MARSHALK & PRATT	WARWICK & LEGLER
Women's and Baby Lines	MCCANN-ERICKSON & MARSHALK & PRATT	GREY ADV.
MERKEL INC.	BLAINE-THOMPSON	L. H. HARTMAN
MINUTE MAID	TED BATES	HILTON & RIGGIO
JOHN MORRELL & CO.		
Morrell Meats, Red Heart Dog Food	CAMPBELL-MITHUN	JOHN W. SHAW
MUELLER MACARONI	CALKINS & HOLDEN	DOHERTY, CLIFFORD, STEERS & SHENFIELD
NATIONAL AIRLINES	SOUTHERN ADV.	MARSHALK & PRATT
NEHI	COMPTON ADV.	D'ARCY
NESTLE-LEMUR		
Harriet Hubbard Ayer, Pinaud Men's Toiletries	LEWIN, WILLIAMS & SAYLOR	R. T. O'CONNELL
NORTHAM-WARREN		
Cutex, Odorono, Peggy Sage Nail Polish	J. M. MATHES	DOYLE DANE BERNBACH
NOXZEMA	MacMANUS, JOHN & ADAMS	DOHERTY, CLIFFORD, STEERS & SHENFIELD
OKLAHOMA OIL	MARYLAND ADV.	NEEDHAM, LOUIS & BRORBY
PABST	NORMAN, CRAIG & KUMMEL	KENYON & ECKHARDT
PHARMA-CRAFT (Coldene)	J. WALTER THOMPSON	CUNNINGHAM & WALSH
PHILIP MORRIS (Regular & King Size)	N. W. AYER	LEO BURNETT
PILSNER BREWING	CLIFFORD A. KROENING	NORTH ADV.
QUAKER OATS (Ken-L Dog Food)	NEEDHAM, LOUIS & BRORBY	J. WALTER THOMPSON
REGAL SHOE	DOYLE DANE BERNBACH	EMIL MOGUL
RENAULT	MANN-ELLIS	NEEDHAM, LOUIS & BRORBY
REVLON		
That Man Cologne	EMIL MOGUL	HEINEMAN, KLEINFELD, SHAW & JOSEPH
Baby Silicare, High Gloss, Sun Bath	DOWD, REDFIELD & JOHNSTONE	C. J. LA ROCHE
Thin Down	DOWD, REDFIELD & JOHNSTONE	*Unassigned*
RIVAL DOG FOOD	MCCANN-ERICKSON	GUILD, BASCOM & BONFIGLI
ORAL ROBERTS EVANGELISTIC ASSN.	C. L. MILLER	KEYES, MADDEN & JONES
SQUIRT	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
STANDARD TRIUMPH MOTOR CO.	GORE/SMITH/GREENLAND	DOHERTY, CLIFFORD, STEERS & SHENFIELD
STAR-KIST TUNA	HONIG-COOPER	LEO BURNETT
STEPHAN'S HAIR PREPARATIONS	J. J. CAPPO	CUNNINGHAM & WALSH
STUDEBAKER-PACKARD	BURKE, DOWLING, ADAMS	D'ARCY
SWIFT & CO.		
All-Sweet, Vigoro, End-O	J. WALTER THOMPSON	LEO BURNETT
Swift Shortening, Jewell Shortening, Swiftning	J. WALTER THOMPSON	DANCER-FITZGERALD-SAMPLE
THOM McAN	OGILVY, BENSON & MATHER	DOYLE DANE BERNBACH
VITA FOODS	BLAINE THOMPSON	L. H. HARTMAN
WARING PRODUCTS	ANDERSON & CAIRNS	FULLER & SMITH & ROSS
WARNER-LAMBERT		
Du Barry, Sportsman	NORMAN, CRAIG & KUMMEL	LAMBERT & FEASLEY
Bromo-Seltzer	LENNEN & NEWELL	WARWICK & LEGLER
WEST END BREWING	COHEN & ALESHIRE	DOYLE DANE BERNBACH
WESTERN PACIFIC RAILROAD	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
WESTINGHOUSE (Tv Sets, Radios, Phonographs)	MCCANN-ERICKSON	GREY ADV.
DR. WEST'S TOOTHPASTE	J. WALTER THOMPSON	KEYES, MADDEN & JONES
WHITEHALL (Neet)	ERWIN WASEY, RUTHRAUFF & RYAN	GUMBINNER
WILSON & CO.	NEEDHAM, LOUIS & BRORBY	KENYON & ECKHARDT
WOOLITE	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
ZENITH	EARLE LUDGIN	FOOTE, CONE & BELDING

(Continued from page 29)

cago, from Kastor, Farrell, Chesley & Clifford, New York, to Erwin Wasey, Ruthrauff & Ryan, Chicago; about $1 million of Stephan's Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla., from J. J. Coppo Co., Baldwin, N. Y., to Cunningham & Walsh, New York; a $2 million billing of Northam Warren Corp. (Cutex nail polish, Odorono deodorants, other products) from J. M. Mathes to Doyle Dane Bernbach; the Harriet Hubbard Ayer and Pinaud men's toiletries, divisions of Nestle-LeMur Co., from Lewin, Williams & Saylor to R. T. O'Connell Co., New York, a $3 million billing in Max Factor & Co., Hollywood, products (Natural Wave hair spray, Hi-Fi fluid make-up and fragrance lines) from Doyle Dane Bernbach, New York, to Kenyon & Eckhardt, Los Angeles, ending in June a two-month agency search by the client.

Chesebrough-Pond's Inc. was active in the switch column. It acquired the cosmetics line of Vick Chemical Corp. and named J. Walter Thompson, New York, to handle the Prince Matchabelli and Simonetta lines of perfumes and fragrances and Compton, New York, the Seaforth lines of men's toiletries (both had been handled by Morse International, New York) and moved its Vaseline petroleum jelly to William Esty from McCann-Erickson, and its Pond's Angel Skin from JWT to Compton.

Revlon—active in agency reassignments in 1957—again this year reassigned three of the four products pulled out of Dowd, Redfield & Johnstone, New York and Boston, to C. J. LaRoche, New York, with an estimated $750,000 billing (much of it in radio-tv) going to LaRoche for Baby Silicare, High Gloss and Sun Bath. Thin Down weight reducing pills are still to be assigned. Revlon also moved That Man cologne from Emil Mogul (which tested the product) to Heineman, Kleinfeld, Shaw & Joseph.

Warner-Lambert Pharmaceuticals moved these accounts: DuBarry and Sportsman lines in the fall from Norman, Craig & Kummel to Lambert & Feasley, New York, and earlier in the year its Bromo-Seltzer (about $2.5 million) from Lennen & Newell to Warwick & Legler.

Unusual activity was recorded by Colgate-Palmolive: Vel powder, with billings estimated at $1.9 million, assigned from Lennen & Newell to Norman, Craig & Kummel, which moved in with a recommendation that the bulk of the budget go to tv; Cashmere Bouquet, a $2 million account and heavily broadcast-oriented (mostly tv), was resigned by Bryan Houston, New York, and placed in the St. Louis shop of D'Arcy Adv. which earlier in the year had obtained C-P's Halo account, another $2 million plus and a holdover from 1957 (resigned by Carl S. Brown Co.); and after considerable shopping among the seven agencies handling its many products, C-P in June settled on McCann-Erickson to handle its Ajax cleanser, with an estimated $1.5 million and formerly handled by Bryan Houston.

Bon Ami in the fall fired Weiss & Geller after only 8 of 15 contractual months had elapsed, an action triggered by competitive factors, financial troubles and management shakeups and nearly all of its budget tied in with barter. Bon Ami appointed Cole, Fischer & Rogow, was involved in a legal action and settled out of court with W & G. (Bon Ami cleanser, a $1.6 million advertiser, had appointed W & G in 1958 after it had resigned Erwin Wasey, Ruthrauff & Ryan in late 1957).

There were agency switches by big food advertisers such as General Foods and Swift.

General Foods Corp., a leading food advertiser, set in motion in 1958 a broad blueprint that already has affected two agencies. Calumet baking powder, D-Zerta, Minute Potatoes, Walter Baker chocolate—in total worth about $3 million in billing—were moved from Young & Rubicam and assigned to Foote, Cone & Belding, while GF picked a fourth new agency, Ogilvy, Benson & Mather, New York, to which it assigned the Maxwell House vacuum packed ground coffee which had been handled by Benton & Bowles ($2-3 million account).

Swift & Co. took its $4 million advertising parcel at J. Walter Thompson in the spring and carved it up into two parts, assigning $2 million worth of All Sweet, Vigoro and End-O products to Leo Burnett and another $2 million in Pard dog food, Swift, Jewell and Swiftning brands to Dancer-Fitzgerald-Sample.

Quaker Oats Co. later shifted a $3-4 million Ken-L Ration dog food budget from Needham, Louis & Brorby to JWT. The $1.7 million Rival Packing Co. dog food shifted to Guild, Bascomb & Bonfigli, San Francisco, in September from McCann-Erickson, New York.

Shifts in the beer industry included Pabst Brewing Co., Chicago, which moved a $6.5 million budget from Norman, Craig & Kummel to Kenyon & Eckhardt. Doyle Dane Bernbach picked up $1 million in the West End Brewery account shift from Cohen & Aleshire.

The cigarette field was highlighted by the $5 million account of Philip Morris Co.'s regular and king-sized cigarettes being snared by Leo Burnett Co., Chicago, from N. W. Ayer & Son, Philadelphia; Brown & Williamson Tobacco Co. moving Du Maurier from Erwin Wasey, Ruthrauff & Ryan to Ted Bates. (Both affected broadcast habits —Burnett turning over a portion of the PM budget to tv and Bates apparently planning spot radio for Du Maurier which had been in print.)

Third largest U.S. food chain—Kroger Co.—that figured in 1957 by dropping Ralph H. Jones Co. of Cincinnati to split its $10 million ad account between Campbell-Ewald, Detroit, and Campbell-Mithun, Minneapolis, again was involved as Campbell-Ewald dropped its share as "unprofitable" and C-M picked up from there becoming the sole agency.

Other top changes:

Broadcast-heavy Nehi Corp., Columbus, Ga., was resigned by Compton Adv., New York, at mid-year but soon found a new home for its total $3 million budget at D'Arcy Adv., St. Louis. Nehi products include Royal Crown Cola, Nehi flavor and Par-T-Pak. (Nehi formula has been 80% radio-tv spot, 20% newspapers.)

Oral Roberts Evangelistic Assn. moved from C. L. Miller Co. to Keyes, Madden & Jones. It has $1.75 million in radio-tv.

Florists' Telegraph Delivery Assn., Detroit, uprooted its $2.8 million advertising budget from Grant Adv. and went to Keyes, Madden & Jones in August. Noted was apparent pressure from among FTDA ranks against putting 90% of its total ad dollar in a single medium—network tv. Critics thought this wasn't the most effective method

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Dec. 12-18. This is how they spent their time:

71.7%	(90,403,000) spent	1,741.6 million hours†	WATCHING TELEVISION
60.5%	(76,281,000) spent	1,174.6 million hours	LISTENING TO RADIO
80.1%	(100,994,000) spent	429.7 million hours	READING NEWSPAPERS
32.6%	(41,104,000) spent	198.5 million hours	READING MAGAZINES
24.2%	(30,460,000) spent	383.6 million hours	WATCHING MOVIES ON TV
15.4%	(19,379,000) spent	76.2 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.

SOLID

NO. 1 Morning
Afternoon
Evening

KOIL
OMAHA

HOOPER	TRENDEX	PULSE
Oct.-Nov.'58	8 AM - 6 PM	Sept.'58
8 AM - 6 PM		KOIL leads in 458 out of 504 quarter-hours with a flat 30 rating morning and afternoon.
36.2 share	40.8 share	

Check the
RATING
of your choice
KOIL is Your
"MUST BUY" station
in
OMAHA

SOLID
NO. 1 ALL DAY

KMYR
DENVER

HOOPER	PULSE
July - Aug. '58	17 County Area July '58
NO. 1 ALL DAY	More quarter-hour firsts than any other Denver station.

COVERAGE
where it counts
KMYR
A VITAL FORCE
in selling
Today's DENVER

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

VIEWED MOST*



VIEWED MOST*



VIEWED MOST*



*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

of promotion. FTDA has 11,000 florists members.

Equitable Life Assurance Co., New York, billing $2-3 million, quit Kenyon & Eckhardt after a long association and appointed Foote, Cone & Belding.

Benrus Watch Co., New York, feeling the pinch of an upswing in non-jeweled watches, left Lennen & Newell in November to go with Grey Adv.

B. T. Babbitt Co. moved its $2 million budget for Bab-O, Cameo soap and other products from Donahue & Coe to the newly formed Brown & Butcher, New York, at the same time transferring its approximately $500,000 Glim cleanser account from Doyle Dane Bernbach to Brown & Butcher.

These moves were announced in January and now Babbitt has acquired Charles Antell (see story, page 40), a barter user, and will move that account from "house agency" Paul Venze Assoc., Baltimore, to Brown & Butcher.

Tax Council Mobilizes To Fight Co-op Ad Tax

Relief from the Internal Revenue Service decision imposing excise taxes on manufacturers' co-op advertising budgets will be sought at a Jan. 6 Washington meeting sponsored by the Federal Excise Tax Council. The IRS decision affects an estimated $2 billion in co-op advertising [ADVERTISERS & AGENCIES, Dec. 22]. About $400 million in tv-radio co-op advertising is involved.

An *ad hoc* committee of trade association and taxpayer groups is to be formed at the Jan. 6 meeting.

The council has asked intervention of Congress to have the decision (TD 6340) set aside. In a letter to Chairman Wilbur D. Mills (D-Ark.), of the House Ways & Means Committee, the council voiced its objection to the imposition of excise taxes on money spent by retailers in advertising manufacturers' products in local media.

The council contended the committee should hold immediate hearings in January, prior to the Feb. 1 effective date of the new regulation. It said the hearings are justified by the need of obtaining from revenue officials "the legal grounds for repudiation of administrative policies first announced in 1924 and uniformly recognized since."

This information has been withheld by IRS and Treasury officials, according to the council, which believes taxpayers should have the chance in public hearing to present arguments against the change in policy.

The council maintained the new regulation "flatly repudiates the categorical affirmation of former IRS administrative policies exempting co-op advertising expenditures for manufacturers' excise tax made by Dr. Dan Throop Smith, assistant to the Treasury secretary in charge of tax policy.

"In his appearance before the Forand Excise Tax Subcommittee in January 1956 the council noted that the construction of the law advanced by Dr. Smith at that time was later accepted and confirmed in the report without exception by the Forand subcommittee."

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 5-11

Rank	No. Viewers (000)
1. *Gunsmoke*	48,450
2. *Wagon Train*	44,260
3. *Perry Como*	40,560
4. *Chevy Show (Roy Rogers)*	40,220
5. *Maverick*	39,960
6. *Have Gun, Will Travel*	38,480
7. *Real McCoys*	37,590
8. *Perry Mason*	36,510
9. *Wyatt Earp*	36,130
10. *Lassie*	35,840

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for 2 weeks ending Nov. 22

TOTAL AUDIENCE (†)

Rank	No. Homes (000)
1. *Gunsmoke*	18,444
2. *Wagon Train*	17,270
3. *Shirley Temple's Storybook*	16,269
4. *Have Gun, Will Travel*	15,834
5. *Cheyenne*	15,617
6. *Perry Como*	15,443
7. *Maverick*	14,703
8. *Perry Mason*	14,486
9. *Ed Sullivan Show*	14,399
10. *Danny Thomas*	14,268

Rank	% Homes*
1. *Gunsmoke*	43.2
2. *Wagon Train*	40.6
3. *Shirley Temple's Storybook*	38.2
4. *Cheyenne*	37.8
5. *Have Gun, Will Travel*	37.3
6. *Perry Como*	36.2
7. *Maverick*	35.5
8. *Perry Mason*	34.2
9. *Sugarfoot*	34.2
10. *Desilu Playhouse*	33.9

AVERAGE AUDIENCE (‡)

Rank	No. Homes (000)
1. *Gunsmoke*	17,661
2. *Have Gun, Will Travel*	15,051
3. *Wagon Train*	14,573
4. *Danny Thomas Show*	13,529
5. *Shirley Temple's Storybook*	13,137
6. *Wells Fargo*	12,833
7. *Rifleman*	12,615
8. *Real McCoys*	12,615
9. *I've Got A Secret*	12,572
10. *Maverick*	12,354

Rank	% Homes*
1. *Gunsmoke*	41.4
2. *Have Gun, Will Travel*	35.5
3. *Wagon Train*	34.3
4. *Danny Thomas Show*	31.6
5. *Shirley Temple's Storybook*	30.8
6. *Rifleman*	30.7
7. *Real McCoys*	30.6
8. *Tales of Wells Fargo*	30.2
9. *Maverick*	29.8
10. *Wyatt Earp*	29.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 1-7

Rank	Rating
1. *Gunsmoke*	35.7
2. *Perry Como*	32.8
3. *Loretta Young*	32.6
4. *Lucy-Desi*	31.7
5. *Rifleman*	30.6
6. *Maverick*	30.2
7. *Wagon Train*	30.0
8. *Danny Thomas*	28.3
9. *Wyatt Earp*	27.8
10. *Have Gun, Will Travel*	27.4

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.
Chevy Show (Roy Rogers) (NBC-180): Chevrolet (Campbell-Ewald) Sun., Nov. 9, 9-10 p.m.
Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.
Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.
Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.
I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.
Lassie (CBS-138): Campbell Soup (BBDO), Sun. 7-7:30 p.m.
Lucy-Desi (CBS-115): Westinghouse (M-E), Monday 10-11 p.m.
Maverick (ABC-132): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.
Real McCoys (ABC-131): Sylvania Electric Products (JWT), Thurs. 8:30-9 p.m.
Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.
Perry Mason (CBS-131): participating sponsors, Sat. 7:30-8:30 p.m.
Sugarfoot (ABC-126): American Chicle (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.
Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
Shirley Temple's Storybook (NBC-180): John H. Breck, Hills Bros. Coffee and National Dairy (all Ayer), Sun. 8-9 p.m.
Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.
Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.
Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.
Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.
Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

KM&J's Jones Moves Up As Account List Changes

There'll be a new look in faces and accounts at Keyes, Madden & Jones as it prepares to do business in 1959—but the shingle will remain the same.

Howard A. Jones will move up from executive vice president to president of KM&J, succeeding Edward D. Madden, who resigns to join the newly-merged Geyer, Morey, Madden & Ballard [ADVERTISERS & AGENCIES, Dec. 15] as board vice chairman. Freeman Keyes continues as board chairman of KM&J.

Mr. Jones told BROADCASTING Monday the agency will retain its present name and acknowledged there may be a few account shifts, what with the departure of Mr. Madden and others, including John T. McHugh, executive vice president, and David H. Halper, senior vice president and New York general office manager.



MR. JONES

At the same time, KM&J is preparing to absorb about 23 employes, including three executives named officers last week, and three accounts from Donahue & Co.—Chicago after Jan. 1, 1959 [AT DEADLINE, Dec. 1].

Newly appointed to the KM&J board from Donahue & Co. are Paul E. Kelly, William L. LaVicka and George E. Filipetti (creative director), all vice presidents.

Of the remaining top executives at D&C-Chicago, Arthur Grossman, president, reported he will serve as a consultant to KM&J and several of his past clients, and Arthur Decker, senior vice president and general manager, has joined Henri, Hurst & McDonald, as senior vice president and board member. It's presumed that Fairbanks Morse account will follow Mr. Decker.

Other board appointments announced by Mr. Keyes at KM&J include Harry B. Goldsmith Jr., senior vice president to executive vice president; Lee J. Marshall, vice president to senior vice president, and Fred E. Willson, vice president and marketing and merchandising director. Harry H. Maus and Messrs. Keyes and Jones have been board members of KM&J, a division of Russel M. Seeds Co., since Oct. 1, 1957. Mr. Maus also is secretary-treasurer.

Other new officers are Dale G. Mehrhoff, account executive to vice president; Richard R. Davis, chief accountant to comptroller, and Pierre F. Marshall, who resigns as advertising director of Bell & Howell to rejoin KM&J as vice president (at Bell & Howell, Robert D. Lipson has been named advertising and sales promotion director and A. D. Grasser sales promotion manager). All appointments are effective Jan. 1, 1959.

The agreement between Keyes, Madden & Jones, Chicago, and Donahue & Co., New York, calls for combining facilities of both agencies in New York, Chicago and Los Angeles, looking toward a national client list "with total billings of $150 million" in Chicago Norge Corp. (appliances), York (air conditioners) and National Presto Industries (housewares) will switch from Donahue & Coe to Keyes, Madden & Jones along with executive and other personnel.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Dec. 29-31, Jan. 2, 5-7 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Dec. 29-31, Jan. 2, 5-7 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Dec. 29, Jan. 5 (7:30-8 p.m.) *Tic Tac Dough,* P&G through Grey.

Dec. 29, Jan. 5 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Dec. 30 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt.

Dec. 31, Jan. 7 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Dec. 31, Jan. 7 (9-9:30 p.m.) *Milton Berle,* Kraft Foods through J. Walter Thompson.

Jan. 1 (12-1:30 p.m.) *Tournament of Roses Parade,* Minute Maid Corp. through Ted Bates.

Jan. 1 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Jan. 1 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Jan. 2 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.

Jan. 3 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 4 (4:30-5 p.m.) *Great Leap Forward,* sustaining.

Jan. 4 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through William Esty.

Jan. 4 (8-9 p.m.) *Steve Allen Show,* Timex through Peck and Greyhound through Grey and Du Pont through BBDO, Polaroid through Doyle Dane Bernbach.

Jan. 4 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

Jan. 6 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson.

Bon Ami Puts Damper On Barter Television

Barter tv has been demoted in Bon Ami Co.'s plan for a "vastly-improved sales picture for 1959," it was announced last week in New York. Its famous chick (trademark), which suffered overexposure to barter [ADVERTISERS & AGENCIES, Sept. 15, Oct. 13], will make another valiant try at laying golden eggs by doubling its total 1957-58 ad budget from $1 million-plus to $2.1 million, reversing the ratio of barter-to-cash by 2-to-1.

According to its new agency, Cole, Fischer & Rogow, New York, Bon Ami plans spending $1,330,000 in cash advertising (most of it in radio), knocking back barter "worth" from about $1 million to less than $750,000. Even this figure will be trimmed as Bon Ami's barter contracts with stations (effected last year with Guild Films Co.) expire. But Arthur A. Fischer, agency president and media director, said last week that he had ordered no cash tv spots "yet."

Apparently what's behind Bon Ami's turnabout is not only new management's confessed distaste of barter (brought out during the litigation this fall between the client and its former agency, Weiss & Geller Inc.); on top of this comes the implied realization by Bon Ami that it cannot risk introducing a completely revamped and repackaged product line on what it terms to be a "risky medium"—barter.

Not only has Bon Ami redesigned its three staple products, Bon Ami (powder) Cleaner, Jet Spray Bon Ami and Bon Ami (cake) Cleanser; it now will bow with Bon Ami All-Purpose Liquid Cleanser—which is said to be Bon Ami's "answer" to Adell's Lestoil, Lever's Handy Andy, P&G's Mr. Clean and Colgate-Palmolive's Genie—as well as Dust 'n Wax and Silver Gloss. These three will use test radio starting in January.

Bon Ami's intent is clear: it will drumbeat its products home. In 10 radio markets, it is scheduling up to 400 announcements a week, ranging in length from 6 seconds to one minute.

Radio Reached Peak Last Summer In Extra-Home Listeners—Pulse

Pulse Inc. reported last week that radio out-of-home listening reached a new high last summer, adding 28.3% to the in-home audience compared to a previous peak of 25.7% registered in the summer of 1957.

In releasing the summary, Dr. Sydney Roslow, director of Pulse, pointed up the level of listening and the importance of the audience in the "overall broadcast picture." In 1951, he said, out-of-home listening added only 17.3% to the in-home audience. The Pulse summary covered 27 major markets throughout the U.S., was the latest in a series begun in 1948.

The study showed an average of 4.9% of all radio families per quarter hour reported in July-August listening away-from-home between 6 a.m. and midnight.

Highest level in the out-of-home listening was reported in New York where 5.4% of the families registered within the away-from-home segment. Los Angeles and Bos-

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

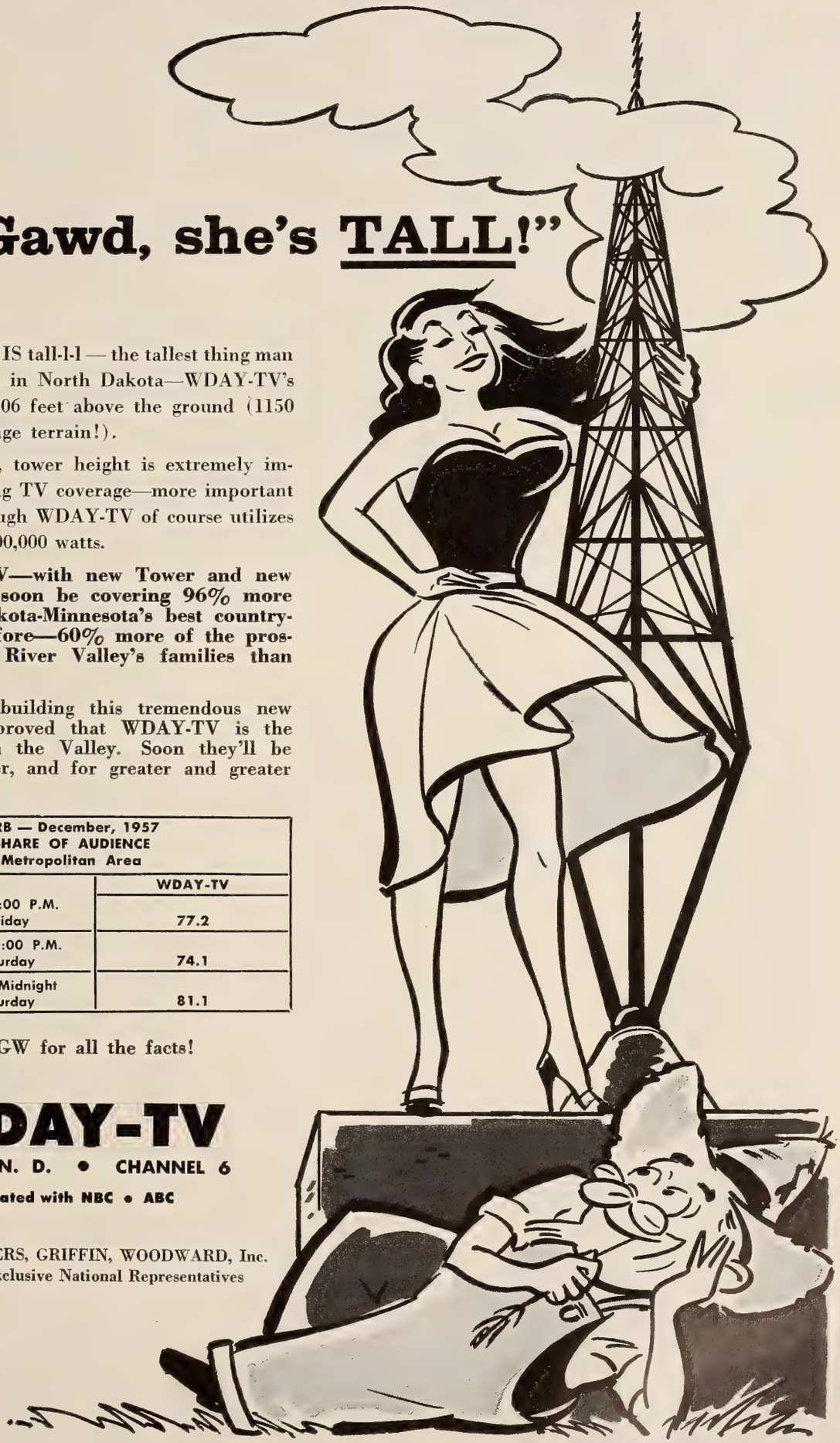
WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Another **NEWS** Scoop for

K-NUZ....

"BIG MIKE V"



"Big Mike V" . . . the latest addition to K-NUZ' family of ground and air "Big Mike" mobile units, is a sleek 27-foot Trojan cruiser powered by twin 160-hp engines . . . fully equipped with radio gear for on-the-spot coverage of water events and news as it happens on the Gulf Coast.

ANCHORED in the

No. 1 POSITION in HOUSTON

First in popularity with the ADULT* Houston audience—K-NUZ delivers the *largest purchasing power** or ADULT spendable income audience in the Houston market!

* Special Pulse Survey (Apr.-May, 1958)
* Nielsen (June, 1958)

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

STILL THE LOWEST COST PER THOUSAND BUY

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:

FORJOE & Co.—

New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.

Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

ton scored next, each with 5.3%.

Among individual markets, the per cent added by the away-from-home audience ranged from 23.6% in Pittsburgh to 31.7% in Cincinnati. The 27 markets contained more than 18.6 million radio families, or 38.4% of the U.S. total.

Atherton & Currier, Kastor Firm to Merge

The consolidation of Atherton & Currier Inc., New York, with Kastor, Hilton, Chesley & Clifford Inc., New York, effective Thursday (Jan. 1) was announced last week by H. Kastor Kahn, board chairman of KHC&C and J. W. Atherton, president of A&C. Combined billing of the new company was placed at about $18 million.

The new company will be known as Kastor, Hilton, Chesley, Clifford & Atherton Inc. and will move into new offices at 575 Lexington Ave., New York, on March 1. Officers of the merged company will be: H. Kastor Kahn, chairman; Peter Hilton, president; Charles E. J. Clifford, vice chairman; W. S. Chesley, chairman of the executive committee and treasurer, and J. W. Atherton, vice president and chairman of the plans board.

KHC&C's 1958 billing is about $14 million and, a spokesman said, the agency places "a substantial amount of business" in radio-tv for such clients as Drug Research Corp. (Regimen tablets), Carter Products, Smith Bros., and Snow Crop Div. of the Minute Maid Corp.

Atherton & Currier, with billing of about $4 million in 1958, is heavy in industrial accounts but has used spot radio-tv for such accounts as Potter Drug & Chemical Corp. (Cuticura soap) and Airkem Inc. (deodorant).

The agencies' Canadian affiliates—Bradley, Venning & Hilton Ltd. and Atherton & Currier Inc. also will be merged into a single company as of Jan. 1. Enlarged headquarters will be located in the present Toronto office of Bradley, Venning & Hilton.

Anderson & Cairns Names V.P.s

Election to vice president of three Anderson & Cairns Inc. department heads and one A&C account supervisor was announced Wednesday (Dec. 24) by agency President John A. Cairns. They are:

Murray C. Thomas, media director of A&C since 1952, before that, with media departments of Dancer-Fitzgerald-Sample and Paris & Peart; Sherman E. Rogers, copy chief at A&C since 1955, before that, creative director of Platt-Forbes Inc., consultant for Woodward & Byron Inc., and radio director of Lawrence Fertig Co.; Everett W. Hencke, A&C executive art director since 1953, before that with Fuller & Smith & Ross, Richard Chenault Inc., and Charles Dallas Reach Co. (now Reach, McClinton Co.); and Edmund C. Ridley, with A&C as account supervisor on Seeman Bros., Julius Wile, other accounts he had serviced through associations at J. D. Tarcher & Co., Cecil & Presbrey and Biow Co. agencies. Mr. Ridley has been named vice president in charge of agency relations.


Great Albums of Music
WVNJ
Great Albums of Music
620
Nothing else like it
in Greater New York
IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.
IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.
IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.—

Babbitt Gets Antell Following Colgate Buy

B. T. Babbitt Co., New York, 123-year-old cleanser firm, whose Bab-O once upon a time pioneered the way for Colgate-Palmolive's Ajax, last week honed the knife of competition. With Babbitt attempting a "comeback" following years of declining sales, it has followed up Colgate-Palmolive's purchase of Buffalo's Wildroot Co. [AT DEADLINE, Dec. 22] by buying a hair product company of its own. It is buying for "undisclosed amounts of cash" Baltimore's eight-year-old Charles Antell Inc.

The Antell account shifts from its "house agency," Paul Venze Adv. Assoc., Baltimore, to the Babbitt agency, Brown & Butcher Inc., New York, on Jan. 1. Antell formerly was handled by Joseph Katz Co., Baltimore and New York. (Colgate-Palmolive meanwhile issued no clarification on the position of BBDO, Wildroot's present agency but also agency for competing Lever Bros.)

Antell account billing is "as yet" undetermined, B&B president Thomas C. Butcher said last week, since most of Antell's spending has been in broadcast barter. Brown & Butcher is understood to be willing to let its new Antell products ride out their barter contracts for spots in option time, but will take a second, "hard look" at some of the other, less defined, barter slots.

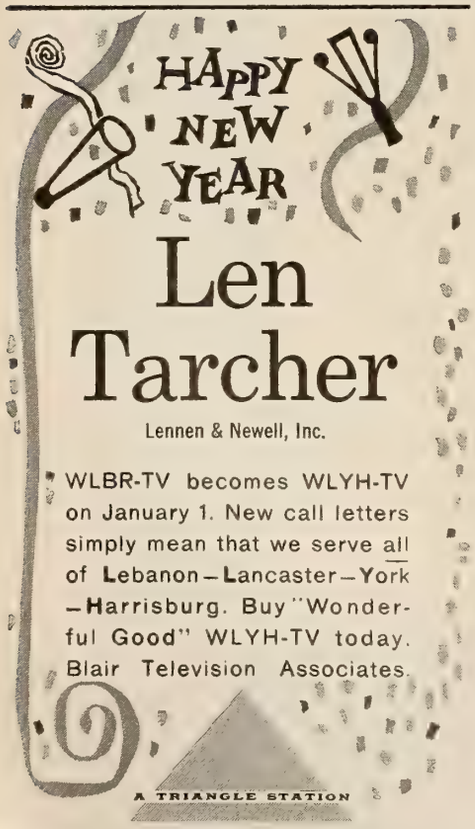
The Antell purchase was announced Tuesday (Dec. 23) by Babbitt President Marshall S. Lachner, and Antell President Julius J. Rosen. Babbitt purchased "assets, trade names and trade marks" of Antell's domestic and Canadian operations, with take-over date set for this Wednesday (Dec. 31).

Founded eight years ago, Antell can be credited with having inspired the "lanolin school of advertising." In fact, one of Antell's earlier slogans on tv was "the name that made lanolin famous." With its staple product line having centered on such brand-name hair products as "Formula 9", Charles Antell recently embarked on manufacture of vitamin candies sold as "Vita Yums" and "Vita Pops."

At Babbitt, the Antell product operations will be run by A.N. Labelle, sales director of the Lambert-Hudnut Toiletries-Cosmetics Div. of Warner-Lambert Pharmaceutical Co., and prior to this with Colgate-Palmolive. He will be vice president of Babbitt's Charles Antell Div.

It's been no secret that Babbitt has been seeking diversification. Last Aug. 25 Mr. Lachner tipped his hand before the New York Society of Security Analysts by saying, "A substantial part of our gains in the next few years in sales and profits will come through the acquisition of other companies —companies which have been attracted to our new and aggressive marketing set-up."

Though Antell's earnings have been a family matter, Mr. Lachner said last week its contributions to the Babbitt cash register will represent "a sound step toward our goal of $60-70 million gross sales in the next five years."



PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

RECORD SALES • Mitch Miller, Columbia Records' artists' & repertoire chief, teamed-up with Bill Randle, WERE Cleveland, Ohio, disc jockey to promote the former's record, "Christmas Sing-Along With Mitch," for a local store. The store reported 2,390 telephone orders (about $8,000) for one Sunday afternoon. The bearded a&r man made personal appearances on WERE to direct various singing groups; Mr. Randle plugged and played all Mr. Miller's "Sing-Along" albums.

RADIO PULLS TO PARTY • WCKR Miami, Fla., attracted 1,800 to its second Theatre Party (held annually in cooperation with Florida State Theatres) through the sole use of its own facilities. The party includes free refreshments, door prizes and a preview of a movie. Although the event was publicized exclusively on WCKR, the station says people came from as far as 50 miles away.

SWEETS SUCCESS • Kit Kat candy sales shot up about 400% in Pittsburgh following a television spot campaign-competition, WIIC (TV) there reports.. The spot drive on WIIC (and initially on KDKA-TV Pittsburgh) ran September through November. Kit Kat's sales in this period last year were $6,155. In the same three months this year, $28,971 worth of the candy was sold. More than 10,000 entries, complete with Kit Kat wrappers, reportedly were received in WIIC's "Name the Wallaby" contest, which had an electric kiddie-car as first prize.

DONUTS AND DUCATS • A live commercial wherein Bob Dale, host of the KFMB-TV San Diego *Early Show* (movies), ate a donut, was the start of a success story for a newly-opened local donut shop. The shop says that within five minutes of the commercial, customers were asking for "those donuts Bob Dale eats." In subsequent spots, when he ate a different kind of donut, the shop reports it sold out of that type. Business, in fact, went up 50% in three days.

Another satisfied KFMB-TV customer is the Capri Theatre in San Diego. As part of the movie theatre's spot schedule for "South Pacific," the station announced that the Capri would give 50 free tickets to the show for the best reasons "why I would like to see South Pacific." The theatre received more than 500 letters plus many telephone calls within three days.

Survey of U. S. Commerce Planned by Census Bureau

A nationwide survey of the nation's commerce will be conducted in January by the U.S. Census Bureau. Official questionnaires to be filled out by business firms will provide statistical information for the 1958 Census of Business.

Advertising agencies and related service industries will be surveyed, as will publications. Radio and tv stations, however, will not be sent questionnaires because they report their basic financial data to the FCC.

The census data will represent a picture of the progress of business in selected trades since 1954, when the last such census was conducted.

Spot Radio Costs Rise Slight

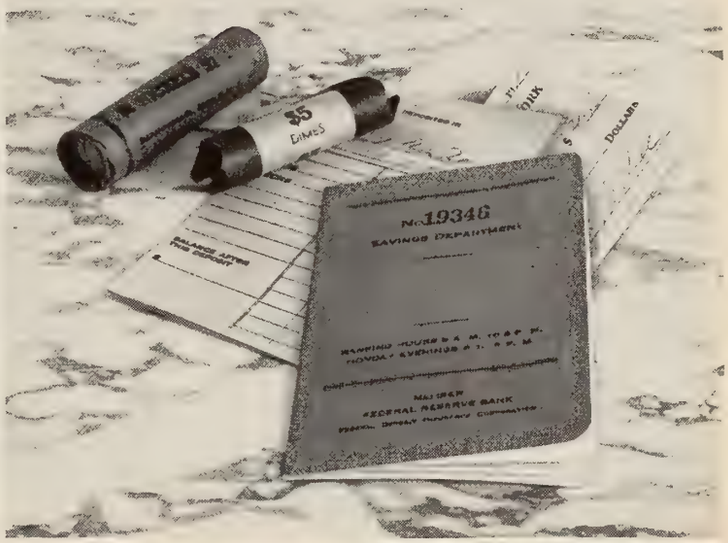
National spot radio costs to the advertiser were up only 1.5% in 1958 for "traffic times" (early morning and late afternoon), down 6.4% for nighttime periods and about the same as 1957 for daytime hours other than traffic periods.

These estimates, based on the top 150 markets, were released last week by the Katz Agency, station representation firm, along with its latest spot radio budget estimator now being made available to advertisers and agencies. The estimator computes the cost of 12 one-minute announcements per week for 13 weeks in the 159 markets. Formulas for package plan rates and for estimating the costs of 12 or 24 announcements per week in various cycles are included.

***"WRC RADIO** for many years has consistently produced business for WOODWARD & LOTHROP."*
–HARWOOD MARTIN ADVERTISING

***"WRC RADIO** is a long-time favorite of FIRST FEDERAL SAVINGS AND LOAN for reaching the Washington audience."* *–HENRY J. KAUFMAN & ASSOC.*





More and more D.C. advertisers are turning to WRC RADIO

***"WRC RADIO** has been selling merchandise for SAFEWAY in Washington for more than 13 years and continues to be an effective selling medium."*
–J. GORDON MANCHESTER, INC.





...because WRC RADIO gets results!

AGENCY APPOINTMENTS

Canada Dry Corp., franchised bottlers in United Kingdom, appoints Robert Freeman Co. Ltd. Corporate Canada Dry advertising continues to be handled by J. M. Mathes Inc., N.Y., which services corporation on world-wide basis.

Curtiss Candy Co., Chicago, appoints Clinton E. Frank Inc., that city, to handle estimated $1 million-plus account.

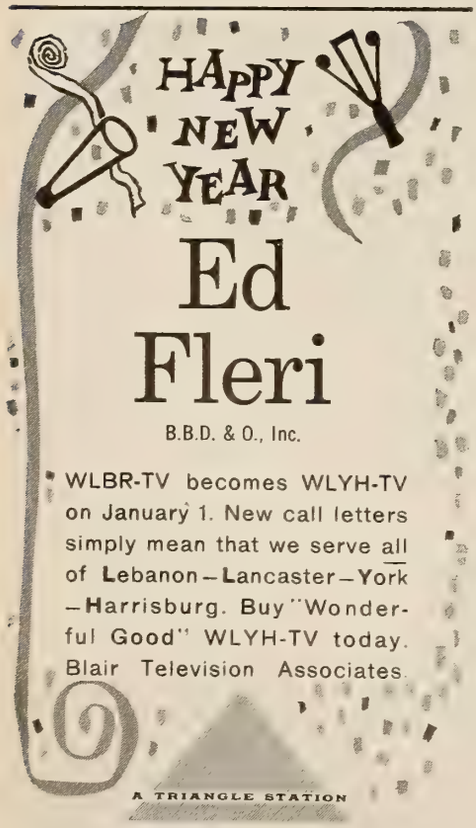
Air-Vent Aluminum Awning Co. has appointed George Patton Adv., L.A., effective Jan. 1, 1959.

Los Angeles Metropolitan Transit Authority has appointed Honig-Cooper, Harrington & Miner, L.A., effective Jan. 1, 1959.

Lever Bros. Ltd. has appointed Kenyon & Eckhardt Ltd. to handle advertising for its Jim Dandy, new all-purpose liquid household cleaner, in Canada.

Helbros Watch Co., N. Y., names E. A. Korchnoy Ltd., N. Y.

Lucky Tiger Mfg. Co. (hair tonic, dandruff treatment, Butch hair wax), Kansas City, Mo., appoints Gardner Adv. Co., St. Louis, effective Jan. 1. David P. Ferris, v.p. and board member, and Charles Butler assigned by agency as account supervisor and account executive, respectively.



NT MOVES NEARER TO NTA BUY

Federal Judge Edmund L. Palmieri indicated last week he would approve the application of National Theatres Inc. to engage in the distribution of motion pictures to theatres, thereby paving the way for the acquisition by National Theatres of National Telefilm Assoc.'s stock.

Formal approval of NT's application awaited an order to be drawn up by attorneys for Judge Palmieri's signature. During a hearing in the U. S. District Court in New York last Tuesday (Dec. 23), Judge Palmieri asked National Theatres' counsel to make a formal application for a ruling by the court.

David Peck of Cromwell & Sullivan, counsel to NTA, said he was not certain if he would file an order for the judge's signature before the end of the week.

National Theatres, which already has purchased the stock of NTA's three principal officers and has asked its own stockholders to approve an offer to other NTA shareholders [GOVERNMENT, Dec. 22], initiated steps several weeks ago to secure judicial approval of the transaction because of possible antitrust implications. It decided to seek the court's sanction on two possible areas of dispute that might hold up its acquisition of NTA.

The first consideration involved the relationship of NTA and 20th Century-Fox Corp., both of which own a 50% interest in the NTA Film Network. Under the consent decree of the motion picture industry, Fox has agreed not to engage in theatrical exhibition. National Theatres, which was the theatre affiliate of Fox, was proscribed from distributing motion pictures to theatres. During the current hearings, Justice Dept. attorneys voiced the belief that with the acquisition of NTA by National Theatres, Fox once more would be placed in association with a company (NT) from which it was divorced under the consent decree.

The second point in question was that NTA has a subsidiary, NTA Pictures Inc., which distributes motion pictures to theatres. These films are features which NTA acquired primarily for distribution to tv but, in the process, NTA also obtained re-issue rights to theatres. National Theatres, by government order, is prohibited from engaging in theatrical distribution.

It was developed during the hearings that the main stumbling block was the Fox involvement in the NTA Film Network. On Tuesday, Mr. Peck told the court that over the previous weekend NTA had made arrangements to purchase Fox' 50% interest in the NTA Film Network. Mr. Peck said details were being worked out and a transaction would be completed before NT assumed stock ownership of NTA.

Regarding the NTA Pictures angle, Mr. Peck argued that the theatrical rights to features NTA acquired primarily for television was a "minor consideration." He reported that this phase of operation contributes "very little" to NTA's overall gross. Mr. Peck said the theatrical distribution business could not be regarded as "offensive," since it would not restrict competition. This reference was interpreted to mean that NT would not give preference to its own theatres for the exhibition of features it acquires from NTA.

Mr. Peck later said that his formal application will set no limits on the number of films that NT could distribute theatrically, but he noted that as a signatory to the consent decree, it is subject to Justice Dept. scrutiny.

Woodmere to Produce Tv Films

Samuel J. Lefrak, president, The Lefrak Organization of New York, said to be the world's largest builder of multiple dwellings, has become chairman of the board of Woodmere Productions. Woodmere is entering tv production with *Miss Bishop,* starring Jan Clayton, scheduled to start filming at MGM studios Jan. 5. Second tv series on Woodmere's agenda is *Richard Harding Davis,* the production firm having acquired the tv rights to the famed journalist's life from MGM. In an announcement admitting an investment of a "considerable amount" in the independent tv and film company, Mr. Lefrak said: "The entertainment business has a vast potential and represents a prize investment opportunity. Today, amusement is as necessary to public consumption as housing, food or clothing."

FILM SALES

ABC Films Inc., N. Y., reports sales in Canada of *The Adventures of Jim Bowie* to Sussex Ginger Ale Ltd. for showing in all Nova Scotia, New Brunswick and Prince Edward Island markets; *Douglas Fairbanks Jr. Presents* to CBC, and *Herald Playhouse* and *Kieran's Kaleidoscope,* also to CBC, *26 Men* to Holson's Brewery, through MacLaren Adv., Toronto, for showing on WGR-TV Buffalo and WCNY-TV Watertown, N. Y.

United Artists Associated (AAP) completes first sales of United Artists films since UAA took over distribution of feature film to tv stations. Included are three packages with total of 111 features to WKBW-TV Buffalo (one package of 39 was renewal). WTVR (TV) Richmond bought UA 65, also one of packages. Firm has sold "Yankee Doodle Dandy" (James Cagney as George M. Cohan) to Triangle stations and to three stations in south. Other recent sales to various stations: Warner Bros. features, Sherlock Holmes features, Gold Mine Library, Popeye cartoons, Movieland (post-1948) features and holiday films.

WBBM-AM-TV Chicago, announces purchase of 700 Paramount Picture films starting Jan. 3, 1959, with "solid" nine-day schedule running through Jan. 11 as part of station's observance of "Paramount Week."

Jayark Film Corp., N. Y., reports sale of its "Bozo the Clown" package of cartoons to KDKA-TV Pittsburgh, WSBT-TV South



YOU MAY NEVER WIN THE AMERICA'S CUP*—

BUT... WKZO Radio Will Put Wind In Your Sails In Kalamazoo-Battle Creek!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

WKZO Radio can "sail" your selling message into more Kalamazoo-Battle Creek homes each day than any other radio station! WKZO gives you an audience *43% larger* than that of the next station — *day and night.*

Pulse (see left) points to WKZO Radio as the leader in this important market — morning, afternoon and night— every day!

Your Avery-Knodel man has the *proof* on the big WKZO Radio audience in Kalamazoo-Battle Creek and Greater Western Michigan. Ask him for it!

**Columbia, the U.S. entry, won the 1958 America's Cup from Britain's Sceptre in four straight races.*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



ΠΡΟΣΤΑΤΗΣ

JUNO

PROTECTOR OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY

50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

Bend, WBEN-TV Buffalo and WCHS-TV Charleston, W. Va.

Independent Television Corp. announces sale of 24 programs in 14 overseas markets, representing $200,000 in business, following return of Manny Reiner, ITC v.p. in charge of foreign operations, from six-week trip to Australia and Far East. *Lassie* was sold to five new markets in Japan and renewal for program signed by Mitsuwa Soap Co. for sponsorship on Radio Tokyo Network, and *Cannonball* series also to Radio Tokyo for telecast in six cities. Other cities in which ITC shows were sold: Hong Kong, Manila, Sydney, Melbourne and Bangkok.

Ziv Television Programs, N. Y., reports that total sales in 1958 increased by 32% over those for 1957. During 1958, Ziv-Tv introduced two new series on networks—*Bat Masterson* on NBC-TV and *Rough Riders* on ABC-TV—and seven series for syndication—*Sea Hunt* (first and second year product), *Target, Mackenzie's Raiders, Bold Venture, Highway Patrol* (fourth year) and *Dial 999*.

Banner Film Inc., N. Y., announces slate of *Night Court U.S.A.*, half-hour tv film series, to KOB-TV Albuquerque, KTVR (TV) Denver, KOLD-TV Tucson, KGUL-TV Houston, WCHS-TV Portland, Me., and KCIX (TV) Nampa, Idaho, and "Banner Feature Film Package" to KTVU (TV) San Francisco, WMAR-TV Baltimore, KOLD-TV, WRCV-TV Philadelphia and WSIL-TV Harrisburg, Ill.

National Telefilm Assoc., N. Y., reports that its "Dream Package" of 85 feature films has been sold in total of 58 markets, with latest sales to WMAL-TV Washington, KTVU (TV) Oakland-San Francisco, WRCA-TV New York, WJAR-TV Providence, KDAL-TV Duluth, KPTV (TV) Portland, Ore., KONO-TV San Antonio, WHO-TV Des Moines, WHBF-TV Rock Island, Ill. and WCIA (TV) Champaign, Ill.

FILM DISTRIBUTION

Screen Gems Inc., N. Y., reports it is releasing to tv group of 78 feature films from Columbia and Universal libraries. Included in this new "powerhouse" group are "The Killers," with Burt Lancaster and Ava Gardner; "Seven Sinners," with John Wayne and Marlene Dietrich; "Here Comes Mr. Jordan," with Robert Montgomery and Claude Rains, and "A Song to Remember," with Cornel Wilde, Paul Muni and Merle Oberon.

Sterling Television Co., N. Y., has been designated distributor for new series of color tv films shot by Marine Studios, St. Augustine, Fla., at famous Marineland. Series—dealing with underwater life—is titled *Wonders of the Sea,* and has already been sold to Canadian Broadcasting Co.

ON CAMERA

Screen Gems Inc. announces production of its newest video series, *Stakeout,* was set to get underway in and around Ft. Lauderdale, Fla. Series will star Walter Matthau, currently appearing in Harry Kurnitz' Broadway play, *Once More, With Feeling. Stakeout* deals with activities of Florida Sheriff's Bureau.

CBS-TV has launched new science-fiction series to be written by Rod Serling who will co-produce series with William Self, executive producer at CBS-TV. Pilot film, *Twilight Zone,* went before cameras Dec. 4 at Universal-International studios.

Walden Productions, Hollywood, started filming pilot of *The Thirty-Third,* projected tv series based on voice acknowledgment of phone calls at New York police detective bureau, Dec. 15 at Desilu Studios. Charles Bickford will star as Lt. Shad Rourke and James Goldstone will direct pilot. Jules C. Goldstone, president of Walden, also said that company's *Court of Last Resort,* broadcast last year on NBC-TV, has been sold to ABC-TV which will begin rerunning series in January.

MGM-TV will produce new tv film series, tentatively titled, *Mickey McGenigie,* with navy comedy format. Series will be produced in association with Harry Joe Brown and will be based on *Saturday Evening Post* stories of Adm. Dan Gallery. Mickey Shaughnessy will star. Other details such as producer and writer for the new series have not been announced.

Bernard L. Schubert Inc., N. Y., in association with John W. Loveton, reports new cycle of 39 half-hours in *Mr. & Mrs. North* tv film series will be produced shortly. Group of 57 half-hours of series currently are being carried on 60 stations. Telestar Films Inc., N. Y., distributes *Mr. and Mrs. North.*

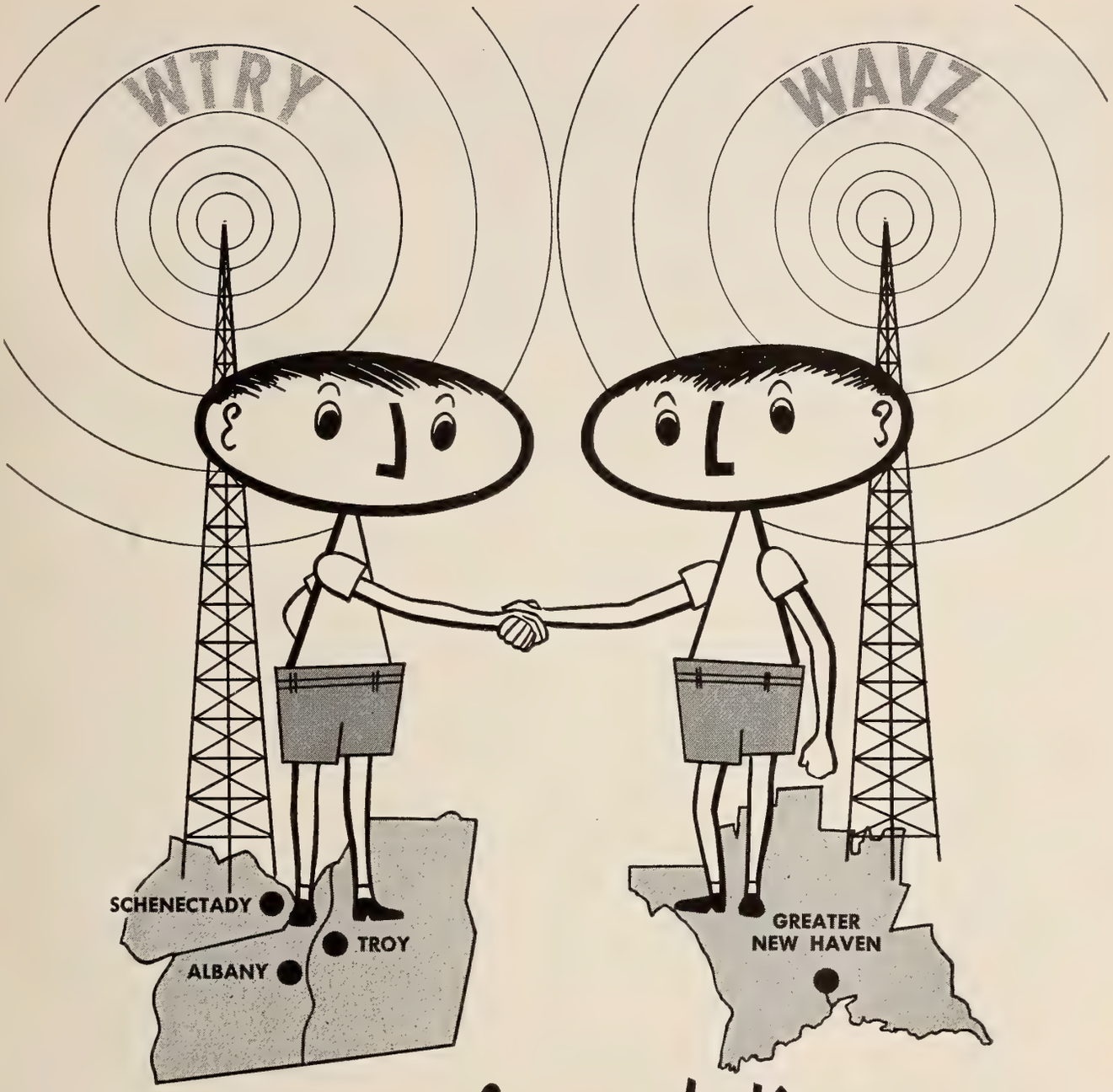
Warner Bros., Burbank, Calif, announces that *Torrid Zone,* half-hour tv adventure series, has been added to its schedule of new shows for next year. Howard Pine will produce series, its first episode to begin filming Feb. 2. No star has been named for the program.

Louis Prima and **Keely Smith,** husband-wife entertainers, have formed partnership with Irving Levin, president of AB-PT Pictures Corp., to produce situation comedy tv series, *Louis Prima-Keely Smith Show.* Filming will start in January at MGM studios, with Mr. Levin as executive producer, Edmund Chevie, producer, and Ed Simmons, writer.

RANDOM SHOTS

Jack Douglas Productions today (Dec. 29) moves into new headquarters at 8833 Sunset Blvd., Hollywood 46. Telephone: Oleander 5-7790.

National Telefilm Assoc. is opening offices in the Russ Bldg., San Francisco, to service central and northern California and the Northwest, it was announced by Berne Tabakin, NTA vice president in charge of west coast operations. New office will be staffed by Henry P. Long, former vice president of MCA's film syndication division, and Robert Lang, former assistant to the radio-tv director of BBDO.



Two fabulous stations...

In delivering DOWN TO EARTH understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: **WTRY**
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

24 HOURS A DAY

WTRY WAVZ

ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

Network Gross Billings Continue Upward Surge

Network tv gross billings in the 1958-59 season were off to a bullish start. Figures released last week by Television Bureau of Advertising showed billings for the 10 months ended in October to be more than $460.6 million, 10.1% gain over the same period last year, and for October alone, more than $52.5 million, or 6.6% ahead of October 1957.

As in September, ABC-TV and NBC-TV showed increases in October (up 23.1% and 10.2% respectively) while CBS-TV billing declined slightly (2.4% in October, 2.6% in September). NBC-TV had nearly filled the monthly billing gap between it and CBS-TV—a difference of about $1.2 million still existed.

Though October was off a bit, CBS-TV nonetheless chalked up more than $21.8 million that month, or second highest billing month in 1958 (January was tops for the network). The compilation:

Tv Networks' January-September Total

	OCTOBER			JANUARY-OCTOBER		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 8,093,724	$ 9,960,524	+23.1	$ 66,376,706	$ 82,212,708	+23.9
CBS-TV	22,421,673	21,878,506	− 2.4	195,897,167	203,070,337	+ 3.7
NBC-TV	18,752,891	20,664,587	+10.2	156,187,214	175,337,212	+12.3
TOTAL	$49,268,288	$52,503,617	+ 6.6	$418,461,087	$460,620,257	+10.1

1958	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105
JULY	7,083,555	18,332,925	15,702,029	41,118,509
AUGUST	6,923,735	19,383,736	15,202,021	41,509,492
*SEPT.	6,627,093	19,427,754	16,362,343	42,417,190

* Figures revised as of Dec. 16, 1958.

Moscow Bars Levine From Mike, Charging Censorship Violation

The Soviet government last week took microphone privileges from NBC's Moscow correspondent Irving R. Levine, charging he had violated censorship regulations in presenting an interview with Sen. Hubert Humphrey during the latter's heralded visit several weeks ago.

The prohibition to broadcast is "until further notice." He may still file stories via cable or telephone.

Moscow's action was the second involving an American network this year, and leaves only ABC able to broadcast from Moscow. At mid-year CBS' Daniel Schorr was labeled *persona non grata* and that network was denied the privilege of having a correspondent in Moscow [NETWORKS, July 7, *et seq*]. ABC's Moscow man is Henry Shapiro of United Press International.

The latest action was at first thought to pertain only to Mr. Levine. Then, last Tuesday (Dec. 23) *Time-Life* correspondent (and NBC stringer) Edmund Stevens attempted to broadcast, but was cut off the air. He was told the ban against Mr. Levine extended also to him. However the ban on Mr. Stevens was lifted 30 hours later without explanation.

Mr. Levine, by mid-week en route home to participate in an NBC yearend broadcast, stopped off at Copenhagen, Denmark, to air his version of the disputed Humphrey interview. (He noted that Soviet authorities had objected to an earlier interview with the senator after his meeting with Premier Khrushchev.) The second interview dealt with prospects for cooperation on world health, and "when his [Humphrey's] prepared remarks were not passed by the censor by broadcast time, we went on the air anyway—that is, until the censors cut the line dead.

"The material, by the way, was passed three hours later."

When Mr. Levine asked Moscow authorities how long he would be restricted, he was told the ban was temporary, was intended only as "punishment," not an ouster action, and that its duration would depend on how well he behaved himself regarding censorship on telephone calls and cables.

COLORCOPTER PLANNED

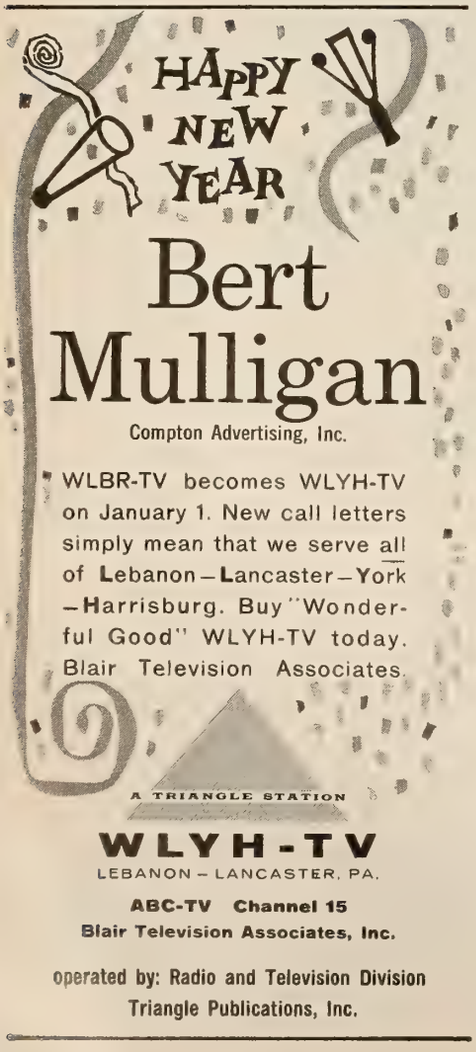
NBC-TV will use a new experimental color television system, portable and compact, to present a bird's eye view of the Tournament of Roses parade from a helicopter on Jan. 1 (12 noon-1:30 p.m.). The color pickup equipment, developed by RCA Labs., consists of two units, fully transistorized. The two units are a 20-pound camera and a 45-pound control and monitor. The system, according to RCA, will have application for closed-circuit tv in industry, defense, education and research.

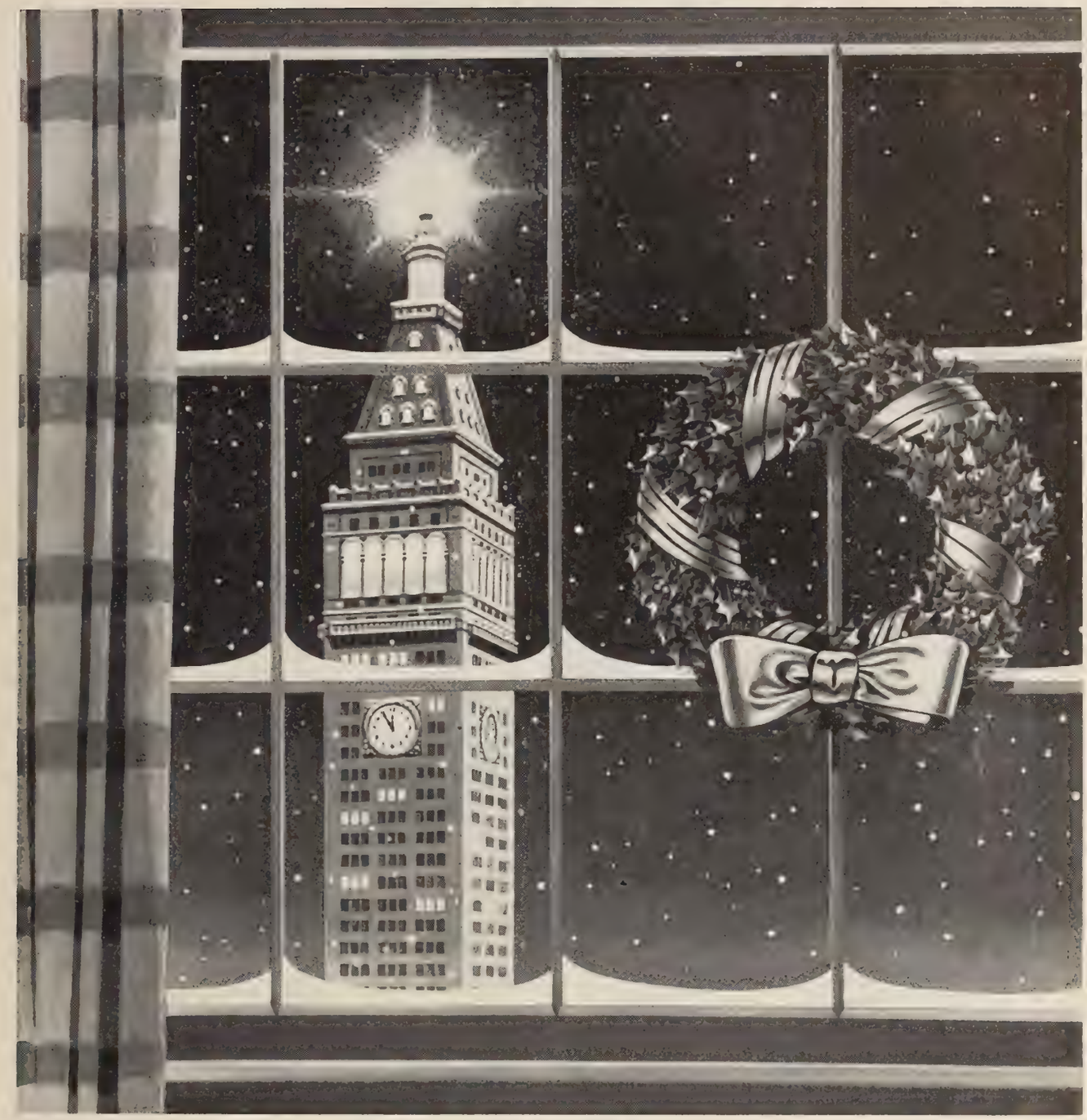
Willet H. Brown Resigns Presidency of Don Lee

Willet H. Brown is relinquishing the post of president of Don Lee Broadcasting System, but will have a "continued association with Thomas F. O'Neil in other areas of RKO Teleradio Pictures Inc." Mr. Brown made this announcement in a memorandum to employes. Henceforth, it was said, KHJ Los Angeles and the Don Lee regional network, KFRC San Francisco and KHJ-TV Los Angeles will be operated "as three individual entities rather than as a single unit."

Mr. O'Neil is chairman, president and treasurer of RKO Teleradio Pictures, owner through its General Tele-Radio Div. of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, and WGMS-AM-FM Washington, D.C., as well as the Don Lee and Yankee regional radio network, serving the Pacific Coast and New England, respectively.

No other change in management or operation of the Don Lee network or stations is contemplated. Norman Boggs continues as vice president and general manager of KHJ and Don Lee Broadcasting System. Wendell B. Campbell continues as





Merry Christmas

THOUGH OTHER THINGS may change in this world of ours, Christmas remains forever the same . . . a season of joy and hope and love and faith.

We of Metropolitan Life . . . whose privilege it is to serve so many families in the United States and Canada . . . greet you in the ancient and abiding spirit of that first Christmas observed so long ago under the stars of Bethlehem.

May you know the warmth, the joy and the love of Christmas as expressed by happy family reunions . . . the spirit of Christmas as symbolized by church bells and chimes . . . and the faith of Christmas as expressed in our worship of the Almighty.

As a New Year dawns, we hope it will bring you the fullest measure of health, happiness, progress . . . and peace and contentment of mind and heart. And may these blessings be with you throughout all the years that lie ahead.

METROPOLITAN LIFE INSURANCE COMPANY *(A Mutual Company)* 1 Madison Avenue, New York 10, N. Y.

vice president and general manager of KFRC. John T. Reynolds continues as vice president and general manager of KHJ-TV. The chief difference seems to be that from now on these three executives will report to RKO Teleradio Pictures headquarters in New York instead of to Mr. Brown.

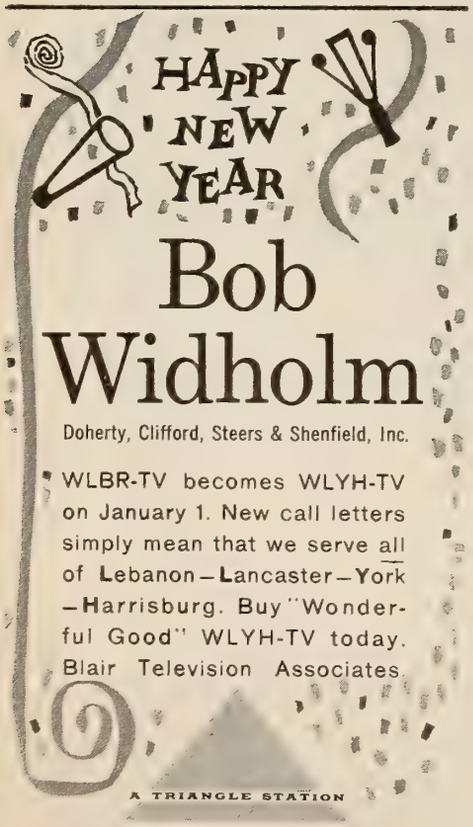
WJQS Drops CBS for MBS

Mutual announced last week that WJQS Jackson, Miss., has joined the network as an affiliate effective immediately. The station had been affiliated with CBS Radio. WJQS operates on 1400 kc with 250 w. It is owned and operated by Dumas Milner Broadcasting Co. Lewis Heilbroner is general manager.

NETWORK SHORTS

CBS Inc. announces proposal to convert its A and B stocks into single class of common stock [NETWORKS, Nov. 17] was approved at special meeting of stockholders in New York last Monday (Dec. 22). Vote was 77.8% for, 0.5% against.

NBC-TV's *Steve Canyon Show* (Sat. 9-9:30 p.m.) has been moved to Thursday 8-8:30 p.m. time period, replacing *Ed Wynn Show* which has been dropped. Liggett & Myers, sponsor of both shows, has replaced *Canyon* with *Black Saddle* [BUSINESS BRIEFLY, Dec. 22].



SAG-AFTRA MERGER SUBJECT OF BALLOT

- **'Impartial' film may be hired**
- **To carry out study of merger**

Along with Christmas bills, members of Screen Actors Guild this week are receiving ballots for their vote on a resolution that SAG "employ an impartial research organization to make a thorough study of the feasibility of merger with American Federation of Tv & Radio Artists and to develop possible merger plans for consideration by the membership."

Drafted by the SAG board, the resolution was submitted to the guild's annual membership meeting held Nov. 25 in Beverly Hills, Calif., which approved it by an overwhelming vote [LEAD STORY, Dec. 1]. Now the entire national SAG membership is being given a chance to ratify or reject that action, with a strong board recommendation for ratification.

The original board resolution had four provisions: for the study of the feasibility of the SAG-AFTRA merger, that AFTRA be invited to join in the study, that other talent unions belonging to the Associated Actors & Artists of America also be invited to participate and that the costs be shared by all participating AAAA branches. (AAAA is the parent AFL-CIO union from which AFTRA, SAG, Actors Equity and other talent unions derive their charters.)

A fifth provision was added to the resolution as an amendment proposed and voted at the membership meeting and approved by the board: "In not more than 90 days from the date this resolution is ratified, a report shall be made to the entire membership on the progress of the survey."

With the ballots, members were mailed a detailed report of the meeting, including a history of attempts of actors to merge their unions dating back to 1938, prepared by the board and read at the meeting by Howard Keel, SAG's new president. "Merger," he commented, "is an appealing idea . . . one card, lower dues, elimination of jurisdictional disputes and greater strength in collective bargaining. . . . However, none of these goals has been realized in their merger plans previously considered. . . .

"All of this indicates that merger is a serious and complex matter, requiring the most careful study. Certainly there are many problems that must be worked out before a plan of merger can become a reality. In any merger plan we should certainly want to know what kind of governing board or boards are involved; how they are to be selected; what their powers are; what influence or authority will the governing board of each branch have in the affairs of the other branch or branches? . . . We should also want to know how a one-card system will be attained. Will a member working only in motion pictures have to pay the same dues that are paid by a member who works in both live tv and in motion pictures? These and many other questions can only be answered by having a concrete merger plan for your consideration."

The videotape situation and the jurisdictional controversy that tape has created between SAG and AFTRA also were reviewed.

John L. Dales, SAG executive secretary, interjected a report of his own of a heretofore undisclosed meeting between himself and William Berger, SAG attorney, and Donald Conaway, national executive secretary of AFTRA, and AFTRA's attorney, Morton Becker.

At this secret session, held Oct. 17 in Colorado, Mr. Dales said, SAG proposed that it and AFTRA appoint committees to work out proposals for tape negotiations. When these proposals had been approved by the two unions, they would then appoint a joint negotiation committee to meet with both AFTRA and SAG employers.

"When the contract had been negotiated, the guild would sign and administer this contract in its field, the film producers, and of course AFTRA would sign and administer the same contract, same rates, in their field with their producers, their employers. Both Conaway and I agreed that if we could work out something along these lines, the independent recording studios, tape studios, would create no problem whatsoever and in fact I went so far as to indicate that if this approach would settle the problem, the guild would be willing to forego any claim to these independent studios. . . .," Mr. Dales stated.

"After day-long discussions . . . we were told by Conaway and Becker that joint negotiations, joint uniform tape rates, (although this would solve the tape problem) were not enough. They said that their members wanted to vote in an NLRB proceeding and that they could not come back with a solution which did not involve merger. . . ." (AFTRA's petition for a referendum to determine jurisdiction over all VTR is now before the NLRB.)

Mr. Dales said he felt "disturbed when Conaway and Becker said that not enough came out of the meeting to report it to the AFTRA board. I hope that they have," he added. "I think both memberships are entitled to know the details of that meeting."

What AFTRA Won From the Networks

Details of the new contract between the American Federation of Television & Radio Artists and the four networks were released last week. The contract, retroactive to Nov. 15, will be submitted to membership for ratification in early January.

Contract provisions not disclosed earlier [AT DEADLINE, Dec. 22] include the following: Taped program commercial fee for on camera use by principals in from 6 to 20 cities for 13-week cycle is $200 and for off camera, $150; for group performers up to four, $57.50 each for use in six to 20 cities and $50 each for group of five or more. In one to five cities, 13-week cycle program commercial taped fees for principal performers on camera, $145 each; off camera, $95 each; groups of three and four, off camera, $57.50 each and group of five or more, off camera, $50 each.

Network radio fees remain the same as in old contract except for sportscasters, who

receive 10% increase. In the transcription code, fees for all wild spots (spots used on station breaks or in local participating programs) go up 15%. Sound effect artists will receive 10% increase on all fees.

The national taped commercial fee for session and first use is $93, with re-run formula totaling $865 for a 13-week cycle and $983 for a 26-week cycle. Network radio fees remain as under the old contract except for a 10% increase for sportscasters. ABC-TV and CBS-TV agreed to a formula for payment of fees to performers on network programs sold in foreign markets, established earlier in the year with NBC-TV.

AFTRA negotiators were Donald F. Conaway, national executive secretary; Mortimer Becker, national counsel; Claude McCue, west coast office, Ray Jones and Bud Wolf, central region, and Kenneth Groot, New York. Network negotiators were William Fitts, CBS; George Fuchs, NBC; Richard Freund, ABC, and Joseph Keating, Mutual.

Fees are said to be substantially higher than in the Screen Actors Guild contract.

KCOP (TV) Continues on Air Despite Strike by IBEW Workers

Supervisory personnel at KCOP (TV) Los Angeles have kept the station on the air since 5:55 p.m. Monday (Dec. 22) when 43 members of Local 45, International Brotherhood of Electrical Workers, walked off the job. Earlier that afternoon, KCOP had proposed an armistice until after Christmas, but transmitter and control room engineers and other technical workers, including cameramen and stagehands, chose instead to strike.

Management, money and lighting were described as the three major elements of disagreement between station and union by Kenyon R. Brown, KCOP president. KCOP currently has three management men, not union members, in its engineering.

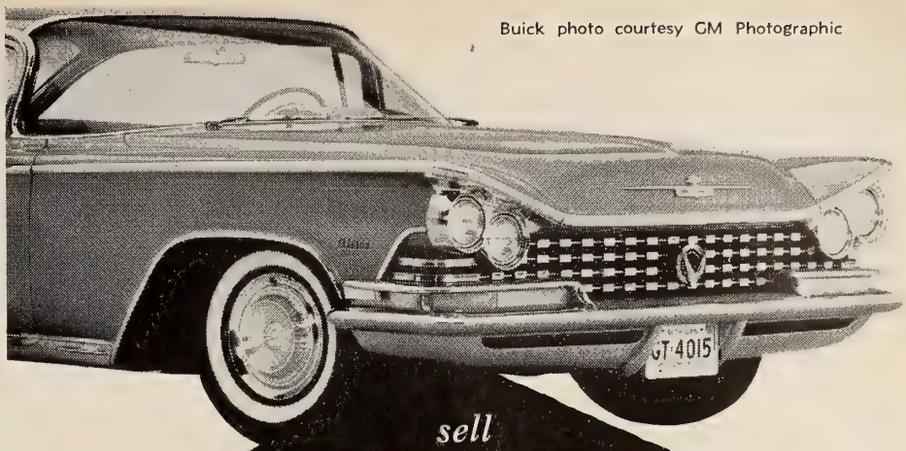
As to money, IBEW originally asked for a $10 a week increase, reduced that to $5 but rejected KCOP's offer of a $2.50 raise now and another $2.50 boost for the second year of a proposed two-year contract. The lighting dispute stems from a control device developed since the last KCOP-IBEW agreement which management asserts enables a camera operator to control lighting as well, while the union refuses to agree to the elimination of an additional man to regulate studio lighting.

The strike came a week after the expiration of the previous KCOP-IBEW agreement on Dec. 15 and four days after a "final deadline" on Dec. 18. The station lost about five minutes of air time immediately following the walkout but has operated without interruption since then.

PERSONNEL RELATIONS SHORT

WERE Cleveland and National Assn. of Broadcast Employes & Technicians signed four-year contract Dec. 12, described by union as first time it has entered into agreement beyond three years. Contract is retroactive to last Nov. 15 and was described by both parties as involving substantial wage increase.

Buick photo courtesy GM Photographic



sell

FLINT

home of great '59's . . . set for a record-breaking '59

Two great cars for '59, Buick and Chevrolet, mean great things now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on WFDF.

sell Flint on

WFDF

5 KW for Flint and Northeast Michigan

dial 910

Chevrolet photo courtesy GM Photographic



NBC Affiliate — Represented by the KATZ AGENCY



Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately — hours later — or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

NO RADIO-TV RECESSION IN 1958

- **Records set on all industry fronts, NAB study shows**
- **Yearend tally: Tv up 10% to $1.4 billion, radio up 3%**

Broadcast advertising expenditures rose to alltime highs in 1958 despite the recession—tv up 10% to $1.42 billion and radio up 3% to $641 million.

These compilations, made by NAB, show that number of operating stations, sets-in-use and time devoted to viewing and listening established new records.

In a resume of 1958 broadcasting developments NAB found an increase from 495 to 512 in the number of operating tv stations. The number of sets-in-use was figured at 48.3 million compared to 44.5 million a year earlier. The number of "home hours per day" of televiewing was computed at 259 million, an 8% increase over the 239 million hours a year ago.

Arrival of videotape as an industrywide facility was "one of the most exciting developments of the year," according to NAB President Harold E. Fellows. He anticipates continued growth in use of this recording technique, including inter-station exchange of taped programs. He credited the impact of tv advertising with a strong role in helping the country pull out of the 1958 recession.

Mr. Fellows cited these other tv developments:

Protests against proposals by FCC to conduct pay-tv tests; adoption of a tv code ban on white-coat advertising (use of actors to portray physicians, dentists and nurses in commercials); telecasting of an estimated 900,000 public service spot announcements worth at least $65 million by the 300-odd stations subscribing to the tv code. More than 100 national service organizations and many other local agencies shared the benefits.

The $641 million estimate of 1958 radio advertising was accompanied by a jump of 400 in the number of radio stations on the air (360 am, 40 fm), a total of 3,869 (3,307 am, 562 fm).

NAB estimated 150 million radio sets are in operation, 100 million of them in homes, 38 million in autos and 12 million in public places. Over 49 million of the 50.5 million U. S. homes have at least one radio. Fm set circulation was estimated at 14 million.

Growing interest in radio and tv station editorializing was cited. Radio programming trends include increased concentration on music-and-news, and good music, giving listeners in metropolitan areas, particularly, a new range of program choices.

A campaign urging travelers to "Look for a Room With a Radio" was started in cooperation with the hotel-motel industry. NAB's Standards of Good Practice for Radio Broadcasters campaign produced over 600 station subscribers. One of the year's technical milestones, the advent of stereophonic broadcasting, promises to produce greater public interest in this type of musical reproduction, the association believes.

Progress was made in the fight for access to courts and public events, NAB noted, citing the American Bar Assn. agreement to study new techniques in courtroom coverage by microphone and camera. ABA's Canon 35 bans electronic reporting of trials.

Mr. Fellows termed the ABA action the most significant step in the history of broadcasting's campaign against Canon 35. He added, "Broadcasters throughout the United States stand ready to demonstrate that they can broadcast trials and other public proceedings without obtrusion and without any interference with judicial process or individual rights."

NAB-Harvard Management Course Open for Registration Next Month

Registration forms for broadcasters desiring to participate in a July 6-17 Broadcast Seminar at Harvard Graduate School of Business Administration will be mailed in January, NAB President Harold E. Fellows announced Dec. 28.

The decision to go through with the NAB-sponsored project followed "enthusiastic response from radio and tv executives," Mr. Fellows said. He explained the course "will help foster executive skills necessary to keep pace with the rapid growth of radio and tv and encourage the flexible thinking required of successful broadcasting executives."

Seminar enrollment will be limited to 60. Cost of the course will be about $500 for each student, including room, board, instruction and books. The seminar will explore, primarily through the case method, administrative skills involved in top executive posts. Special broadcasting case material will be developed for the seminar. The project is under the direction of Prof. Sterling Livingston, of the Harvard faculty, who will be aided by other business school professors.

Buning to Northeast NAB Post

John A. Buning has joined the NAB station relations department as field representative for the Northeast. Formerly with the old International News Service, Mr. Buning will serve under William Carlisle, NAB station relations manager. He has a broad technical and executive background in broadcasting, having served with Florida stations and later with ABC and MBS. In World War II he served on the field engineering force of Western Electric Co.

UPCOMING

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Hotel Will Rogers, Claremore.
Jan. 17-18: Retail Advertising Council seventh annual meeting, Palmer House, Chicago
Jan. 20: Screen Producers' Guild award dinner, Beverly Hilton Hotel, Los Angeles.
Jan. 18-21: Newspaper Adv. Executives Assn. annual convention, Edgewater Beach Hotel, Chicago.
Jan. 23-25: Advertising Assn. of the West, mid-winter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.

"How to be in two places at once"



Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill, Baltimore

"We Videotaped* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape* Recorder.

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

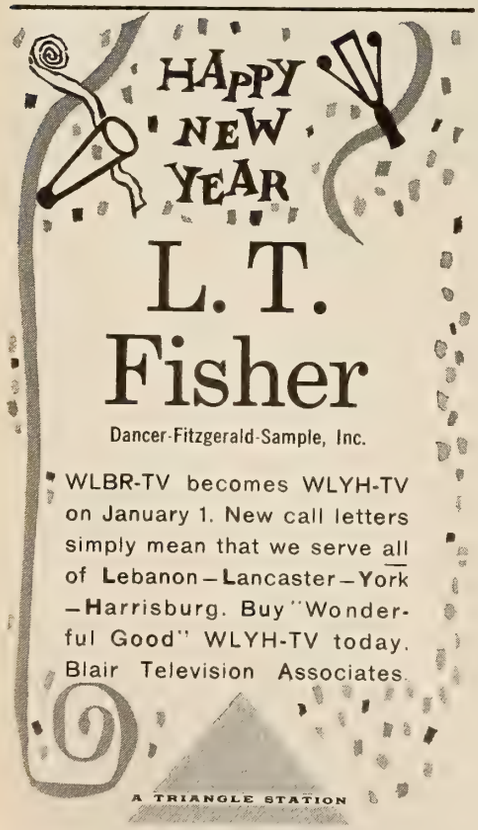
RTNDA Committee Membership Announced by President Renick

Thirteen committees of Radio Television News Directors Assn. have been named by RTNDA President Ralph Renick, WTVJ (TV) Miami. Chairmen and vice chairmen:

Freedom of Information—John F. Lewis, WBAL-AM-TV Baltimore; James Bennett, KLZ-AM-TV Denver. Membership—Harry V. McKenna, WEAN and WPJB-FM Providence, R.I.; John K. Williams, KETV (TV) Omaha, Neb. Publicity—Thomas Powell, WGBI Scranton, Pa.; Robert E. Fahs, WDSU-TV New Orleans. Convention Sites—Jerry Bowman, WERE Cleveland; Arthur J. Smith, WHTN Huntington, W.Va. Wire Policy—Lee White, KROS Clinton, Iowa; Charles Harrison, WMBD Peoria, Ill.

Techniques—Dick John, WKY-TV Oklahoma City; Don Brown, WILL Urbana, Ill. Vocational Film—Julian Hoshal, KSTP-TV St. Paul; G. W. Johnstone, National Assn. of Manufacturers. Constitution — Harold Baker, WFGA-TV Jacksonville, Fla.; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich. Inter-Station Cooperation—Crawford Rice, WTVT (TV) Tampa, Fla.; Bob Frank, WOC Davenport, Iowa.

Standards of Practice—Sanford Markey, KYW Cleveland; Ralph Shupe, WMOH Hamilton, Ohio. Career Recruiting—Dan Wozniak, Michigan State U.; Jim Magee, WTPA Harrisburg, Pa. Bulletin Advisory—Monroe Benton, WTRY Troy, N.Y.; Bill Williams, WSM-AM-TV Nashville. Protocol —Ted Koop, CBS (no vice chairman).



WHICH PAGE OF 'LIFE' DO



FELLOWS: Does the left hand page know what the right hand page is doing?

Somewhat like the unhappy cartoon character huddled in his empty packing box muttering, "People are no damn good," Time Inc. persists in periodically potshooting at television. The current entertainment issue of Life *takes up the cudgel from sister* Fortune [ADVERTISERS & AGENCIES, *Nov 24*]. *NAB President Harold E. Fellows, however, notes that in this latest criticism,* Life *disregards some established facts, and also traps itself with certain intra-issue contradiction.*

Here's Mr. Fellows' rebuttal:

The current issue of *Life* magazine continues the attack against television that Time Inc. began seven years ago and renewed in last month's *Fortune*. Surprisingly, the *Life* attack disregards and contradicts many facts reported elsewhere in the same issue.

Current popularity of tv westerns is ascribed (page 52) to the "faddish fickleness" of "tv's 'boom or bust' programming." Yet *Life* observes (page 91) that "nothing is more permanent than the public's enchantment with the legends of the Wild West."

The tenor of the *Life* attack is not surprising in view of the fact that Time Inc. publications suffered serious drops in income this year while television revenues were rising. *Time* was down 7% for the first nine months, compared to 1957; *Life* and *Fortune* were each down 12%.

Life in a full-page editorial (page 52) states that tv has created audiences and addicts but has shown little power to create new loyal fans, or to hold them. Yet it describes the *Ed Sullivan Show* (page 57) as "the granddaddy of varieties" and credits it with presenting a single joke that "simultaneously tickled" about a quarter of the American population.

Again *Life* revives a *Fortune* theme—that tv economics preclude anything except mediocre programming. The "typical" $30,000 and $40,000 budgets of syndicated half-hour westerns are contrasted with the lavish budgets of top Broadway shows and multi-million-dollar movies. Only one sentence deals with the $600,000 *Wonderful Town* telecast and the regular weekly high-budget programs. The *Playhouse 90, du Pont Show of the Month* and *Omnibus* productions are not even mentioned.

Life ignored television's function as a news and information medium; but it stated, "Unless the pure purpose of entertainment controls at least some tv channels, the medium will continue to lose or damage its best talent." This is the crux of *Life's* argument in favor of pay-tv. Apparently *Life* feels there is a good chance that pay-tv would reduce advertising competition from television, though there is no assurance that pay-tv would not be commercially sponsored. The failure of the Bartlesville, Okla., pay-tv test is omitted.

Life quoted Gilbert Seldes, *Saturday Review* critic, to support its pro-pay-tv thesis, falling into a trap of its own setting because Mr. Seldes has recently declared himself opposed to pay-tv. In the current *Review* he wrote ". . . I discover that no one concerned with pay tv is even planning to do the life of Fiorello LaGuardia; everyone is planning to transmit baseball games, movies fresher in date than 'Citizen Kane' but not nearly as good, and whatever else people will pay most to see." Furthermore, *Life* ignores several reputable polls which show that as many as 96.6% of the people emphatically reject any form of pay television. Veterans of Foreign Wars, Amvets and AFL-CIO have anti-pay-tv policies.

In its pay-tv line of argument (pages 52, 185-6) *Life* contradicts facts stated on other pages. For example, *Life* answers its own economic insinuations by saying (page 181) that advertising revenues of "that young and still growing giant, television" are now "over the $900 million level."

NAB estimates that television advertising expenditures during 1958 at $1.42 billion, a new high.

According to *Life,* today's "mediocre" television "is even charged with brutalizing, cretinizing or at least homogenizing our young." *Life* might well have considered the following programs sched-

YOU BELIEVE?

uled during the same two-week period covered by its current two-in-one issue:

- A young people's symphony concert conducted by Leonard Bernstein.
- An average of two pro football, two pro basketball, two college football and one college basketball games per weekend.
- An original religious opera about Abraham.
- Eric Sevareid reviewing the latest developments in cancer research and volcanology.
- A live performance of the Gian-Carlo Menotti opera, *"Amahl and the Night Visitors."*
- *Small World,* with Edward R. Murrow moderating a conversation among Dr. Milton Eisenhower, Luis Munoz-Marin and Dr. Galo Plaza.
- Excerpts from Rodgers and Hammerstein's "Flower Drum Song," with the original cast, on the *Ed Sullivan Show.*
- A tribute to Tschaikowsky on *Voice of Firestone.*
- Helen Hayes, starring in "One Red Rose for Christmas."
- "The Hasty Heart," the *du Pont Show of the Month,* with Don Murray, Barbara Bel Geddes and Jackie Cooper.
- Walt Disney's Christmas program, featuring all the Disney characters from Mickey Mouse to Snow White.
- Gene Kelly, lecturing and demonstrating the art of the dance on *Omnibus.*
- The *Shirley Temple Storybook* presentation of "Mother Goose."
- Burl Ives and John Raitt joining Dinah Shore in an hour of Christmas music.
- Victor Jory reading from Dickens' "Pickwick Papers."
- "The Hallmark Christmas Tree," featuring Cyril Ritchard and Carol Channing.

People are spending less time watching tv, according to *Life.* The truth is they are doing more viewing—4.98 hours per day for the average viewer in the first nine months of 1958 compared to 4.69 hours for the same 1955 period.

Life's proposal that tv entertainment be divorced from advertising isn't quite clear. It notes (page 52) that "from the days when Jack Benny first allowed himself to say 'Jello Again,' the confusion of stars and products, of public art and public selling, has become more and more hopeless."

Is *Life* questioning Mr. Benny's propriety in selling merchandise? A *Life* Lucky Strike advertisement (page 86) features a color portrait of Mr. Benny.

WHEC

Telling And SELLING In ROCHESTER, N.Y.

For 33 YEARS!



MEATH Mellows 'Em MORNINGS!

His "Musical Clock," mornings, 6:00 to 9:30, has broken all records for longtime popularity in Rochester!

LLOYD Lifts 'Em AFTERNOONS!

"Lloyd's Unlimited" keeps both sponsors and listeners happy, thanks to Bob's unpredictable witticisms!



Basic CBS In Rochester!

WHEC

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Member GANNETT RADIO-TV GROUP

TIGHTER FCC CONTROL IS URGED

House study wants tougher rules for station licensing, transfers

The era of "horse-trading" in television stations has drawn a Capitol Hill frown.

A report to the House Committee on Interstate & Foreign Commerce which was made available over the holiday weekend, calls for a ban of trafficking in station licenses and proposes a series of sweeping changes that would give FCC tighter control over broadcasting.

Robert S. McMahon, research assistant to the Subcommittee on Legislative Oversight, submitted the recommendations in a report to Rep. Oren Harris (D-Ark.), chairman of both the Oversight Subcommittee and the parent Commerce Committee.

Mr. McMahon was author of an earlier committee report on the transfer of tv stations [LEAD STORY, May 19]. He joined the Oversight Subcommittee last spring, taking a strong stand against trafficking in licenses. The subcommittee held months of hearings which produced sensational testimony about regulatory practices.

In summarizing Oversight Subcommittee testimony and offering recommendations for new legislation, Mr. McMahon said frequent sales of tv stations soon after comparative grants have made "a mockery of the entire hearing procedure and basis for award of the channel." He said that in some cases buyers have been of a type who would not have had the slightest chance of an award in a comparative hearing.

Mr. McMahon's solution: FCC should ban a voluntary sale of a station for period of five to six years after the grant unless it can be shown affirmatively at hearings that it is in the public interest. He argues this would take care of applicants interested only in making a capital gain rather than operating a station in the public interest.

Concerned over long delays encountered in securing FCC decisions, Mr. McMahon said it would be better in the long run for FCC to hold hearings in all cases involving station grants and transfers. He cited complaints that Sec. 309(c) of the Communications Act leads to unreasonable delays.

Both FCC and the courts have, by construction, transferred the job of deciding what is in the public interest from the regulatory body to those the Commission regulates, he said, adding, "It would seem that the time has arrived for the Commission to reassume some of the responsibility that it has, by its own inactivity, relegated to the regulated industry."

The "gold-rush" days of 1952-56, when desirable tv frequencies were available, are gone, he said. This can lead to "an increasing amount of 'horse-trading' among channel owners," he said.

As to payoffs or mergers in initial grants, he said FCC should scan these deals carefully and not allow a payoff in excess of proved out-of-pocket expenses.

The matter of *ex parte* contacts, which occupied much of the widely heralded subcommittee testimony, drew a strong recommendation from Mr. McMahon. He urged a legal ban against any *ex parte* or extra-record representations contact by any applicant or interested person, with criminal and civil sanctions. He said all written or oral communications should be part of the record. He applied the ban to members of Congress or the executive department.

Terms of commissioners should be lengthened to 10 to 14 years, he suggested, criticizing the practice of catering to views of the regulated industries in considering acceptable appointments.

Another legislative proposal centers on the role of FCC hearing examiners. Congress should look into the problem, he stated, since there is evidence the Civil Service Commission has proved itself "ill-equipped" to cope with the issue. He contended the powers and independence of examiners should be improved, with all the tools now available to the courts for control of hearings. Both hearings and reports are too long, he indicated.

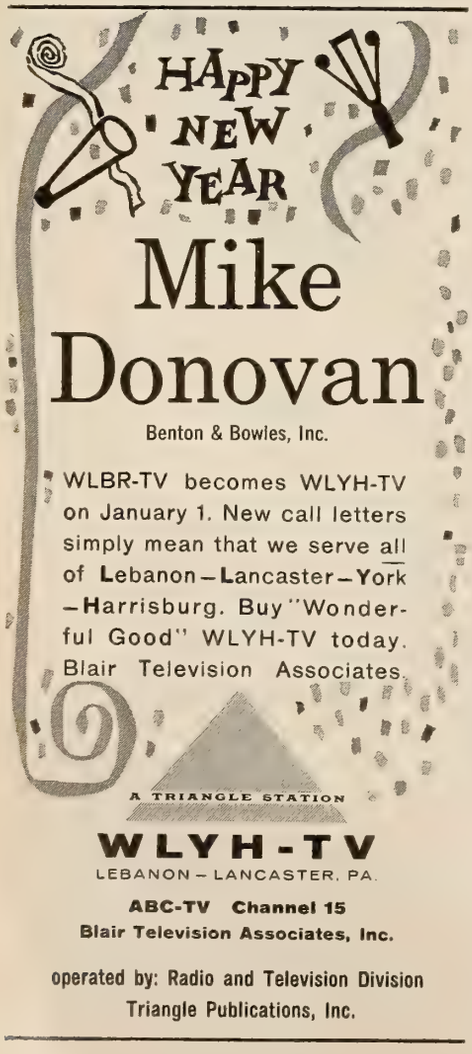
Congress should consider whether the FCC should be allowed to assess small fines in the case of violations of rules by non-broadcast operations, Mr. McMahon said.

He revived a longtime idea—assessing "fair and equitable fees" to help the agency become self-supporting. He added, "An assessment would have to be made proportionate to annual earnings and investment."

In a series of conclusions Mr. McMahon said the FCC has failed to establish standards on which the nation and industry can rely, with the courts showing increasing concern. The courts, he added, can only pass on points of law and by law are powerless to pass on the wisdom of administrative decision. He reminded there is no appeal from an administrative decision of the FCC when courts have found that legal standards are met.

FCC decision-making policies were criticized in detail. Both Congress and the Commission are blamed for its failure to function effectively as a regulatory agency. Since the Commission is described as unable to formulate standards and policies on its own, Mr. McMahon felt Congress should set the standards. In addition, he said Congress should maintain a continuing review of policy problems and FCC actions.

The 171-page report to the committee includes a 150-page history of federal radio regulation.



OVERSIGHT SPLITS OVER REPORT

The House Legislative Oversight Subcommittee meets in Washington today (Dec. 29) to approve its final report. And, from all indications, the legislators will be split in several different directions on many phases to be included in the report.

As of last Wednesday, the subcommittee staff did not have a concrete draft to submit to the congressmen—because of the many divergent ideas of the congressmen themselves. Seven of the 11 members met in Washington three weeks ago to consider what should go into the report. They agreed on several recommendations to be included [GOVERNMENT, Dec. 15], but since then the subcommittee staff has been deluged with individual ideas members wanted included as a part of the report.

For instance, the subcommittee Wednesday morning received several ideas from Rep. John Moss (D-Calif.), as well as criticisms of what had been previously drafted. Rep. Morgan Moulder (D-Mo.) returned from a European trip with several ideas of his own, some of them described as "ridiculous" by a subcommittee source. And by telephone from Arkansas last Wednesday, Chairman Oren Harris (D-Ark.) stated there will be three or four recommendations in the final report which even chief counsel Robert Lishman does not as yet know about.

A subcommittee source disclosed last week that one recommendation, not previously reported in BROADCASTING, to be submitted to members for approval would seek

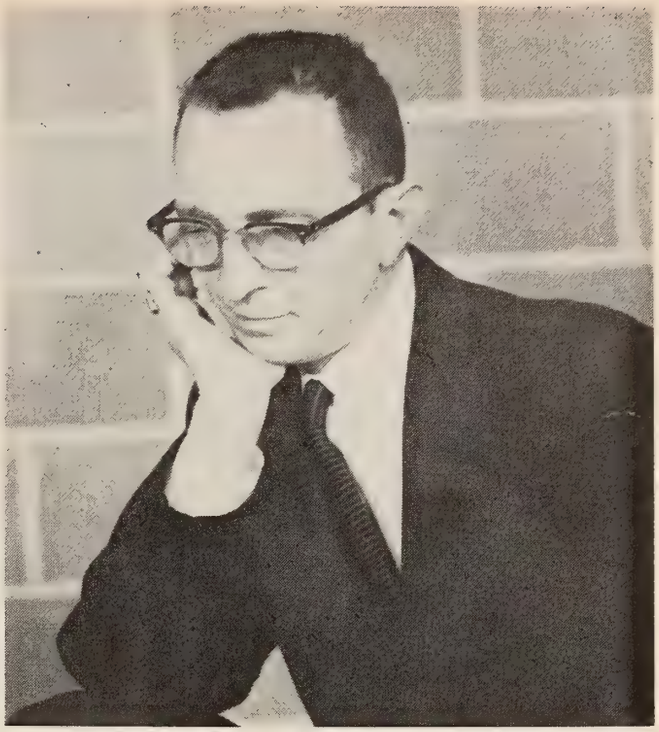
SUCCESS STORIES

One of a series of salutes to successful Television and Radio stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

CBS KTHV CH. 11 LITTLE ROCK



Carlton Cremeens—graduated from Northwest Schools in 1955 and joined KTHV December 10th, 1955. He started as a Production Assistant and later advanced to Announcer and Director. Transferred to the News Department as a Reporter and is now Night News Editor of the KTHV News Bureau.



MR. B. G. ROBERTSON, General Manager

SALUTE TO KTHV—Channel 11
Little Rock, Arkansas

KTHV, ideally located almost in the geographical center of Arkansas, serves most of the state. It is the only CBS Affiliate in the state of Arkansas—and has originated many Network Special Events and News Programs.

Transmitting facilities are high atop Shinnal Mountain—1,756 feet above average terrain —with a 1,175 foot tower. A 12-bay antenna directs a 316,000 watt signal.

★ ★ ★

Here is what Mr. B. G. Robertson, KTHV General Manager has to say about Northwest Schools' graduates:

"Carlton Cremeens is a most versatile employee, well grounded in the fundamentals of television. His knowledge and ability have contributed to the success and growth of KTHV. Carlton's knowledge of television has enabled him to advance rapidly with KTHV."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

HAPPY NEW YEAR

Sam Frey

Ogilvy, Benson & Mather, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon—Lancaster—York—Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

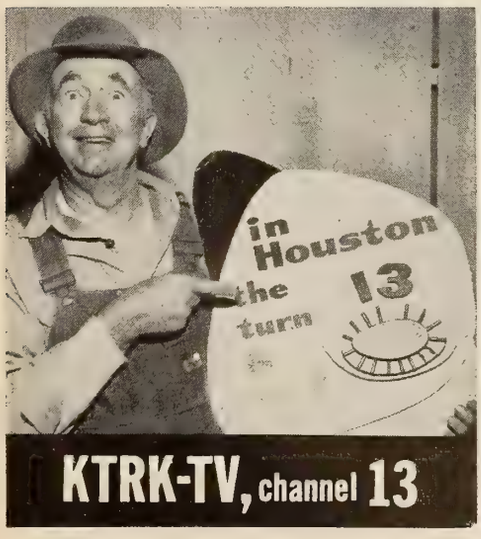
WLYH-TV

LEBANON—LANCASTER, PA.

ABC-TV Channel 15

Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.



ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

an investigation of network television programming. The source said this was being included, although it had not previously been a part of the subcommittee's record, because of the large number of complaints received.

Included in the proposed investigation would be a study of the possibility of direct FCC control of the networks. The subcommittee feels that such a study is necessary to determine if legislation is needed to improve the present quality of tv programming. Mentioned as reasons were discontent over overcommercialization and excessive number of crime programs. The report will take cognizance of a controversy sure to arise over the constitutionality of congressional dictation of programming standards.

Major legislation to be recommended agreed upon at the meeting three weeks ago:

• Stiffer laws dealing with ex parte contacts and attempts to influence members of the FCC. New legislation would provide for both civil and criminal penalties.

• Legislation to require that any communication, written or oral, with any member of the FCC or staff, whether from members of Congress or the Executive Branch, be made a part of the public record. Any commissioner or staffer who failed to make such communications public would be subject to criminal penalties.

• An across-the board code of ethics for all regulatory agencies. The FCC is the only agency which has not submitted a proposed code to the committee. A Commission spokesman said that two proposed changes sent to the subcommittee, including one to place all communications in the public record, was sent in place of the code.

• Repeal of the authorization that commissioners may accept honorariums.

The method of selecting the chairman of the FCC, his term of office and his powers is a subject upon which there is a wide difference of opinion within the subcommittee. However, a recommendation will be made to Congress that the power of his appointment be taken away from the President.

Because of the many individual recommendations given for inclusion in the report, the staff reportedly has had an "impossible" task in preparing an acceptable draft for presentation today. "We went about it backwards," said counsel Lishman. Actually there will be two separate papers going to the committee for its approval, with one based on recommendations for future study.

The report definitely will ask that the subcommittee be continued in some form, possibly as a permanent arm of the House Commerce Committee. Under current law, the Legislative Oversight Subcommittee will expire officially Jan. 3, so some sort of report must be submitted by then.

United Press International last Wednesday published what was alleged to be excerpts of the report. This published material, a subcommittee source stated, consisted partly of what will be submitted to the committee Monday for approval and partly of one individual members own ideas of what should be included. The member was given a preliminary draft the previous day for his study since he was not present at the subcommittee meeting three weeks ago, it was reported.

It was upon learning of this "leak" of the alleged report that Rep. Harris stated there were recommendations to be made not even disclosed to the chief counsel as yet.

"Cockeyed" was the phrase one member used to describe certain recommendations contained in that portion of the report already drafted and other proposals members want inserted.

Judge Stern to Begin Boston Ch. 5 Jan. 5

The petition by the *Boston Globe* for permission to intervene in the Boston ch. 5 rehearing was bucked up to the full FCC last week.

At the same time, special hearing examiner Judge Horace Stern set Jan. 5 for the first prehearing conference in the FCC's second dip into charges of off-the-record conversations with commissioners.

At issue is the FCC's 1957 grant of Boston ch. 5 to WHDH Inc. *(Boston Herald-Traveler).* Earlier this year allegations were made before the House Legislative Oversight Committee that *ex parte* representations were made to various commissioners during the FCC's comparative hearing in the ch. 5 case. Last July the U. S. Court of Appeals in Washington remanded the case to the FCC to look into these charges. The court, however, specifically upheld the FCC's action in making the grant to the *Herald-Traveler.* The Commission reopened the case and assigned Judge Stern to preside. The issues are basically the same as those in the Miami ch. 10 case.

The *Globe* tried to intervene in the original hearing in 1957, but the Commission denied its request on the ground that it was untimely filed. In its new petition the *Globe* claimed that it not only has the right to be a party, but has new evidence. This was opposed by WHDH Inc. The FCC's general counsel staff, which has been handling *ex parte* rehearings, told the Commission the *Globe* has no inherent right to intervene, but should be permitted to on the question of whether any commissioner should have disqualified himself from voting on the case originally. Chief Hearing Examiner James D. Cunningham last Tuesday morning set the petition for oral argument Dec. 30, but that afternoon cancelled the argument, and referred the question to the full Commission.

Meanwhile, in the Miami ch. 10 case, applicant North Dade Video Inc. filed Wednesday with the FCC a petition asking that the Commission in its oral argument not only hear exceptions to Judge Stern's initial decision [GOVERNMENT, Dec. 8] but also make a final determination as to who gets the grant. Exceptions are due Jan. 14, with oral argument due to be scheduled soon thereafter.

Judge Stern recommended that the ch. 10 grant to National Airlines be revoked and that the Commission hold new proceedings

to pick the final grantee. The Miami ch. 10 case also involved *ex parte* representations.

Judge Stern found that former Comr. Richard A. Mack should have disqualified himself, and that National Airlines and WKAT Inc. had participated in or known of off-the-record conversations with Mr. Mack. He suggested that these be considered as part of these applicants' qualifications when a new hearing is held.

Appeals Court Supports FCC On Microwave Application Delay

With slightly more than three weeks' deliberation, the U. S. Court of Appeals for the District of Columbia threw its support to the FCC last week in the Commission's "moratorium" on action on microwave relay grants to common carriers feeding tv signals to community antenna systems in areas where there are tv stations.

The petitioners were six common carriers serving CATV systems in Florida, Wyoming, Texas, Idaho, New York State and Alabama [GOVERNMENT, Dec. 8].

Judges E. Barrett Prettyman, presiding, and David L. Bazelon and George T. Washington were unanimous in denying petitions by a group of common carriers asking the court to order the FCC to act on their microwave relay applications or set them for hearing. The FCC has withheld action on such grants pending a general inquiry (looking toward rulemaking) into, among other things, the effect on regular tv broadcast stations of CATV systems, boosters, translators and other secondary types of television. Also being considered in the FCC inquiry is whether the FCC has jurisdiction over CATV under the Communications Act. The record in the inquiry was closed in July.

The court said: "It was proper for the Commission to institute a general inquiry to determine what general program it should follow in dealing with this multiplicity of problems — jurisdiction, engineering, economics and general national television policy. We think the time from July until now is not so inordinate a delay as to justify the interposition of judicial authority in administrative proceedings midway in that process."

Caplin, Meltzer Heard in Probe On Communism in Communications

Two admitted former members of the Communist Party, both also formerly employed in the broadcasting industry, were witnesses Dec. 17 before the Senate Internal Security Subcommittee.

Jerome Caplin, advertising and public relations executive of Capp Enterprises Inc., New York, stated that he was an active communist worker from 1938-43, but disaffiliated with the party upon entering the Army. He said he worked in promotion for Television Programs of America in 1953-54 and then was with *Producers Showcase* until that program went off NBC-TV in May 1957. The brother of Lil Abner creator Al Capp, Mr. Caplin said that he knew of no communists employed by either TPA or

Announcing the appointment of



ARTHUR M. SWIFT

Manager of

WTCN RADIO

WTCN *Radio and Television Stations*
AMERICAN BROADCASTING COMPANY • ABC TELEVISION NETWORK
A SUBSIDIARY OF TIME, INC.

PHIL R. HOFFMAN
VICE-PRESIDENT
GENERAL MANAGER

2925 DEAN BOULEVARD
MINNEAPOLIS 16, MINNESOTA

December 29, 1958

Agency Time Buyers
Everywhere

Arthur M. Swift, long time Sales Manager of WOOD and WOOD-TV in Grand Rapids, Michigan will become Manager of WTCN Radio on January 10.

His appointment to this newly created position is a major move in the progress of these Twin Cities properties.

You have worked with Art Swift for many years at our sister stations in Grand Rapids. I am sure you will continue to enjoy working with him as Manager of WTCN Radio.

Phil R. Hoffman

MINNEAPOLIS
ST. PAUL
WTCN RADIO

Affiliate American Broadcasting Network • Represented by the Katz Agency

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

HAPPY NEW YEAR

Art Pardoll

Foote, Cone & Belding

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

Showcase and that his superiors did not know of his former party affiliation.

Milton Meltzer, script writer and researcher for a CBS Radio program for six months in 1946, told the subcommittee that he was a communist from 1935-August 1942. Mr. Meltzer said that while writing for the CBS program, which was sponsored by the Veterans Administration, he attended several meetings of writers, many of whom he knew to be communists. He refused to give the subcommittee the names of any of these writers.

In 1949, Mr. Meltzer said that he wrote the script for a radio program, broadcast on WAAT Newark, sponsored by an electrical union. Under questioning of counsel, he admitted knowing the union was communist dominated and that it had been cited as subversive. Mr. Meltzer now is in the public relations department of Charles Pfizer Inc. (chemicals), New York.

The subcommittee is investigating communist activities in mass communications. Following the Dec. 17 session the hearing was adjourned until after the first of the year. No future witnesses have been announced.

NEW VISTAS LOOM IN SPACE RELAYS

The age of space communications relaying entered its second week last week—with all tests exceeding expectations.

At the same time, the meaning of the Defense Dept.'s Project SCORE (Satellite Communications by Orbital Relaying Equipment), was hailed with optimism and with foreboding.

A. Prose Walker, manager of engineering, NAB, declared that the successful accomplishment of the Atlas shoot means that within the foreseeable future "effective utilization of spectrum space above 125 mc will be quadrupled." It means, Mr. Walker added, that all line-of-sight frequencies—now used solely for short range communications—will soon be usable in long range communications. "We could have," Mr. Walker stated, "international television in the vhf band before long."

Andrew G. Haley, astronautical law expert and Washington communications lawyer, warned that a large number and different portions of the radio spectrum must be "appropriated" to arrange for radio-tv communications with the moon and with mobile and fixed objects in the "great terrestrial-lunar area."

"One cannot overemphasize," Mr. Haley declared, "the demand which will be made in the very near future for radio spectrum and those who are utilizing grants already made must withstand some very serious attacks in the very near future."

Mr. Haley explained that both the CCIR (International Consultative Committee for Radio) and the State Dept.'s Preparatory Committee for the International Telecommunications Conference in Geneva this year will discuss space allocations.

The most significant experiment with the Atlas relay occurred last week when the Fort Stewart, Ga., Signal Corps installation fed seven teletypewriter channels and one voice message into the satellite's tape recorder. These messages were immediately played back, with reception "excellent."

Earlier in the week an Army engineer at the Fort Monmouth Signal Corps Labs in New Jersey was hooked into direct communication with the satellite over Los Angeles through telephone and radio relays cross country. After an introductory message, President Eisenhower's Christmas greetings were fed into the system. The satellite was triggered by the Army's facility at Fort Sam Houston, Tex., and the messages unloaded there, with reception also at Fort Stewart, Ga., and Fort Huachuca, Ariz.

Reception was considered "near perfect," according to Defense Dept. announcement.

Because Atlas was tumbling end over end, some fading was experienced, it was stated.

The Army Signal Corps reported Wednesday that its direction finder equipment at the California facility was proving of "major value" in orienting ground communications antenna automatically in the direction of the approaching satellite. The 86th communications test was scheduled for 6:45 p.m. Reduced tests were to be continued through the Christmas holiday, the Army announced, with a return to full schedule after the holiday.

The Atlas satellite was sent aloft by the Air Force Dec. 18 from Cape Canaveral, Fla. It is 85 ft. long, weighs 4½ tons and is traveling at a rate of 17,000 miles per hour. It has a life expectancy of about 20 days.

UP IN THE CLOUDS

Two Patchogue, N.Y., station operators made the UPI wires last Tuesday (Dec. 23)—twice. The first was a report that a station there had FCC permission to broadcast from a space satellite. The second was a report it wasn't so.

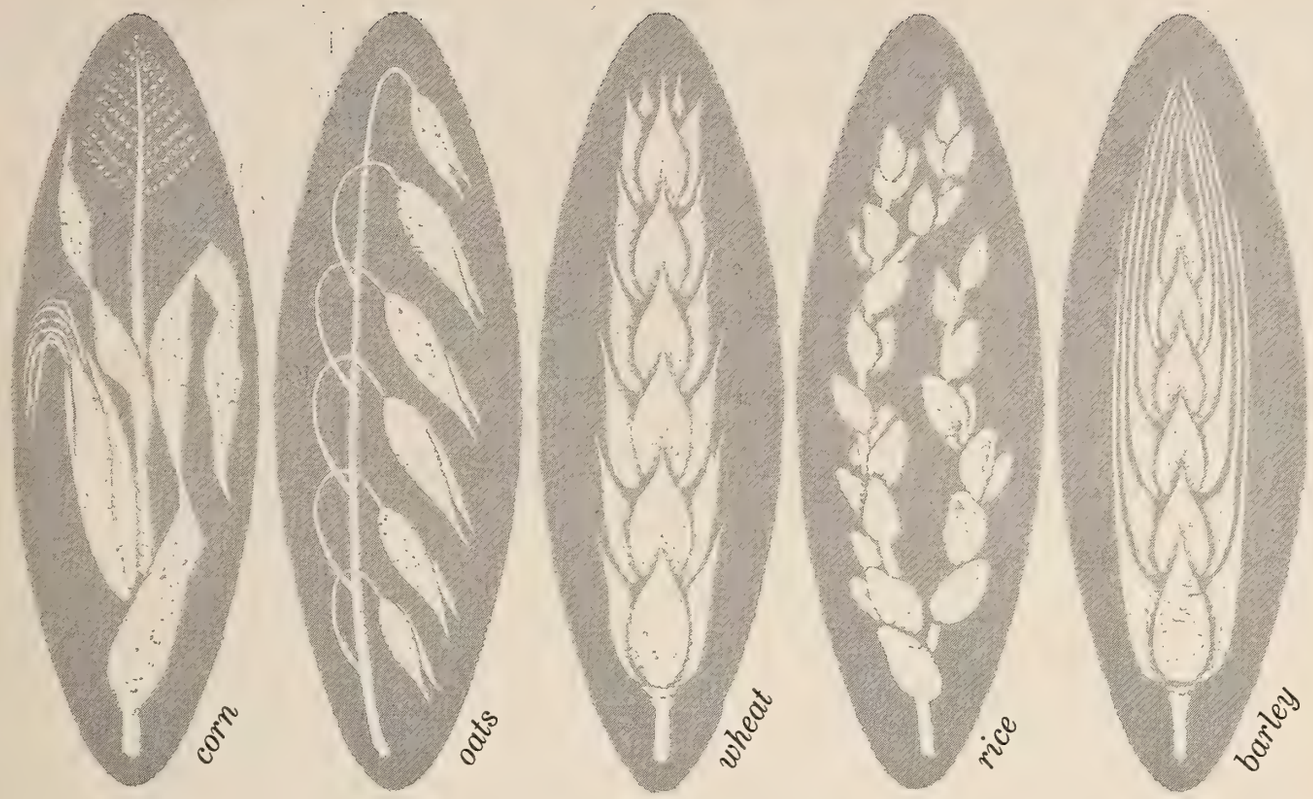
The stations say it was a hoax, source unknown. UPI says it got a report from a "Herbert Jarvis" that "Suffolk Broadcasting Inc., operator of WPAC" had received the FCC's go-ahead to rebroadcast 24 hours, including commercials, on fm at 95.7.

(1) Suffolk Broadcasting operates WALK-AM-FM, not WPAC (which is operated by Patchogue Broadcasting Co.); (2) WPAC has no fm; (3) WALK-FM frequency is 97.5 mc, not 95.7; (4) nobody knows "Herbert Jarvis."

Doerfer Cites Status Of Radio-Tv at Yearend

The nation now has more radio and tv sets than people and more than three times more sets than automobiles, FCC Chmn. John C. Doerfer said in a yearend statement. He said estimates indicate 150 million radio and 50 million tv sets. There are 9,500 broadcast stations—5,100 regular and 4,400 auxiliaries, he said.

Commercial tv stations authorized are nearly 670 (470 vhf, 200 uhf) and over 500 are on the air (430 vhf, 80 uhf), plus



a moderate reduction in fat indicates cereal and milk serving

Medical and nutrition authorities recommend moderation and reasonableness in food choice as a best guide to good health. When a moderate reduction of dietary fat is indicated, a good choice is the cereal and milk serving for breakfast and the late evening snack.

Both the breakfast cereal and the milk contribute well-balanced nourishment and provide quick and lasting energy. This serving, as shown below, is a good source of many nutrients and provides about 10 per cent of the daily recommendations of high quality protein, important B vitamins, and essential minerals. Served with nonfat milk, the fat content is very low.*

nutritive composition of average cereal serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
CALORIES	203	104	83	16
PROTEIN	7.3 gm.	3.1 gm.	4.2 gm.	
FAT	5.3 gm.	0.6 gm.	4.7 gm.*	
CARBOHYDRATE	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
CALCIUM	0.169 gm.	0.025 gm.	0.144 gm.	
IRON	1.5 mg.	1.4 mg.	0.1 mg.	
VITAMIN A	195 I. U.	—	195 I. U.	
THIAMINE	0.16 mg.	0.12 mg.	0.04 mg.	
RIBOFLAVIN	0.25 mg.	0.04 mg.	0.21 mg.	
NIACIN	1.4 mg.	1.3 mg.	0.1 mg.	
ASCORBIC ACID	1.5 mg.	—	1.5 mg.	
CHOLESTEROL	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

CEREAL INSTITUTE, INC. • 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

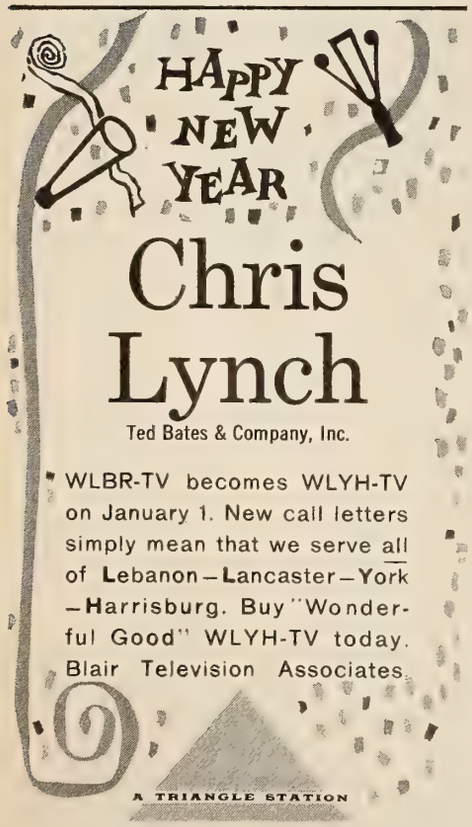
200 tv translators. There have been 60 educational tv station grants and 28 vhfs and 7 uhfs are operating, he added.

More than 90% of the population is in range of at least one operating tv outlet and 75% is in reach of two or more; 85% of all homes have tv.

Commercial fm outlets continue to increase in number with 690 authorizations and 570 on the air, due largely to added revenue from background music and other supplementary sources, the FCC chairman said. There are 150 operating educational fms. Am commercial outlets continued to increase, due largely to the crowding of new daytime-only stations into the broadcast band. Now authorized: 3,400 of which more than 3,300 are operating.

All this creates problems in finding spectrum space and the FCC is studying needs and finding room for more stations by channel-splitting and other means, Mr. Doerfer said. The FCC continues to seek ways of controlling interference between stations and from non-communication electronic devices, he said.

Among major general problems in broadcasting: the Barrow Report recommendations on tv network broadcasting, need for more competitive tv facilities, the clear channel rulemaking, daytime broadcasters' request for longer hours and recommendations for additional services by fm stations through multiplexing, FCC Chairman Doerfer summarized.



LAST OFFICIAL TALLY FOR 1957 SHOWS RADIO-TV AT $2 BILLION

- **FCC summary puts broadcast revenue at $1.5 billion**
- **Combined sum up 6.1% over 1956; total income off 10%**

The radio-tv broadcasting business in 1957 was almost a $2 billion industry. This is the official estimate by the FCC, which is the only source collecting the dollars and cents reports of networks and stations.

This is how the FCC calculated the 1957 total overall figures, which it released last week:

- Total revenue, $1.5 billion.
- Commissions to advertising agencies and station representatives, $204 million.
- Talent and production costs paid to organizations not owned by networks or stations, $248 million.
- Total, $1.95 billion.

Radio-tv's $1.5 billion for 1957 was 6.1% over 1956's combined total of $1.4 billion. Combined 1957 income was $214.6 million, a drop of 10.1% from 1956's $238.8 million. Tv revenue in 1957 totaled $943.2 million; radio revenue in 1957 reached the $517.9 million mark.

While tv's 1957 income of $160 million showed a 15.6% decline from 1956's $189.6 million, radio's $54.6 million was 11% over 1956's $49.2 million. Income figures are before payment of federal income taxes. Details of tv's 1957 revenues and income were issued by the FCC last August [GOVERNMENT, Sept. 1].

Radio networks—four national and three regional—plus their 21 owned stations had total 1957 revenues of $73.5 million, 4.7% over 1956's $70.2 million. Expenses also totaled $73.5 million, leaving broadcast income at zero. In 1956, this group of networks and their owned stations reported a $400,000 profit.

The total revenues of 3,143 non-network owned stations for 1957 were $444.4 million, up 8.3% over 1956's $410.4 million. Income for these stations was $54.6 million, an increase of 11.9% over their 1956 profits of $48.8 million.

Sale of network radio time hiked to $51.7 million in 1957, up 6.7% over the 1956 figures; sale of station time to national spot advertisers was $169.5 million, up 16.5%, and to local advertisers was $316.5 million, up 6.3%.

There were almost 1,000 radio stations—959 to be exact—which reported operating losses in 1957. This is 31.1% of the total number of radio stations. In the preceding year the comparable number of red-ink stations was 29.3% of the total. In fm, 44 out of 67 stations operated by non-am licensees reported operating losses during 1957. This compares with 36 out of a comparable 51 in 1956.

Purely fm revenues reported by 180 out of 499 fm stations totaled $3.1 million in 1957, compared to $2.4 million for 170 out of 472 fm stations in 1956. Sixty-seven fm-only stations reported a net loss of $500,000 for 1957, compared with 51 like stations reporting a $400,000 loss in 1956.

HOW WE COMPARED

Last fall, BROADCASTING's combined radio-tv YEARBOOK carried this magazine's own estimates of radio time sales for 1957—which for more than 20 years have proved amazingly accurate. Here is a comparison of the radio revenue figures carried in the 1958 YEARBOOK and the official FCC figures released last week:

	BROADCASTING	FCC
National Network	$ 49,232,000	$ 47,951,000
Regional & Miscellaneous Network	3,924,000	3,709,000
National & Regional Non-Network	164,301,000	169,511,000
Local	298,952,000	316,493,000
TOTAL	$516,409,000	$537,664,000

HOW SRA COMPARED

Spot radio billings in the first nine months of 1958 totaled $125,888,000 or 4% more than the comparable period of 1957, Station Representatives Assn. estimated last week.

The estimates represent revisions, based on FCC figures for 1957, of earlier SRA estimates for the two periods. The FCC figures, released last week (see above), placed 1957 spot radio spending at $169,511,000, whereas SRA had estimated the 1957 total at $183,097,000.

The new SRA estimate for the first nine months of 1957 (FCC's figures did not include quarterly breakdowns) is $121,058,000. Earlier SRA estimates for the two nine-month periods had been $131,397,000 for 1957 and $136,639,000 for 1958.

Radio's Multimillion Markets

Where are the best cities—radiowise-advertisingwise? In the FCC's 1957 financial list of metropolitan areas and other communities having three or more stations, the ranking by total broadcast revenues ($5 million or more) was as follows:

New York, $32 million; Chicago, $20 million; Los Angeles, $16 million; Detroit and Philadelphia, $10 million each; Boston, $8 million; San Francisco, $7.8 million; Pittsburgh and St. Louis, $6.2 million each; Washington, D. C., $6.1 million, and Cleveland, $5.5 million.

The 11-city total represents a sizable gain. In 1956, the FCC's charts showed only eight cities with $5 million or more in total radio revenues. They were: New York, $28 million; Chicago $18 million; Los Angeles, $15 million; Detroit and Philadelphia, $9 million each; Boston, $6 million, and St. Louis and Washington, $5 million.

RADIO-TV FINANCES: '57 & '56

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TV BROADCAST SERVICES

Service	($ Millions) 1957	1956	Percent Increase or (Decrease) in 1957
Total Broadcast Revenues			
Radio	$ 517.9	$ 480.6	7.8
Tv	943.2	896.9	5.2
Total	$1,461.1	$1,377.5	6.1
Total Broadcast Expenses			
Radio	$ 463.3	$ 431.4	7.4
Tv	783.2	707.3	10.7
Total	$1,246.5	$1,138.7	9.5
Broadcast Income (before Federal income tax)			
Radio	$ 54.6	$ 49.2	11.0
Tv	160.0	189.6	(15.6)
Total	$214.6	$238.8	(10.1)

[1] Includes am and fm broadcasting.

NOTE: 1957 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,097 am and am-fm and 67 independent fm stations. Excluded are 59 stations whose reports were filed too late for tabulation. 1956 data are for the same networks and 2,916 am and am-fm and 51 independent fm stations. Excluded are 57 stations whose reports were filed too late for tabulation. 1957 tv data cover the operations of 2 networks and 501 stations. 1956 tv data cover the operations of 3 networks and 474 stations.

HOW FM STATIONS FARED

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS
1956-1957

Item	1957 Number of Stations	1957 Amount (Millions)	1956 Number of Stations	1956 Amount (Millions)
Total Fm Broadcast Revenues				
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	319	—	302	—
Reporting fm revenue	113	$1.1	119	$1.0
Non-am licensees	67	2.0	51	1.4
Total fm Stations	499	3.1	472	2.4
Total Fm Broadcast Expenses				
Fm Stations Operated by:				
Non-am licensees	67	$2.5	51	$1.8
Industry Total	—	[1]	—	[1]
Fm Broadcast Income (before federal income tax)				
Fm Stations Operated by:				
Non-am licensees	67	$(0.5)	51	—$0.4
Industry Total	—	[1]	—	[1]

[1] In view of the difficulty in a joint am-fm operation in allocating fm operation expense seperately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data were readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

"LIVE" FROM COLUMBUS



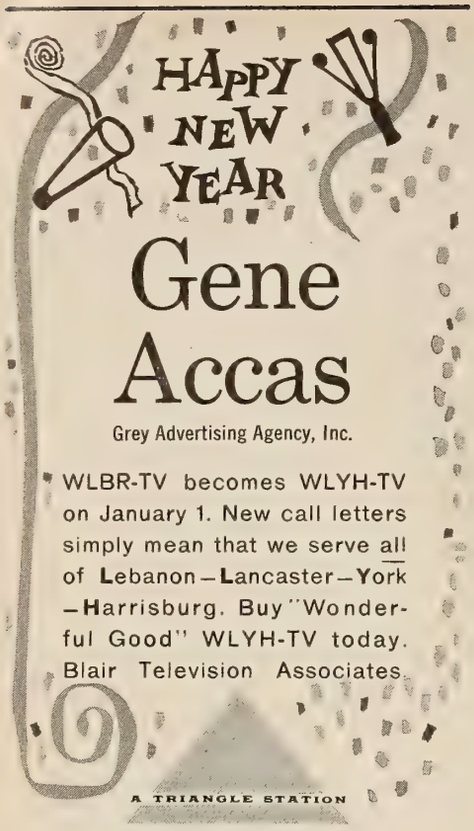
Dean Lewis

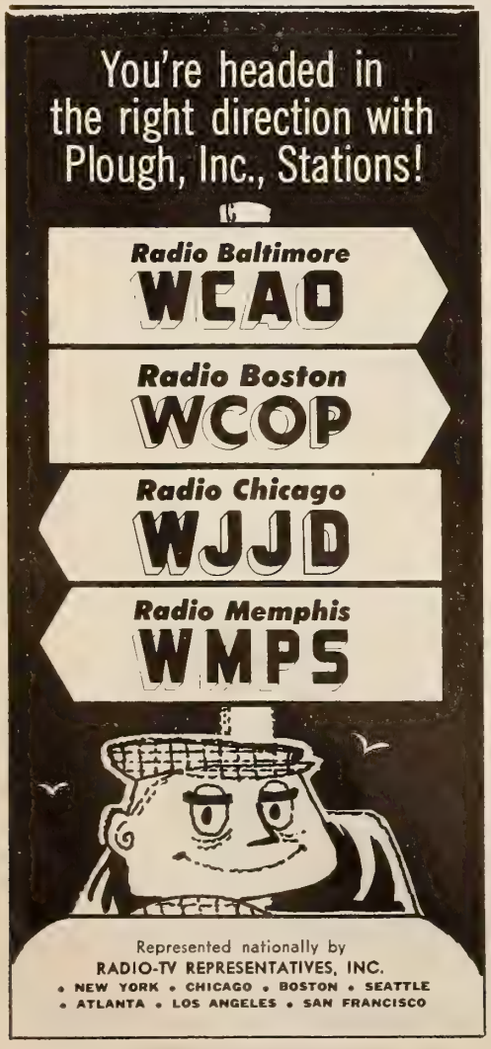
A comparative newcomer to WBNS, Dean Lewis in only three years has acquired loyal listeners and a position in the top 10. Dean's quiet charm and excellent music selection keep sponsors happy with his d. j. show that runs from 7 p.m. to sign-off (with time out for news.)

AM • FM • CBS

wbns radio

COLUMBUS, OHIO • Ask JOHN BLAIR





RADIO NETWORKS—O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1956-1957

Item ($ Thousands)	Amount 1957	% Increase (Decrease)
Number of networks	7	
Number of stations	21[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 37,443	(0.3)
b. Regional networks	832	83.3
c. Misc. networks and stations	—	—
Total	38,275	0.7
2. Non-network time sales:		
a. National and regional advertisers and sponsors	23,033	15.6
b. Local advertisers and sponsors	11,332	10.0
Total revenues from non-network time sales	34,365	13.7
Total time sale revenues	72,640	6.5
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	14,010[2]	7.9
Net revenues from time sales	58,630	6.1
B. Revenues from incidental broadcast activities:		
Talent	11,808	3.2
Sundry broadcast revenues	3,057	(12.5)
Total revenues from incidental broadcast activities	14,865	(0.5)
Total broadcast revenues	73,495	4.7
C. Total broadcast expenses of networks and stations	73,559	5.4
D. Broadcast income (or loss) before federal income tax	($64)	—

[1] Includes the operations of 19 network owned stations in 1956.
[2] Of this amount $6,913,576 is applicable to the total sale of network time.

HOW AM STATIONS FARED

NOT INCLUDING NETWORKS AND O&O OUTLETS 1956-1957

Item ($ Thousands)	Amount 1957	% Increase (Decrease)
Number of stations	3,076[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 10,508	43.9
b. Regional networks	2,075	(11.6)
c. Misc. networks and stations	802	2.4
Total	13,385	28.3
2. Non-network time sales:		
a. National and regional advertisers and sponsors	146,478	16.7
b. Local advertisers and sponsors	305,161[2]	6.1
Total revenues from non-network time sales	451,639	9.3
Total time sale revenues	465,024	9.8
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,260	23.0
Net revenues from time sales	417,764	8.5
B. Revenues from incidental broadcast activities:		
Talent	13,025	3.6
Sundry broadcast revenues	11,628	2.5
Total revenues from incidental broadcast activities	24,653	3.1
Total broadcast revenues	442,417	8.2
C. Total broadcast expenses of stations	387,295	7.6
D. Broadcast income (or loss) before federal income tax	$ 55,122	12.1

NOTE: Excludes 67 independently operated fm stations.
[1] 2,896 stations reported in 1956.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

WHERE THE MONEY WENT FOR RADIO TIME:

SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME[1] OF 3,097 RADIO[2] STATIONS BY METROPOLITAN AREAS AND BY COMMUNITIES NOT IN METROPOLITAN AREAS

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales [3]	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors [4]	Time Sales: Local Advertisers and Sponsors [4]	Total Stations Reporting [5]	Total Broadcast Revenue [6]	Total Broadcast Expenses	Total Broadcast Income [7]
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Continental U.S. Metropolitan Areas	1032	996	11,878,372	144,588,267	181,677,809	1015	312,006,732	260,196,564	51,810,168
Non-Metro. Areas with 3 or More Stations	275	250	715,326	4,713,810	19,716,566	268	25,367,091	24,987,928	379,163
Non-Metro. Areas with Less Than 3 Stations	1792	1578	1,883,871	17,882,381	107,733,890	1760	130,051,846	118,977,533	11,074,313
Total Continental U.S.	3099	2824	14,477,479	167,184,458	309,128,265	3043	467,425,669	404,162,025	63,263,644
Territories & Poss.	57	50	,631,879	1,946,691	3,736,477	54	6,018,180	5,712,592	305,588
Grand Total * * *	3156	2874	15,109,448	169,131,149	312,864,742	3097	473,443,849	409,874,617	63,569,232
METROPOLITAN AREAS									
Akron, Ohio	4	4	58,814	378,043	1,418,581	4	1,657,404	1,235,129	422,275
Albany-Schenectady-Troy	7	7	93,509	1,317,495	1,088,352	7	2,187,176	2,141,011	46,165
Albuquerque, N. M.	7	7	35,590	372,168	614,395	7	931,072	960,191	29,119 CR
Allentown-Bethlehem, Pa.	7	7	9,951	268,221	954,969	7	1,190,615	1,090,886	99,729
Altoona, Pa.	4	4	18,942	66,438	247,085	4	332,162	380,418	48,256 CR
Amarillo, Tex.	6	5	10,889	243,673	613,912	5	827,005	841,650	14,645 CR
Asheville, N. C.	4	4	25,121	93,886	329,096	4	446,928	488,882	41,954 CR
Atlanta, Ga.	14	14	101,455	1,707,650	2,094,986	14	3,561,773	2,882,563	679,210
Atlantic City, N. J.	4	4	110,515	81,983	222,392	4	404,918	374,978	29,940
Augusta, Ga.	6	6	42,132	159,416	535,892	6	746,561	715,520	31,041
Austin, Tex.	4	4	20,683	232,778	476,172	4	692,981	614,545	78,436
Baltimore, Md.	13	13	102,403	1,743,023	3,063,787	13	4,222,600	3,475,548	747,052
Baton Rouge, La.	6	6	26,891	189,113	792,870	6	972,249	961,288	10,961
Beaumont-Port Arthur	6	6	7,442	131,707	654,352	6	773,447	769,157	4,290
Binghamton, N. Y.	4	4	27,650	188,723	500,832	4	720,804	761,996	41,192 CR
Birmingham, Ala.	11	11	33,565	661,143	1,265,601	11	2,022,596	1,982,185	40,411
Boston, Mass.	18	15	149,225	4,411,043	4,362,273	15	8,104,281	6,352,798	1,751,483
Buffalo, N. Y.	12	12	113,445	1,765,858	3,059,352	12	4,374,261	3,839,574	534,687
Canton, Ohio	4#	4	37,675	314,212	413,547	4	762,770	628,421	134,349
Cedar Rapids, Iowa	3	3	42,219	828,280	400,125	3	1,237,317	1,067,369	169,948
Charleston, S. C.	5	5	27,952	169,573	434,434	5	598,773	604,384	5,611 CR
Charleston, W. Va.	8	8	49,201	278,834	730,727	8	1,077,031	920,650	156,381
Charlotte, N. C.	6	6	67,829	946,128	635,909	6	1,505,322	1,368,087	137,235
Chattanooga, Tenn.	6	6	34,523	208,199	907,042	6	1,126,337	1,051,525	74,812
Chicago, Ill.	27	25	679,142	11,071,217	9,600,598	26	20,827,663	14,446,800	6,380,863
Cincinnati, Ohio	8	8	1,454,782	2,939,844	1,633,342	8	4,733,963	3,637,728	1,096,235
Cleveland, Ohio	8	8	152,002	2,624,374	2,777,359	8	5,519,831	4,475,742	1,044,089
Columbia, S. C.	5	5	17,973	259,166	538,206	5	839,035	744,841	94,194
Columbus, Ga.	4	4	14,871	133,860	435,092	4	579,657	544,589	35,068
Columbus, Ohio	5	5	47,029	1,124,029	1,503,264	5	2,574,582	2,076,996	497,586
Corpus Christi, Tex.	6	5	18,827	349,605	348,915	5	654,199	619,942	34,257
Dallas, Tex.	8#	8	128,745	1,579,597	1,941,681	8	3,370,520	2,749,835	620,685
Davenport-Rock Island-Moline	5	5	41,794	358,982	569,171	5	883,277	804,838	78,439
Dayton, Ohio	4	4	22,798	580,471	1,561,390	4	2,305,845	1,562,508	743,337
Denver, Colo.	14#	13	113,904	1,289,917	2,463,460	14	3,629,609	3,114,068	515,541
Des Moines, Iowa	6	6	114,129	1,504,794	752,204	6	2,133,429	1,896,665	236,764
Detroit, Mich.	10	10	544,999	6,560,792	4,728,241	10	10,186,376	6,625,802	3,560,574
Duluth, Minn., Superior, Wis.	6	6	34,579	264,827	676,294	6	949,630	897,256	52,374
Durham, N. C.	4	4	18,582	119,876	336,883	4	477,729	430,558	47,171
El Paso, Tex.	5	5	31,262	227,383	576,842	5	782,550	756,267	26,283
Erie, Pa.	4	4	14,164	163,100	449,362	4	625,422	578,920	46,502
Evansville, Ind.	4	4	22,986	186,391	420,303	4	610,226	585,142	25,084
Flint, Mich.	6	6	25,413	307,201	935,175	6	1,186,540	1,203,755	17,215 CR
Ft. Smith, Ark.	4	4	9,605	89,359	287,786	4	387,420	336,409	51,011
Fort Wayne, Ind.	4	4	28,672	540,046	846,669	4	1,405,943	1,236,623	169,320
Fort Worth, Tex.	6	6	52,370	659,449	1,140,198	6	1,719,840	1,685,690	34,150
Fresno, Calif.	9#	7	77,820	561,079	843,166	9	1,346,396	1,298,341	48,055
Gadsden, Ala.	3	3	619	31,022	190,421	3	214,548	243,329	28,781 CR
Galveston, Tex.	3	3		49,366	201,561	3	249,005	231,589	17,416
Grand Rapids, Mich.	6	6	32,798	513,896	801,421	6	1,250,206	1,083,250	166,956
Green Bay, Wis.	3	3	14,466	154,305	395,450	3	550,165	516,217	33,948
Greensboro-High Point	7	6	17,516	180,714	517,830	6	709,555	612,071	97,484
Greenville, S. C.	8	7	21,532	235,825	503,709	8	774,465	681,819	92,646
Hampton, Va.	3	3	203	118,589	348,323	3	471,843	460,443	11,400
Harrisburg, Pa.	5	5	49,147	306,749	519,639	5	835,182	663,423	171,759
Hartford, Conn.	4	4	131,504	1,671,858	402,228	4	1,922,707	1,516,949	405,758
Houston, Tex.	11	11	144,976	1,726,763	2,377,513	11	3,950,146	3,172,510	777,636
Huntington, W. Va.-Ashlnd.	6	6	22,339	197,657	558,617	6	774,705	666,433	108,272
Indianapolis, Ind.	6	6	45,654	1,493,597	2,155,687	6	3,458,751	2,545,362	913,389
Jackson, Miss.	6	6	15,141	232,745	449,143	6	663,237	623,819	39,418
Jacksonville, Fla.	10#	8	46,325	563,638	796,678	9	1,337,168	1,152,434	184,734
Johnstown, Penn.	5	5	12,243	133,501	416,882	5	543,228	508,278	34,950
Kalamazoo, Mich.	3	3	24,113	285,395	531,331	3	822,835	653,287	169,548
Kansas City, Mo.	8	7	131,753	2,132,211	2,055,307	7	3,671,805	2,406,255	1,265,550
Knoxville, Tenn.	9	9	66,725	404,809	909,307	9	1,411,544	1,300,228	111,316

METROPOLITAN AREAS—(Cont.)

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales [3]	Networks	Time Sales National and Regional Advertisers and Sponsors [4]	Local Advertisers and Sponsors [4]	Total Stations Reporting [5]	Total Broadcast Revenue [6]	Total Broadcast Expenses	Total Broadcast Income [1]
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Lancaster, Pa.	4†	3	12,003	189,527	302,227	4	495,561	391,854	103,707
Lexington, Ky.	3	3	1,087	84,616	554,607	3	625,477	556,716	68,761
Lincoln, Neb.	3	3	819	45,517	500,050	3	543,924	510,348	33,576
Little-No. Little Rock	8†	8	84,458	516,178	512,275	8	1,011,080	1,001,134	9,946
Los Angeles, Calif.	26	26	396,322	6,881,370	10,835,835	26	16,104,901	12,737,597	3,367,304
Louisville, Ky.	8	8	182,822	1,066,011	1,695,818	8	2,847,486	2,488,826	358,660
Lubbock, Tex.	6	6	16,280	118,450	697,573	6	824,814	808,541	16,273
Macon, Ga.	7†	6	23,549	187,068	443,320	7	634,236	586,483	47,753
Madison, Wis.	3	3	26,189	234,913	584,876	3	842,979	702,410	140,569
Manchester, N. H.	3	3	34,075	118,405	450,053	3	578,904	542,232	36,672
Memphis, Tenn.	9	9	92,566	1,237,792	1,522,748	9	2,525,094	2,070,497	454,597
Miami, Fla.	13†	12	96,421	1,239,015	2,380,690	13	3,470,544	2,943,709	526,835
Milwaukee, Wis.	7	7	64,491	1,432,694	2,227,258	7	3,659,282	3,141,476	517,806
Minneapolis-St. Paul, Minn.	9	9	162,178	2,574,460	2,458,879	9	4,748,369	3,815,397	932,972
Mobile, Ala.	6	6	15,183	190,879	589,155	6	771,712	756,818	14,894
Montgomery, Ala.	6	6	39,448	226,199	412,302	6	733,591	675,795	57,796
Nashville, Tenn.	7	7	80,141	980,947	1,295,066	7	2,113,033	2,053,124	59,909
New Britain-Bristol, Conn.	3	3		118,216	389,416	3	463,815	429,542	34,273
New Haven, Conn.	4	4	12,523	397,394	671,311	4	964,445	872,400	92,045
New Orleans, La.	11	11	127,767	1,261,849	1,530,071	11	2,583,230	2,455,057	128,173
New York & NE N. J.	33†	32	741,520	22,013,448	14,209,623	33	32,656,639	25,571,663	7,084,976
Norfolk-Portsmouth, Va.	7	7	61,333	578,261	1,262,254	7	1,777,997	1,426,997	351,000
Ogden, Utah	3	3	22,615		246,052	3	276,439	256,237	20,202
Oklahoma City, Okla.	7	7	87,646	819,299	1,159,069	7	1,942,094	1,449,735	492,359
Omaha, Neb.	7†	7	72,047	1,136,809	1,614,365	7	2,474,891	2,092,280	382,611
Orlando, Fla.	6†	6	24,136	184,361	568,021	6	776,290	843,219	66,929 CR
Peoria, Ill.	5	5	39,328	360,641	750,298	5	1,070,199	1,066,688	3,511
Philadelphia, Penn.	19†	18	229,980	5,034,286	5,575,508	18	10,002,838	7,839,865	2,162,973
Phoenix, Ariz.	11	9	227,320	388,694	1,247,976	9	1,758,306	1,847,084	88,778 CR
Pittsburgh, Pa.	18	18	122,254	3,019,252	3,537,225	18	6,243,493	4,639,785	1,603,708
Portland, Me.	4†	4	71,731	288,952	407,357	4	727,284	670,216	57,068
Portland, Ore.	16	13	209,982	1,150,455	1,669,039	15	2,891,554	2,746,201	145,353
Providence, R. I.	10	10	107,080	1,153,789	1,182,514	10	2,132,838	1,747,187	385,651
Pueblo, Colo.	4	4	13,982	75,888	320,998	4	411,274	377,234	34,040
Raleigh, N. C.	5	5	94,054	716,137	288,267	5	1,000,879	956,199	44,680
Reading, Pa.	3	3	17,541	148,624	491,510	3	611,679	441,882	169,797
Richmond, Va.	7	7	117,150	853,514	823,747	7	1,665,522	1,336,585	328,937
Roanoke, Va.	6†	5	35,119	208,291	508,775	6	739,648	675,904	63,744
Rochester, N. Y.	6	6	53,049	956,820	921,447	6	1,887,857	1,597,079	290,778
Sacramento, Calif.	5	5	35,759	674,081	980,112	5	1,484,178	1,406,200	77,978
Saginaw, Mich.	3	3	18,477	140,243	392,729	3	517,884	473,567	44,317
St. Joseph, Mo.	3	3	4,620	193,732	203,382	3	396,541	383,879	12,662
St. Louis, Mo.	12	12	163,540	3,660,536	3,394,933	12	6,276,375	4,961,674	1,314,701
Salt Lake City, Utah	9	8	141,782	476,005	1,177,837	9	1,744,729	1,676,255	68,474
San Angelo, Tex.	4	4	4,160	53,234	233,187	4	275,418	299,806	24,388 CR
San Antonio, Tex.	9	8	83,621	1,110,188	1,372,798	8	2,403,671	2,225,791	177,880
San Bernardino, Calif.	8	8	9,884	171,851	624,947	8	765,301	741,847	23,454
San Diego, Calif.	8	8	87,132	911,065	1,527,043	8	2,355,893	2,118,235	237,658
San Francisco-Oakland	18†	18	272,007	4,028,786	4,337,345	18	7,830,944	7,244,860	586,084
San Jose, Calif.	6†	5		135,553	681,322	6	850,048	759,785	90,263
Savannah, Ga.	6	6	27,128	187,925	489,413	6	659,959	628,671	31,288
Scranton, Pa.	6	6	63,328	253,123	488,052	6	727,526	739,736	12,210 CR
Seattle, Wash.	12	11	157,528	1,512,989	1,942,939	12	3,342,707	2,848,550	494,157
Shreveport, La.	9†	8	76,679	585,074	652,217	8	1,258,097	1,301,624	43,527 CR
Sioux City, Iowa	3	3	4,429	102,314	291,248	3	388,275	353,135	35,140
Sioux Falls, S. D.	4	4	4,477	101,948	390,133	4	481,582	494,132	12,550 CR
South Bend, Ind.	3	3	21,238	216,975	392,051	3	584,983	509,888	75,095
Spokane, Wash.	7†	6	43,339	562,000	817,839	7	1,345,277	1,336,238	9,039
Springfield, Ill.	3	3	19,451	139,920	556,504	3	675,467	608,553	66,914
Springfield-Holyoke, Mass.	9†	7	49,618	285,037	704,063	7	1,002,467	948,142	54,325
Springfield, Mo.	4	4	31,670	191,139	459,585	4	626,205	630,024	3,819 CR
Stockton, Calif.	5	5	11,989	205,623	449,220	5	681,116	711,408	30,292 CR
Syracuse, N. Y.	5	5	40,941	696,484	1,298,711	5	1,820,131	1,453,978	366,153
Tacoma, Wash.	4	4	7,885	67,174	430,612	4	519,578	519,199	379
Tampa-St. Petersburg, Fla.	13†	12	44,825	622,410	1,321,250	13	1,882,581	1,695,758	186,823
Toledo, Ohio	4	4	38,591	782,095	851,579	4	1,520,697	1,114,975	405,722
Topeka, Kan.	4	4	17,842	481,451	489,750	4	957,952	794,339	163,613
Trenton, N. J.	3	3	12,993	148,018	391,430	3	534,795	497,722	37,073
Tucson, Ariz.	8†	8	23,552	196,791	562,510	8	756,428	835,455	79,027 CR
Tulsa, Okla.	6	6	85,490	795,697	781,127	6	1,493,269	1,522,469	29,200 CR
Utica-Rome, N. Y.	6	6	28,816	191,186	571,926	6	798,889	775,703	23,186
Washington, D. C.	14	14	157,279	2,854,775	3,733,950	14	6,133,770	5,159,739	974,031
Waterbury, Conn.	3	3	34,459	58,710	337,451	3	408,909	400,489	8,420
Wheeling-Steubenville	7	7	34,787	528,713	880,910	7	1,412,223	1,146,572	265,651
Wichita, Kan.	5	5	66,349	496,188	786,816	5	1,274,444	1,055,384	219,060
Wichita Falls, Tex.	3	3	24,472	192,408	360,902	3	551,062	589,093	38,031 CR
Wilkes-Barre-Hazleton, Pa.	6	6	20,789	191,093	556,507	6	750,301	664,358	85,943
Wilmington, Del.	4	4	13,063	199,324	688,719	4	891,171	818,582	72,589
Winston-Salem, N. C.	4	4	22,740	156,827	541,724	4	709,155	684,784	24,371
Worcester, Mass.	5	4	103,723	519,169	704,336	4	1,171,064	1,113,196	57,868
York, Pa.	5	5	9,923	141,032	558,202	5	686,816	579,445	107,371
Youngstown, Ohio	7	7	250,685	494,774	1,119,592	7	1,651,496	1,395,562	255,934
	1032	996	11,878,372	144,588,267	181,677,809	1015	312,006,732	260,196,564	51,810,168

NON-METROPOLITAN AREAS WITH 3 OR MORE STATIONS

Item	No. of Stations in Operation	No. reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Anniston, Ala.	3	3	784	18,189	178,807	3	199,062	206,479	7,417 CR
Decatur, Ala.	3	3	1,500	25,592	121,354	3	146,739	142,490	4,249
Dothan, Ala.	3	3		53,685	173,080	3	224,326	178,262	46,064
Huntsville, Ala.	3	3	3,838	35,871	216,802	3	266,558	224,791	41,767
Selma, Ala.	3	3		7,352	118,428	3	125,557	129,565	4,008 CR
Tuscaloosa, Ala.	3	3	6,167	29,910	185,885	3	225,443	214,751	10,692
Yuma, Ariz.	3	3	15,654	24,048	164,174	3	199,540	224,530	24,990 CR
Hot Springs, Ark.	3	3	1,148	45,375	121,393	3	168,688	184,823	16,135 CR
Pine Bluff, Ark.	3†	2	**	**	**	3	170,841	160,792	10,049
Bakersfield, Calif.	6	6	23,292	193,015	467,183	6	658,722	687,077	28,355 CR
Eureka, Calif.	3	3	7,595	59,360	278,375	3	360,882	348,072	12,810
Modesto, Calif.	3	3	805	64,393	315,674	3	385,337	476,819	91,482 CR
Palm Springs, Calif.	3	3	7,912	33,632	216,653	3	257,164	362,492	105,328 CR
Redding, Calif.	4†	2	**	**	**	3	*	*	*
Santa Barbara, Calif.	3	3	9,757	71,485	258,367	3	330,525	345,648	15,123 CR
Colorado Springs, Colo.	5	3	1,178	40,784	343,530	5	449,127	533,879	84,752 CR
Grand Junction, Colo.	3†	3	10,881	71,136	262,667	3	332,913	319,344	13,569
Daytona Beach, Fla.	3	3	100	23,793	218,979	3	233,748	274,171	40,423 CR
Gainesville, Fla.	3†	3	16,474	27,983	188,889	3	234,269	295,235	60,966 CR
Lakeland, Fla.	3	2	**	**	**	3	207,499	267,577	60,078 CR
Ocala, Fla.	3	2	**	**	**	3	*	*	*
Pensacola, Fla.	5	4	3,900	52,606	383,239	4	435,694	420,478	15,216
Tallahassee, Fla.	3	3	1,812	126,430	197,511	3	323,916	308,529	15,387
West Palm Beach, Fla.	3	3	2,972	35,913	359,891	3	383,400	368,049	15,351
Albany, Ga.	3	3	498	47,961	184,364	3	226,365	208,648	17,717
Athens, Ga.	3†	2	**	**	**	3	292,322	276,676	15,646
Gainesville, Ga.	3	3	589	48,226	355,657	3	416,297	364,237	52,060
Rome, Ga.	3	3	810	35,500	301,432	3	351,459	291,458	60,001
Valdosta, Ga.	3	3	450	70,947	182,058	3	236,658	255,039	18,381 CR
Boise, Idaho	4	4	26,763	88,716	300,117	4	404,253	415,658	11,405 CR
Idaho Falls, Idaho	3†	2	**	**	**	3	257,509	244,945	12,564
Pocatello, Idaho	3	3	3,307	72,642	214,980	3	278,576	276,042	2,534
Twin Falls, Idaho	3	3	15,814	28,082	217,070	3	272,977	277,590	4,613 CR
Mason City, Iowa	3	2	**	**	**	2	**	**	**
Paducah, Ky.	3†	2	**	**	**	3	*	*	*
Alexandria, La.	3	3	5,396	76,234	344,241	3	417,601	344,243	73,358
Lake Charles, La.	3	3	744	69,440	319,899	3	397,065	368,881	28,184
Monroe, La.	3	3	4,751	53,550	220,652	3	283,037	274,639	8,398
Bangor, Me.	3	3	47,197	113,496	194,184	3	350,250	331,383	18,867
Muskegon, Mich.	3	3	2,297	76,631	251,942	3	313,975	330,729	16,754 CR
Greenville, Miss.	3	3	421	38,266	208,852	3	239,216	206,539	32,677
Hattiesburg, Miss.	4†	3	2,030	25,125	221,422	4	267,424	274,305	6,881 CR
Laurel, Miss.	3†	3	826	10,747	209,215	3	224,214	226,900	2,686 CR
Meridian, Miss.	4†	3	7,857	36,111	179,251	4	221,712	212,752	8,960
Joplin, Mo.	3	3	10,100	65,653	222,769	3	289,009	296,893	7,884 CR
Billings, Mont.	4	4	25,010	140,676	413,734	4	564,950	532,468	32,482
Butte, Mont.	3	3	60,468	30,269	169,056	3	322,463	325,541	3,078 CR
Great Falls, Mont.	4	4	46,513	60,943	307,543	4	471,848	440,398	31,450
Missoula, Mont.	3	3	18,930	37,147	216,009	3	322,662	290,548	32,114
Las Vegas, Nev.	5	5	5,038	70,794	342,789	5	427,046	469,840	42,794 CR
Reno, Nev.	5	4	16,762	52,292	352,081	4	404,466	402,072	2,394
Roswell, N. M.	3	3	4,337	15,503	214,567	3	231,776	239,052	7,276 CR
Elmira, N. Y.	3	2	**	**	**	3	378,724	337,849	40,875
Fayetteville, N. C.	3	3	9,907	26,678	291,797	3	331,866	347,799	15,933 CR
Goldsboro. N. C.	3	2	**	**	**	3	193,636	187,928	5,708
Kinston, N. C.	3	2	**	**	**	3	211,790	205,011	6,779
Wilmington, N. C.	3	3	5,780	53,395	213,957	3	285,354	286,836	1,482 CR
Minot, N. D.	3†	2	**	**	**	3	*	*	*
Eugene, Ore.	4	4	15,064	138,653	332,379	4	491,084	524,192	33,108 CR
Klamath Falls, Ore.	3	3	5,379	58,565	227,500	3	278,671	254,547	24,124
Medford, Ore.	3	3	7,950	58,502	247,687	3	307,582	252,480	55,102
Pendleton, Ore.	3	3	3,325	30,095	138,296	3	166,516	175,645	9,129 CR
Roseburg, Ore.	3	3	6,826	31,645	189,603	3	221,908	239,288	17,380 CR
Williamsport, Pa.	3	3	13,453	63,502	243,855	3	327,888	302,291	25,597
Spartanburg, S. C.	3	3	21,779	113,130	264,696	3	406,816	390,062	16,754
Jackson, Tenn.	3	3	1,608	68,494	175,455	3	240,477	234,518	5,959
Abilene, Tex.	3†	3	5,924	70,387	278,804	3	360,017	347,167	12,850
Big Spring, Tex.	3	2	**	**	**	2	**	**	**
Midland, Tex.	3†	3	4,232	47,628	238,667	3	284,754	276,166	8,588
Odessa, Tex.	4†	3	1,338	14,335	305,851	4	326,375	294,592	31,783
Tyler, Tex.	3	3	2,781	41,325	240,570	3	272,995	239,452	33,543
Provo, Utah	3	3	20,510	5,575	234,741	3	261,964	250,773	11,191
Burlington, Vt.	3	3	9,130	117,255	273,644	3	418,791	385,099	33,692
Charlottesville, Va.	3†	2	**	**	**	3	*	*	*
Danville, Va.	3†	2	**	**	**	3	385,223	348,518	36,705
Lynchburg, Va.	3	3	1,474	61,357	232,193	3	294,735	261,271	33,464
Walla Walla, Wash.	3	3	4,717	50,892	165,601	3	215,599	205,261	10,338
Wenatchee, Wash.	3	3	2,186	77,455	261,933	3	327,116	310,586	16,530
Yakima, Wash.	4	4	4,954	113,900	285,019	4	381,837	426,321	44,484 CR
Clarksburg, W. Va.	3	3	3,449	56,928	281,081	3	342,394	357,516	15,122 CR

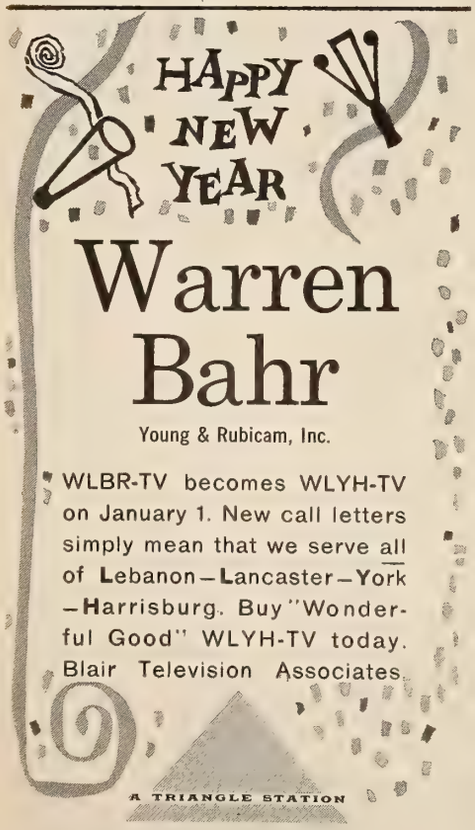
NON-METROPOLITAN AREAS WITH THREE OR MORE STATIONS (Contd.)

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
Parkersburg, W. Va.	3	3	8,332	35,892	187,990	3	238,635	222,989	15,646
Eau Claire, Wis.	3	3	13,670	132,700	220,473	3	359,018	335,362	23,656
La Crosse, Wis.	3	2	**	**	**	2	**	**	**
Wausau, Wis.	3	2	**	**	**	2	**	**	**
Casper, Wyo.	3	3	10,884	45,703	230,976	3	290,729	259,409	31,320
	275	250	715,326	4,713,810	19,716,566	268	25,367,091	24,987,928	379,163

TERRITORIES—WITH THREE OR MORE STATIONS

Anchorage, Alaska	3	3	16,755	101,822	560,444	3	669,724	630,385	39,339
Hilo, T. H.	3	3	72,796	10,538	140,498	3	202,664	177,361	25,303
Honolulu, T. H.	9†	9	90,951	469,762	1,213,995	9	1,585,748	1,646,876	61,128 CR
Mayaguez, Puerto Rico	5	5	31,650	149,355	202,341	5	345,550	312,760	32,790
Ponce, Puerto Rico	4	4	17,277	255,223	169,934	4	391,257	305,976	85,281
San Juan, Puerto Rico	9	8	242,440	599,353	612,008	8	1,400,869	1,182,406	218,463
Other communities	24	18	160,010	360,638	837,257	22	1,422,368	1,456,828	34,460 CR
	57	50	631,879	1,946,691	3,736,477	54	6,018,180	5,712,592	305,588

[1] Before Federal income tax.
[2] Excludes 67 independently operated fm stations.
[3] Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,097 reporting stations.
[4] Before Commissions to agencies, representatives and others.
Note: CR denotes loss.
Includes data for all network owned stations. In prior years, data for Network Key Stations were excluded from this table.
[5] Excludes data for 59 stations whose reports were filed late.
[6] Total revenues consist of total time sales less commissions plus talent and program sales.
† Not all stations in this market operated a full year during 1957.
* Data withheld because third station in this market in operation for short period during 1957.
** Data not published for groups of less than 3 stations.
*** The station totals on this line differ from those given in Table 5 since that table excludes data for 21 network owned stations while this table includes the data for such stations.



FCC Holds Up Renewals Of Evanston, Chicago Fms

The FCC last week told two fm broadcasters that if their background music simplex operations are to be considered as "broadcasting"—as set forth by an appeals court decision supporting the two stations [AT DEADLINE, Nov. 10]—then the stations are not operating their background music services the way the FCC requires broadcasting to be carried on.

The stations—WFMF (FM) Chicago and WEAW-FM Evanston, Ill.—were told their applications for license renewals are being deferred for the present. The FCC has asked reconsideration by the full U.S. Court of Appeals for the District of Columbia of the November decision by a three-judge panel of that court.

WFMF was told that, assuming such background music operations ultimately are determined to be broadcasting in nature, there are questions as to: (1) whether its "planned music" programming is an abdication of its responsibility as a broadcast licensee to retain control over its programming as public needs may require; (2) whether subscribers to the background music, as "sponsors" under legal definitions, should not be announced and logged as required by law; and (3) whether omissions of station identification and sponsorship from transmissions received by subscribers constitutes a violation of the Communications Act and FCC rules.

The questions on WEAW-FM practices



concerned the foregoing "abdication of licensee responsibility" issue and that of elimination of required announcements from material transmitted to background music subscribers.

Three N.O. Contestants Agree on Interim Plan

Attorneys for the three contestants for ch. 12 in New Orleans Wednesday (Dec. 24) reached agreement on joint temporary operation on ch. 13 pending ultimate awards of the two facilities. They had not cleared details of the plan with clients, but it was reported that WJMR-TV New Orleans, the contestant which has most to sacrifice under the FCC plan laid out the week before [GOVERNMENT, Dec. 22], was agreeable to the plan.

The other two contestants are Oklahoma Tv Corp., licensee of KWTV (TV) Oklahoma City, and Coastal Tv Co. The three would join in temporary operation on ch. 13—using the present WJMR-TV facilities —until final grants of chs. 12 and 13 are made.

The FCC's order said the Commission would decide favorably on applications filed by today (Dec. 29) for joint temporary operation on ch. 13, which is permanently assigned to Biloxi, Miss. (The FCC awarded that channel to Radio Associates Inc. in 1957, but the grant was remanded by the U.S. Court of Appeals for the District of Columbia for re-examination of and findings on the financial qualifications of the applicants. WLOX Biloxi is the other ch. 13 contestant.)

WJMR-TV operates on ch. 20, but has conducted an experimental dual operation on ch. 12 under FCC grant. The FCC canceled WJMR-TV's ch. 12 operation effective next Jan. 1 [GOVERNMENT, Nov. 3] after a hearing required by an appeals court decision [GOVERNMENT, May 26]. WJMR-TV's ch. 12 transmitter is less than the minimum mileage separation required by FCC rules from co-channel WJTV (TV) Jackson, Miss. The court action followed WJTV's appeal on grounds the New Orleans ch. 12 operation was not a bona fide experiment.

The FCC plan for temporary use of ch. 13 in New Orleans provided for operation by WJMR-TV for the month of January if the three file the joint application, with joint operation to follow until the final grant of ch. 12 and "in no event" to continue after ch. 13 is granted in Biloxi.

Community Tv Installation Fees Held Taxable as Income by IRS

Warren Television Corp., a community antenna system in Warren, Pa., was told by the U.S. Tax Court in Washington last week that money received from subscribers as capital contributions to pay for initial installation of equipment is taxable income and that Warren must make up deficiencies in its taxes for 1953-55. The amount Warren owes, according to the Internal Revenue Service, is in excess of $85,000, but the final figure is subject to recomputation.

The decision by Judge Graydon G. Withey recalled a similar ruling in the case of Teleservice Co. of Wyoming Valley at the beginning of 1957. The capital contributions in the Warren dispute were $125 for residential subscribers, $150 for commercial establishments. Warren issued certificates which it later repurchased for $65 to $99 each. The Tax Court decision noted that the holders of these certificates could not be considered stockholders.

FCC Examiner Recommends Denial of Engineer's License

A recommendation that the FCC dismiss, with prejudice, the application by Morton Borrow for renewal of his first class radiotelephone operator's license was issued in an initial decision last week by Hearing Examiner Forest L. McClenning.

Mr. Borrow, an engineer at WPEN-AM-FM Philadelphia, refused to answer an FCC questionnaire asking information on present or former membership in the Communist Party or in organizations advocating overthrow of the government by force. Examiner McClenning said he relied on past FCC decisions in similar cases in issuing his initial decison. Mr. Borrow had claimed the FCC had no legal right to ask him the questions.

William B. Caskey, WPEN-AM-FM ex-

50 YEARS OF PROGRESS

GROCERY MANUFACTURERS OF AMERICA, INC.

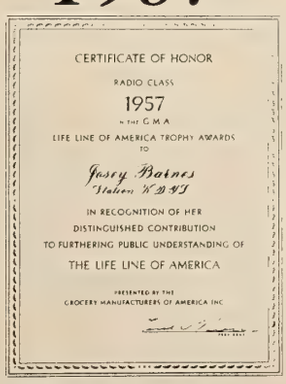
Thank you for honoring . . .

KDYL 1957

NBC UTAH

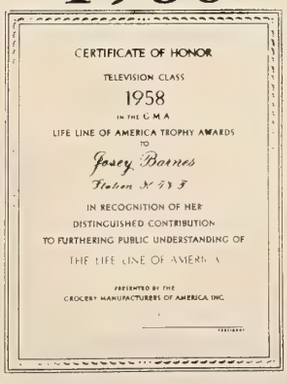
KTVT 4 1958

GMA LIFELINE OF AMERICA AWARD


CERTIFICATE OF HONOR
RADIO CLASS
1957
IN THE G.M.A.
LIFE LINE OF AMERICA TROPHY AWARDS
TO
Josey Barnes
Station KDYL
IN RECOGNITION OF HER
DISTINGUISHED CONTRIBUTION
TO FURTHERING PUBLIC UNDERSTANDING OF
THE LIFE LINE OF AMERICA
PRESENTED BY THE
GROCERY MANUFACTURERS OF AMERICA INC



JOSEY BARNES
"She Knows Her Groceries"


CERTIFICATE OF HONOR
TELEVISION CLASS
1958
IN THE G.M.A.
LIFE LINE OF AMERICA TROPHY AWARDS
TO
Josey Barnes
Station KTVT
IN RECOGNITION OF HER
DISTINGUISHED CONTRIBUTION
TO FURTHERING PUBLIC UNDERSTANDING OF
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GMA LIFELINE OF AMERICA AWARD

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ALL INQUIRIES CONFIDENTIAL

ecutive vice president, issued this statement Wednesday (Dec. 24): "WPEN does not feel that it can properly take any position on a matter now pending before the FCC involving one of its employes. When the issue has been decided by appropriate authority, WPEN will then take such action as it deems proper."

FCC Turns Down Five Reconsideration Pleas

The FCC last week denied petitions for reconsiderations of five Commission orders involving television. The petitions:

• By WAKR-TV Akron, Ohio (ch. 49): of FCC's April 23 denial of proposals in rulemaking to shift ch. 12 from Erie, Pa., to Akron or Cleveland-Akron and shift ch. 12 from Flint, Mich., to Saginaw-Bay City-Flint.

• By WCHU (TV) Champaign, Ill. (ch. 33): of March 21 denial of petitions by WCHU and WTVP (TV) Decatur, Ill. (ch. 17), asking deletion of ch. 3 in the area or (by WTVP) reservation of ch. 3 for education in lieu of ch. 12, assignment of ch. 12 to Lafayette, Ind., for commercial use and ch. 64 to Champaign-Urbana. WCHU also had asked that license renewal of WCIA (TV) Champaign (on ch. 3) be conditioned on switch to uhf.

• By KCOR-TV San Antonio (ch. 41): of March 3 rejection of KCOR-TV's proposal to share educational ch. 9 with educational interests and denial of KCOR-TV's request for rulemaking to determine the status of educational tv in San Antonio. FCC also deferred action on a KCOR-TV proposal for rulemaking to assign ch. 2 to Bandera, Tex.

• By WCBF-TV Rochester, N. Y. (ch. 15): of Sept. 9, 1957, assignment of ch. 13 to Albany-Schenectady-Troy so as to assign ch. 13 to Rochester as well. FCC noted it's continuing to study possibility of additional vhf in Rochester and if it should appear feasible, the FCC will institute rulemaking to this end; FCC emphasized it is not now passing on WCBF-TV's Oct. 30, 1957, petition asking assignment of ch. 13 to Rochester.

• By WFAM-TV Lafayette, Ind. (ch. 59): of April 7 rejection of WFAM-TV's proposal to shift ch. 10 from Terre Haute to Lafayette and a proposal by WDAN-TV Danville, Ill. (ch. 24) to shift ch. 10 from Terre Haute to Danville. WFAM-TV had asked for an evidentiary hearing.

The FCC terminated proceedings in all dockets involved in its denials.

Approval of WMAM-WMBV-TV Sale Affirmed in Examiner's Finding

An initial decision recommending denial of protests against the FCC's approval of the sale of WMAM and WMBV-TV Marinette, Mich. [CHANGING HANDS, March 24], was issued last week by Hearing Examiner Elizabeth C. Smith. She recommended affirmation of the March 19 grant of sale of 75% of the licensee by W. E. Walker, Joseph D. Mackin and others to *Superior* (Wis.) *Evening Telegram* (Morgan Murphy), Walter Bridges and Norman Postles for $211,000 plus assumption of $360,000 in liabilities.

The Marinette stations, meanwhile, have settled differences with two protesting stations—WFRV-TV and WBAY-TV Green Bay, Wis.—(except for matters in hearing status) with WMBV-TV acquisition of ABC-TV affiliation for its lost NBC-TV service [AT DEADLINE, Dec. 22]. Besides the hearing on the sale, the other matter in hearing status is the proceeding resulting from objections by two Green Bay stations to WMBV-TV's application for move of transmitter and for increased power and antenna height.

PASS THE SPUDS, MA

It's just not so, Sen. Henry C. Dworshak (R-Idaho) maintains in protesting ads on television claiming rice contains fewer calories—and therefore, is less fattening—than potatoes. He asked the FCC and Federal Trade Commission to order Uncle Ben's rice to stop making such a claim on tv and cited Dept. of Agriculture figures to show that rice contains more calories.

"This food fable has no place on the American video screen," the native of a state renowned for its potatoes stated. "I would advise weight-watchers not to watch tv but to continue to eat potatoes to keep slim and trim." Sen. Dworshak said that "no pallid substitute" could replace the Idaho potato on American dinner tables.

Justice, FCC Differ On Protest of Philco

The U. S. suffered a split personality last week in a radio case.

The Justice Dept. told the U. S. Supreme Court it thought the appeals court decision in the Philco protest against the license renewals of NBC's Philadelphia stations was correct.

The FCC told the U. S. Supreme Court that the appeals court "misconceived the statutory scheme . . ."

Both statements were contained in the memorandum filed by the Solicitor General last Wednesday.

The Supreme Court asked for the views of the FCC last November [GOVERNMENT, Nov. 17]. Pending before the high court is a petition by NBC, asking that the appeals court's decision be reviewed.

Philco protested to the FCC in 1957 when the Commission renewed the licenses of the NBC-owned Philadelphia stations, WRCV-AM-FM-TV. The FCC turned down the Philco protest on the ground it had no standing. Philco appealed and the U. S. Court of Appeals for the District of Columbia last June reversed the FCC.

Philco contended that it is a competitor of RCA in the manufacturing and sales of appliances and radio-tv equipment and that

NBC's ownership of radio-tv outlets in Philadelphia was unfair competition. NBC is owned by RCA.

The government's attitude in its statement to the Supreme Court was that the protest rule in the Communications Act must be interpreted liberally and that the test for a would-be intervenor must be a "common sense one."

The FCC, on the other hand, charged that this raised serious jurisdictional problems as well as "practical difficulties".

The FCC stated: "Indiscriminate extension of standing to force a hearing under Sec. 309(c) can thus have a grave effect upon the Commission's ability to control its docket and allocate its energies and attention to the problems whose merits are most deserving . . . Clearly, Congress did not contemplate an unlimited class of 'private attorneys general' insofar as the protest procedure was concerned."

Reston Says Government Leaders Use Television to 'Manage' News

Television speeches by the top government officials is a method frequently used to "manage" the news, charged newspaperman James Reston, chief of the Washington bureau of the *New York Times*.

In an appearance on *The Press and The People*, a film series produced and distributed by WGBH-TV Boston, under a grant from the Fund for the Republic, Mr. Reston said government officials "are inclined more and more to make the big, set presentation of their policy in, say, a television address, where they cannot be questioned, whereas, 10 years ago, the press conference was a much more common thing than it is today." To illustrate his point, he recalled the daily press conferences of Secretary of State Cordell Hull in comparison with those held every two or three weeks by Secretary of State Dulles.

Calling for a close watch on the growing giants of government as they amass greater power, Mr. Reston said government agencies didn't work to suppress the news, though they do tend to play up the good and minimize the bad.

Two Oppose Roberts' Miami Bid

Two more principals in the court-remanded Miami ch. 10 case have filed oppositions to a request by Elzey Roberts [AT DEADLINE, Dec. 8] that he be permitted to apply for ch. 10 if the present license (held by a National Airlines subsidiary) is revoked. Public Service Television Inc., present licensee, said Mr. Roberts' petition is "premature," that he is a "stranger" in the proceeding and that he has "no standing." WKAT Inc. asked the FCC to strike the Roberts petition on the grounds cited the week before by L. B. Wilson Inc. [AT DEADLINE, Dec. 15].

WXEX-TV Gets Richmond Call

Ch. 8 WXEX-TV Petersburg, Va., was granted its request for dual identification by the FCC last week. The station will now be allowed to identify itself with Richmond as well as Petersburg.

Government Pre-Emption of Air Opposed by Hagerty in Article

Passage of a law compelling radio and tv stations to yield time for live broadcasts by the President whenever requested is opposed by James C. Hagerty, news secretary to President Eisenhower. Writing in the Dec. 27 *Tv Guide*, Mr. Hagerty said, "I have never been refused time by the networks. This is a free country and we ought to have free communications. I think it would be a dangerous precedent to give the government power to pre-empt the nation's tv and radio facilities—except in time of national emergency."

Telecast news conferences were a big help after the President's heart attack, Mr. Hagerty said, enabling the public to judge the state of his health from his voice and image. He added the President looks at tv newscasts and occasionally watches a playback of one of his own broadcasts. He tunes sports, westerns, plays and comedy for relaxation. He said Mrs. Eisenhower "is a real tv fan."

AB-PT Backs Shreveport Tv Bid

American Broadcasting-Paramount Theatres Inc. has notified the FCC of its support of Henry B. Clay's petition requesting the Commission to allocate a third vhf channel to Shreveport, La. Mr. Clay, executive vice president and general manager of KWKH-AM-FM Shreveport, asked for the assignment of ch. 10 to that city by shuffling vhf and uhf assignments in El Dorado, Little Rock and Hot Springs, all Arkansas. There are at present two assignments for Shreveport: ch. 3 KTBS-TV and ch. 12 KSLA-TV.

AB-PT, which has a secondary affiliation with each Shreveport tv outlet, told the FCC that without another vhf station in that city, the public is being deprived of a wider choice of program service and AB-PT is "handicapped in its efforts to develop a third competitive network."

College Asks for Channel Change

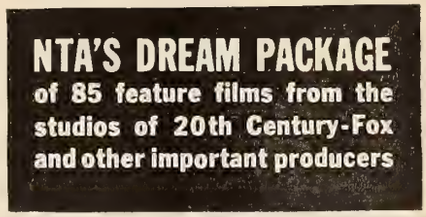
Indiana Central College, a small, liberal arts college over half-century old, filed a petition at the FCC Wednesday asking that ch. 13 Indianapolis be changed from commercial outlet to non-commercial, educational. Application was signed by Lynd Esch, ICC president. He pointed out that in the FCC's original rule-making proposal, ch. 13 was to be non-commercial, educational.

Indianapolis ch. 13 is held by Crosley Broadcasting Corp.'s WLWI (TV), but a new oral argument on this grant has been scheduled by the FCC in response to an appeals court remand. The case was sent back to the FCC because Comr. T. A. M. Craven, whose vote gave a majority for the grant to Crosley, did not hear oral argument.

WMTW-TV Granted Private Relay

The FCC last week granted ch. 8 WMTW-TV Poland Spring, Me., a private tv intercity relay system. The system will be used for off-the-air pickups of programs from ch. 5 WHDH-TV Boston, Mass.





Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! top-flight stars, first-rate pictures.

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC.
10 Columbus Circle, New York 19

Set, Tape Volume Rise Forecast for Next Year

1959 should be a boom year in the equipment manufacturing field, according to three yearend statements released last year. They said:

Electronics Industries Assn. • Radio and tv sets as well as other consumer goods in the electronics field are expected to return to a $1.5 billion level in 1959, following a resurgence in late 1958, according to a yearend review by David R. Hull, Raytheon Mfg. Co., president of Electronics Industries Assn.

Total production of $7.7 billion (factory sales) in 1958 set a new electronics record. The figure was $100 million above the 1957 alltime record.

Consumer goods, chiefly radio-tv sets showed a decline from $1.5 billion to $1.3 billion during the year as a whole. The impact of growing interest in stereo and hi-fi led to the autumn revival along with obsolescence of tv sets and the normal rise in total homes.

Retail sales of tv sets dropped to about 5 million units in 1958 compared to 6.6 million in 1957, Mr. Hull said. Sales of radio receivers of all types dropped from 15.2 million to 12.6 million despite the demand for transistor portables. Phonographs dropped from 4.9 million in 1957 to 4.2 million in 1958.

Electronic guidance and communication rank next to propulsion in the missile and satellite field, Mr. Hull explained, adding that "without them the moon and universe probes would be useless toys."

General Instrument Corp. • Based on components orders on hand, Martin H. Benedek, board chairman of General Instrument Corp., predicts industry tv set production in 1959 could be 10-15% higher than the 5 million sets being produced this year. He said the "first truly portable tv sets," fully transistorized, "will probably be marketed within the next year or two." The firm now is heavy in industrial and military electronics and anticipates record sales of $47 million for the fiscal year ending Feb. 28, 1959, 20% higher than last year's record $39 million.

ORRadio Industries Inc. • "The tape recording industry has no ailments that a good dose of salesmanship won't cure," according to J. Robert Orr, president of ORRadio Industries Inc. He forecasts a $35 million magnetic tape market for 1959, well above this year's estimated total industry sales of $21 million. He predicted tape sales will hit $115 million by 1963.

Mr. Orr said the replacement market in tape recorders and the growing boom in stereo will be important factors in the industry's sales picture next year. He said there was a definite spurt during the final quarter of 1958.

Electronics Industry Growth

Here's the way the U. S. Commerce Dept., Business and Defense Services Administration, Electronics Div., surveys the growth of the electronics industry since 1947 and its projection for 1959:

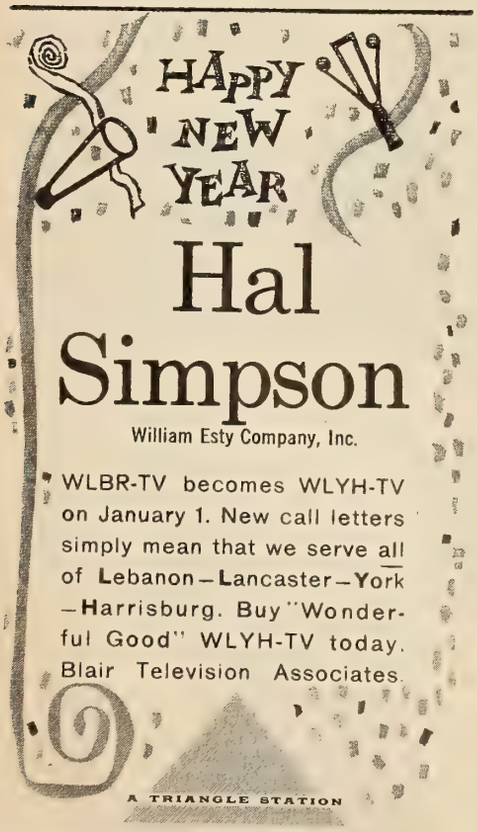
Electronics Output in Specified Years, 1947-59[1]
(Value in millions of dollars)

Year	Home-type radio and television receivers, and related products	All other electronic equipment except tubes and components[2]	Electron tubes	Semiconductor devices[3]	Electronic components other than tubes and semiconductors
1959	1,500e	3,800e	850e	250e	1,500e
1958	1,350p	3,250p	760p	200p	1,340p
1957	1,500	3,100	800	155	1,445
1956	1,470	2,800	780	90	1,360
1955	1,500	2,500	800	40	1,360
1954	1,420	2,470	710	25	1,275
1953	1,593	2,503	734	25	1,445
1952	1,340	2,330	690	20	1,110
1951	1,296	843	473	[3]	788
1950	1,687	473	443		697
1947	810	469	122		349

e—Estimate
p—Preliminary
[1] Data cover manufacturers' shipments. The totals represent the factory value of production or shipments (output) of electronic products, whether incorporated in other products or used in maintenance and repair of end equipment.
[2] Does not include payments on research and development contracts.
[3] Data for years prior to 1952 are included in "Electronic components other than tubes and semiconductors."
Sources: Based on data contained in the Census of Manufactures, the Annual Survey of Manufactures, releases of the Electronic Industries Assn. Marketing Data Dept., and other sources.

MANUFACTURING SHORT

Visual Electronics Corp., N. Y., publishes catalogue of complete line of tv monitoring equipment. Brochure provides full illustration, price, description and other technical data of 25 Conrac tv picture monitors and other VEC equipment.



CAMART DUAL SOUND READER
Model SB-III

Complete with optical sound reproduction head (or choice of magnetic soundhead) base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with Zeiss Moviscop 16mm precision viewer, sharp brilliant 2¼ x 3¼ picture.



The Camera Mart, Inc.
1845 Broadway, New York 23, N. Y.
PL 7-6977

Zeiss Moviscop Viewer $99.50
Dual Reader $195.00

GOOD MUSIC GROUP CITES MITCH MILLER

- **Given 'Man of Year' Award**
- **Music for Adult 'Buyers' Stressed**

Last spring, Mitch Miller, volatile director of popular artists and repertoire at CBS Inc.'s Columbia Records Div., bristled his familiar beard and accused the nation's disc jockeys of having "abdicated [their] programming to the corner record shop . . . the pre-shave crowd that make up 12% of the country's population . . . zero percent of its buying power . . ." [STATIONS, March 17].

Last Monday, at a New York luncheon, Mr. Miller was hailed as a "trendmaker" and named "man of the year" by a group of stations comprising Better Music Broadcasters.

Carl L. Schuele, president of Broadcast Time Sales Inc., organizer of and station representative for BMB, said Mr. Miller "in his 'Gettysburg address of radio' signaled all broadcasters to take a long look at their programming" and noted Mr. Miller spoke "not only as a professional musician . . . but also as a man who was deeply troubled by an assault upon public taste . . . as a man who knows the business end of radio . . . a man who knows that advertising must pay."

Accepting the bronze plaque and an Arvin high-fidelity am-fm stereo radio, Mr. Miller reiterated his earlier stand by saying, "we must not underrate the taste and intuitive wisdom of the people." He added: "An audience has an insatiable appetite for fresh, varied and unpredictable music. I refuse to picture the listener as passive and slothful. An attentive and alert listener, which to you and your advertising clients means a successful and loyal listener, depends on a constant rotation of rich musical crops—and your [better music] programming proves that this can guarantee a financial harvest bigger and more permanent than radio has ever seen."

Attending the luncheon were representatives of the BMB stations, which include WVNJ Newark, WAYE Baltimore, WJMJ Philadelphia, WDOK Cleveland, KADY St. Louis, KIXL Dallas and XEMO Tijuana-San Diego.

Representing WDOK, Program Manager Wayne Mack noted that "radio is not just a show . . . but a backdrop to a busy day." He called upon more broadcasters to drown out "the neurotic sound" [of the so-called 'top 40' list] with "lush strings . . . and music that wears well." (He also said that a liquor referendum staged by the station drew 2,000 letters within one week and that 90% were against liquor ads on the air.)

Testimonials for good music programming also were offered by Jerome Feniger, vice president of tv-radio programming at Cunningham & Walsh, and his client, Donald Stewart, advertising manager of the Texas Co.; Donald Jacobs, account executive on G. Kreuger Brewing Co. at Grey Adv., and—in absentia—John Reeves, manager of R. H. Macy's record department.

Messrs. Feniger and Stewart referred to the 18-year Texaco sponsorship of the Metropolitan Opera broadcasts Saturday afternoon and said that the two-minute Texaco commercial for 3½ hours of music might seem small. But they pointed out that Texaco gets thousands of letters, many giving unwavering allegiance to the Texas Co. product line because of the client's benevolence.

Mr. Jacobs said Grey and Kreuger had used one of the better music stations—WVNJ—on behalf of Ambassador beer and that WVNJ proved itself well enough to win a contract renewal after a 16-week trial.

The renewal calls for 4,400 more announcements in 1959 and represents a 100% frequency increase.

Mr. Reeves delivered his testimonial by telegram. It pointed out that "lp" albums—which account for most of good music station programming—represented 36% of total yearly record unit sales but represented 70% of the dollar volume, which he said proves the importance of previewing lp's on good music stations. In New York alone, he said, lp's account for almost 80% of the dollar volume, a jump of 30% this past year.

Creditors Seek Revamping Of WTVW (TV) Evansville

A petition for reorganization under Chapter X, Federal Bankruptcy Act, has been filed by the president and principal stockholder of ch. 7 WTVW (TV) Evansville, Ind.

The suit was filed in federal court in Evansville Dec. 19 by three companies owned or controlled by Ferris E. Traylor. They claimed the ABC-affiliated station owes them more than $400,000 and asked that a trustee be appointed to run the station while a plan of reorganization is worked out.

No cessation of WTVW's operations is contemplated, it was announced. The petitioning creditors have guaranteed to underwrite the continued operation of the ch. 7 outlet.

The reorganization request is considered another move in the tangled stockholder affairs of the Evansville station. Earlier this year, some stockholders entered into a voting agreement with Rex Shepp, another principal owner. Later a court injunction was procured forbidding Mr. Shepp to assume management control.

WTVW is also fighting an FCC order which would require it to relinquish ch. 7 for a uhf channel. The Commission is proposing to move ch. 7 from Evansville to Louisville, Ky. Only two weeks ago the U. S. Court of Appeals for the District of Columbia upheld, by a two to one vote, the FCC's rulemaking action in moving ch. 9 into Evansville from Hatfield, Ind., and marking it as reserved for educational noncommercial use [GOVERNMENT, Dec. 22].

WGN-AM-TV Studios to be Moved

Management of WGN-AM-TV Chicago plans to move the station's studios out of the Tribune Tower and has negotiated for purchase of property on city's northwest side as part of "eventual expansion plans,"

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

HAPPY NEW YEAR
Murray Roffis
McCann-Erickson, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today.
Blair Television Associates

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.



BROADCAST CENTER, the new $600,000 home of WDEF-AM-TV Chattanooga, Tenn., went into operation this month. On the building's two floors are three radio and two tv studios, five control rooms, announcing booths, 36 offices, darkroom, newsrooms, etc. Located at 3300 South Broad St., the building has a total floor area of 32,442 square feet.

according to Ward L. Quaal, vice president and general manager of *Chicago Tribune* radio-tv properties. The land covers 12.3 acres and currently is owned by Bodine Electric Co. and Atlantic Brass Works Inc. If negotiations succeed it's believed physical broadcast properties may be relocated there by the end of 1959. WGN-TV's tower would remain atop the Prudential Bldg. and transmitters on the city's outskirts. The move would be a precedential departure from Chicago's Michigan Ave.

Penn School of Communications To Be M.L. Annenberg Memorial

Annenberg School of Communications is being set up at U. of Pennsylvania by Walter H. Annenberg as a memorial to his father, the late M.L. Annenberg. All communications fields will be covered by the school, according to Dr. Gaylord P. Harnwell, university president.

Walter Annenberg is president of Triangle Publications, operating radio-tv stations, *Tv Guide, Philadelphia Inquirer* and other publications.

The school will teach the art, science and techniques of mass communications, emphasizing radio, tv and publishing. Courses will include liberal arts, social sciences, foreign affairs and other subjects as they relate to the mass media. Undergraduate as well as graduate professional education is proposed. A building will be erected on the university's campus to house the school.

Operating funds will be derived from contributions and fees and will be underwritten over a 10-year period by Annenberg Fund Inc. A grant from Annenberg Foundation will finance the building. An expenditure of $3 million is involved in the project, which will be open to students in September 1959.

Goldman Named Executive V.P. For Noe Enterprises Stations

Promotion of seven executives at the radio and tv stations owned by Noe Enterprises Inc. was announced last week by James A. Noe, board chairman.

Paul H. Goldman was named executive vice president and general manager of Noe Enterprises, covering KNOE-AM-TV Monroe, La., and WNOE New Orleans, and Ray Boyd, was promoted to vice president and director of engineering for all Noe stations.

New assignments at KNOE-TV are Harry Arthur, vice president and program director; Jack Ansell Jr., vice president in charge of sales and promotion; Ansel Smith, vice president and operations manager, and Mac Ward, vice president and news director. At KNOE, Edd Routt has been named vice president and general manager.

Three Stations Signed in L. A. For Stereo Show in Highest Fi

Radio firsts are hard to come by these days, when broadcasting is nearing its 40th anniversary in the country, but Los Angeles thinks it has one set for New Year's Eve: a six-hour stereophonic program that will combine an am-fm hookup, an fm-fm broadcast and an fm-fm multiple tie-in.

Sponsor of the unique program is Western Sounds, a new organization specializing in custom built high-fi installations. Commercials will highlight products handled by Western Sounds, including Ektacom and Rittenhouse intercom systems, Superscope Stereorecorder, Fisher tuners and amplifiers, University speakers and Omega stereo tapes and discs.

In the am-fm combination, KLAC Los Angeles will make the right pickup and broadcast, KCBH (FM) the left one. In the fm-fm set-up, KCBH will provide the left pickup, KMLA (FM) Los Angeles the right one. Finally, KMLA will make the right pickup and multiplex the left one.

The program will begin at 9 p.m. Dec. 31, with an hour's broadcast of the six stereophonic albums chosen as the best of 1958. From 10 p.m. to 3 a.m. party music suitable for dancing will be broadcast, stereorecorded by 24 orchestras, 16 vocalists and six jazz groups. Western Sounds placed the business direct. The idea was conceived by Edward Altschuler, consultant for Magnetic Recording Industry Assn.



For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KUEQ PHOENIX, ARIZ. • Leased by Dynamics Inc. (Walter Hall and Carson Cowherd) from Frank Barc, George Sorenson and Jack Caveness for 20 years with an option to purchase, for $295,000. The transaction was handled by Allen Kander & Co. KUEQ is on 740 kc with 1 kw, day, directional antenna.

KABR ABERDEEN, S.D. • Sold to Frank E. Fitzsimonds by Yankton Broadcasting Corp. for $80,000. Mr. Fitzsimonds is a former general manager of KFYR-AM-TV Bismarck, N.D., and most recently station manager of KBMB-TV that city. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. Inc. KABR is on 1220 kc with 250 w, day.

WNOS HIGH POINT, N.C. • Sold to Charles Doss, commercial manager WROM Rome, Ga., by Statesville Broadcasting Co. for $67,500. The sale was handled by Blackburn & Co. WNOS is on 1590 kc with 1 kw, day.

KHEM BIG SPRING, TEX. • Sold to Tom Conner, oil distributor, and Robert Bradbury, general manager of KPET Lamesa, Tex., by J. Homer McKinley for $65,000. The sale was handled by Blackburn & Co. KHEM is on 1270 kc with 1 kw, day.

WAZA BAINBRIDGE, GA. • Sold to Radio Bainbridge Inc. by Joseph M. Grollman for $50,000. The owners of Radio Bainbridge are Richard N. Hunter, J. W. Woodruff Jr., L. M. George and Joseph Gamble. Mr. Woodruff is president and 60% owner of WGPC Albany and minority owner of WRBL-AM-FM-TV Columbus, both Georgia. Mr. George is vice president, general manager and 40% owner of WGPC. Mr. Gamble is chief engineer of WRBL. Mr. Hunter is a station representative. The sale was handled by the Paul H. Chapman Co. WAZA is on 1360 kc with 1 kw, day.

KERC EASTLAND, TEX. • Sold to Dick Spalding and others doing business as The Circle "S" Broadcasting Corp. by D. J. Brookreson and D. J. Brookreson II for $22,000 cash. The sale was handled by Patt McDonald, Austin. KERC is on 1590 kc with 500 w, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 79.*

KBET-TV SACRAMENTO, CALIF. • Sold to Great Western Broadcasting Corp. (J. H. Whitney & Co.) by John H. Schacht and others for $4.5 million. J. H. Whitney Co. interests: KOTV (TV) Tulsa, Okla.; WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, both Indiana, and KGUL-TV Houston, Tex. Comr. Robert Bartley dissented in this case. KBET-TV is on ch. 10 and is affiliated with CBS-TV.

WTEL PHILADELPHIA, PA. • Sold to WTEL Inc. by E. Douglass Hibbs, Henry N. Cocker and Gertrude C. Hibbs for $450,-

KBCA (FM) to Make Music Debut

KBCA (FM), under construction in Los Angeles, will start Jan. 11 as "the concert station," broadcasting serious music from 7 a.m. to midnight from its studios in the Sunset Sands Hotel, 8775 Sunset Blvd., via its Mt. Wilson transmitter, on 105.1 mc, Saul R. Levine, station president, has announced. Ward Glen, for the past five years program director of KEAR-AM-FM, San Francisco "Good Music" station, has been appointed to the post of operations manager of KBCA.

WDOK Gets Negative Liquor Vote

WDOK Cleveland listeners voted 8 to 1 against the principle of accepting hard liquor advertising on the air. Over 1,500 letters were received. Fred Wolf, WDOK general manager, said the station management opposes spirits advertising on the air on moral grounds but wanted to tap public sentiment. Some listeners opposed liquor sponsorship on the ground it would be inconsistent with the station's better-music policy. Replies came from all socio-economic levels.

We salute the BROADCASTER!!!

- *For the many pleasant hours of enjoyment he brings the American People!*
- *For the knowledge which he imparts to us every day!*
- *For bringing us current events and keeping us alert to our responsibilities as citizens!*
- *For operating his station in a manner which commands respect!*

We know the stature broadcasting has attained both as a profession and a business, for never have so many tried to enter the field as in 1958. (As new ones have entered, those of experience have moved up to bigger responsibilities and greater returns.) We are proud of any assistance we may have provided in helping would be broadcasters to achieve their goal and in helping our old friends to move onward and upward. We wish you a Happy and Prosperous New Year and we look forward to many pleasant associations in '59.
Come see us when you're in Washington, D. C.; Chicago, Illinois; Atlanta, Georgia; or Beverly Hills, California. You're always welcome at Blackburn and Company.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Avenue	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

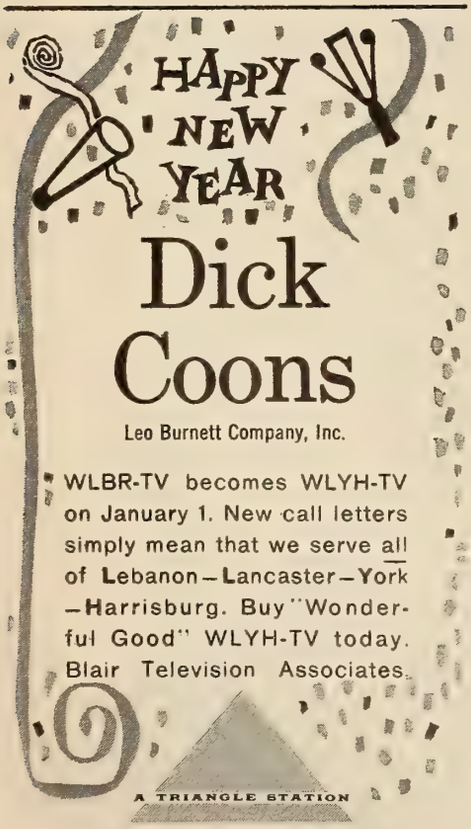
000. WTEL Inc. is owned by John E. and George D. Hopkinson and Quentin C. Sturm. These own WKAB Mobile, Ala., and Mr. Sturm also has an interest in WLOI LaPorte, Ind. WTEL is on 860 kc with 250 w, day.

WHCT (TV) HARTFORD, CONN. • Sold to Capitol Broadcasting Inc. (E. D. Taddei, president) by CBS Inc. for $250,000. WHCT is on ch. 18.

KITO SAN BERNARDINO, CALIF. • Sold to Myer Feldman, Arnold S. Lerner and Raymond Ruff by Marshall S. Neal and others for $179,435. Mr. Feldman and others sold KOMA Oklahoma City, Okla. to Storz Broadcasting last summer [CHANGING HANDS, August 25]. KITO is on 1290 kc with 5 kw, directional antenna different pattern day and night.

KATE ALBERT LEA, MINN. • Sold to Albert Lea Broadcasting Co. (H. N. Cardozo Jr., president) by Albert Lea-Austin Broadcasting Co. for $150,000. Richard K. Power, assignee vice president, has interests in WAVN Stillwater, Minn., WCMP Pine City, Minn., and WDBQ Dubuque, Iowa. KATE is on 1450 kc with 250 w and is affiliated with ABC.

KDRO-TV SEDALIA, MO. • Sold to Cook Paint and Varnish Co. by Milton J. Hinlein and others for $50,000. Cook Paint and Varnish also owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. KDRO-TV is on ch. 6 and is affiliated with ABC-TV.



KOA-TV, WITN (TV) Promotions Get Prizes

Top prize winners on NBC-TV's "Daytime Program Promotion Contest," in which 80 affiliates entered, were promotion managers Dean Faulkner, KOA-TV Denver, and Peggy Cooper, WITN (TV) Washington, N. C., each awarded a $5,000 first prize.

Winners were announced to affiliates last week in a closed-circuit broadcast by NBC's Kenneth W. Bilby, executive vice president, public relations. The contest, which ran from Oct. 13 through Nov. 7 and was conducted by Al Rylander, director of NBC's exploitation department. Awards totaled $25,500.

Mr. Faulkner was cited for the basic station conducting the outstanding local promotion campaign in support of NBC-TV's daytime programs, and Miss Cooper for the best campaign by an optional station.

The network toted up the performance of the stations and found the 80 participants had broadcast more than 30,000 on-air promotion spots for NBC-TV's daytime programs, and placed more than 100,000 lines of advertising in local newspapers, for a combined value of more than $1 million.

The list of other award winners:

For basic affiliated stations, Arthur R. Garland, WRGB (TV) Schenectady, $3,000 second prize; John Hurlbut, WFBM-TV Indianapolis, $2,000 third prize; Frank Reynolds, KFSD-TV San Diego, $1,500 fourth prize; Kirt Harris, KPRC (TV) Houston, $750 fifth prize, and Dick Paul, WBRE-TV Wilkes-Barre, $500 sixth prize.

For optional affiliates, C. Kirk Jackson, WTRF (TV) Wheeling, W. Va., $3,000 second prize; Roy C. Federson, WDAY-TV Fargo, $2,000 third prize; Doug Duperrault, KTBS-TV Shreveport, La., $1,000 fourth prize; David Witherspoon, WRAL-TV Raleigh, $750 fifth prize, and Edna Seaman, WFBC-TV Greenville, S. C., $500 sixth prize. All winners also receive an RCA Victor color tv set.

Noted was a variety of exploitation activities including parades staged by 17 affiliates, special contests, local store tie-ins using window and counter displays, outdoor billboards, direct mail pieces and publicity in local papers. A panel of agency executives and news editors judged the contest.

TRAVEL PRIZE

George Heffernan, Benton & Bowles, and Charles Dixon, D'Arcy Adv., were first and second prize winners of trips to Europe at a "Christmas Cheer Open House" conducted for New York timebuyers by KUTV (TV) Salt Lake City Dec. 16-17. Mr. Heffernan won airline tickets for two plus $150 toward expenses, while Mr. Dixon won a ticket for one plus $75 toward expenses. Station Manager Brent Kirk estimated 350 timebuyers attended the open house, held at New York's Sheraton East Hotel.

AWARD SHORTS

WAGA-TV Atlanta's *4-H Hour* program has been given trophy for "outstanding service to Georgia agriculture" by Georgia Farm Bureau Federation.

WSB Atlanta, Ga., has received Georgia Farm Bureau Federation award for "outstanding service to agriculture" by station of 5,000 w or over.

Dewey P. Compton, KTRH Houston farm director, has won American Farm Bureau Federation's 1958 radio-tv award for his "outstanding interpretation of agriculture to the American public."

Robert Saudek, producer of much-awarded NBC-TV's *Omnibus* received citation from Boston U. School of Public Relations and Communications for "outstanding work in television."

Bud Clark, newscaster at WIL St. Louis, has received Missouri Associated Press Radio News Assn. award for "outstanding news coverage."

League of Advertising Agencies announces deadline for entries in third annual "outstanding advertising campaign awards" is Dec. 31. Entries should be submitted to League at 220 W. 42nd, New York 36.

Winston B. Linam, general manager of KSLA (TV) Shreveport, La., named city's "outstanding young man of the year" by Shreveport Junior Chamber of Commerce.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE
Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.
JINGLE MILL
201 West 49th St., New York City

WSB-TV Prayer Show Ushers 1959

WSB-TV Atlanta will ring in the new year with an "All Night Prayer Meeting" scheduled for telecast from the close of regular programming Dec. 31 until the start of NBC-TV's *Today* at 7 a.m. Jan. 1. Dr. Charles L. Allen, pastor of Atlanta's Grace Methodist Church will conduct the marathon sermon on the values of prayer and comment on Bible passages which will be read by Dr. Allen's son, Charles Jr. Viewers will be invited to call in questions or requests for prayer, WSB-TV announced. Presented as a public service, the telecast will last approximately 6½ hours, the station reported.

KEX Stunt Recalls Gold Rush

The gold rush was on within minutes after KEX Portland, Ore., announced its giveaway promotion in connection with the station's second annual "Anniversary Golden Record Jubilee." The announcement by d.j. Russ Conrad that the station's "Solid Seven" personalities had struck gold in the station's parking lot attracted hundred of listeners, KEX reported. The gold mine was a pile of sand in which 100 tiny gold foil nuggets were planted. Each nugget was redeemed at the "KEX Assaying Office," a desk in the station lobby, for merchandise and cash prizes. Prospecting listeners sifted sand for two hours before the last nugget was discovered. KEX devoted 24 hours of continuous broadcasting to playing the all-time "golden record" hits of the past 34 years.

Heat's Off in WHDH-TV Contest

The U.S. Weather Bureau and Boston's L Street Health Club participated in WHDH-TV Boston's contest to promote the *Sea Hunt* film series. A two-week, all-expense-paid trip for two in Florida was awarded to the viewer who guessed closest to the actual air and water temperatures at noon, Dec. 9, at the L St. beach. On hand as weatherman John Cohen recorded 37.4 degree water and 29.4 degree air temperatures were several swim suit-clad health clubbers. A Lynn, Mass., woman correctly guessed both temperatures, WHDH-TV announced on Dec. 16.

KMA Show Wins Fans, Sponsors

Capitalizing on the intense interest in high school basketball in the Midwest, KMA Shenandoah, began a twice-weekly three-hour program called *Fast Break* (Tues., Thurs., 8-11 p.m.) four years ago. The program built up coverage, audience response and sponsor interest and this year has 18 sponsors and a waiting list. It provides running scores on as many as 118 games being played in the KMA listening area, and coverage includes final scores and highlights. As one indication of the effectiveness of the program, KMA officials pointed out that more than half of this year's 18 sponsors are repeats from last year. The rapid coverage of games from 118 different locations is achieved through the use of telephone correspondents.

SLOW DEATH

NBC-TV and three daytime advertisers have solved the problem of replacing one daytime tv serial with another from one day to the next without depriving the viewer of the traditional tear-stained denouement. Washing out of *Today Is Ours*, Procter & Gamble (Compton Adv.), Nabisco (McCann-Erickson) and Armour & Co. (Foote, Cone & Belding) settled on a tv version of *Young Dr. Malone*, whose trials and tribulations have been radio fixtures since 1939. Suggested NBC-TV and the new show's producers: Why not transfer from *Today Is Ours* the six major characters and allow them to play out their story on *Malone*? Come the end of January, *Today Is Ours* will die off slowly as its characters take their place alongside those featured in *Malone*. The new series starts today (Dec. 29) at 3-3:30 p.m., Mon.-Fri.

WTAE (TV) 'Shocks' 25 Into Frat

A group of 25 pledges of Tau Kappa Epsilon fraternity at California State Teachers College, California, Pa., became members of the fraternity through a helping hand extended by WTAE (TV) Pittsburgh. One of the requirements for the would-be "Tekes" was to "appear on a live tv show." On Dec. 17, the group participated in three live cut-ins on the station's *Shock Theatre*.

WDBJ-TV Molds Giant Candle

A 10-20 ft. candle, promoted and made by WDBJ-TV Roanoke, Va., was lighted Dec. 23-25 in front of the local city hall. Wax for the giant taper was solicited from church congregations by the area's ministers. The ceremony of lighting the candle was telecast by WDBJ-TV.

WTCN Playing Numbers Game

Social security numbers of people within the coverage area of WTCN Minneapolis can win the card holders up to $25,000. This is the amount the outlet is giving away each week in its raffle-by-radio promotion. WTCN announces 18 social security numbers daily. Each is worth amounts up to $1,000 if the owner presents his card at the studios within 24 hours.

WGTO Adds Voice From The Cold

Canadian visitors to Florida this winter will hear "a voice from home" by listening to WGTO Cypress Gardens, which plans to make northlanders feel at home with a daily newscast direct from Toronto, Ont., featuring newscaster Dave Price. Mr. Price will be heard at 9 a.m., Monday through Saturday, starting Dec. 29.

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

HAPPY NEW YEAR

Vera Brennan

Sullivan, Stauffer, Colwell & Bayles, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

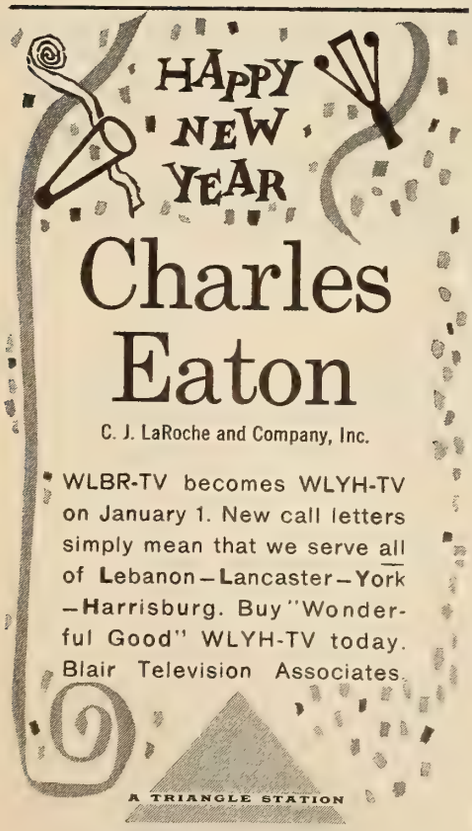


Now! 50,000 watts*

WAPI
Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.



WLYH-TV
LEBANON—LANCASTER, PA
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

Church Drama Series on KRON-TV

The first of a new series of 13 local, live religious dramas was presented Dec. 21 on KRON-TV San Francisco. Titled *Encounter,* the half-hour shows are prepared by the Northern California-Nevada Council of Churches. The Sunday telecasts, which will resume on Jan. 18 for 12 weeks, feature professional actors and are being videotaped for delayed telecasting. Works to be dramatized include those by Tolstoi, Dostoevski, Alan Paton and others. The moral stressed in each play is discussed by a panel following the performance. The Dec. 21 *Encounter* was a special Christmas presentation entitled "The House by the Stable." Dr. Theodore A. Gill, president of the San Francisco Theological Seminary, is program host.

News Class Starts on WJAR-TV

The problems encountered by reporters in getting news from China were presented Dec. 19 in the first assignment of a new *Daybreak College* series on WJAR-TV Providence, R.I. Entitled "The Press and the People," the series is presented under the auspices of the Fund for the Republic, WJAR-TV announced. Seen on Fridays from 6:30 to 7 a.m., the series provides analysis of reporters' news source problems as well as difficulties in having their stories published. Participants in the first lesson included Louis Lyons, curator of the Nieman Foundation for Journalism at Harvard U.; Theodore H. White, former chief of *Time* magazine's China bureau, and Professor John K. Fairbanks, director of Modern Chinese Studies at Harvard U.

Russian History on WTTV (TV)

A history of Russia's last 100 years will be telecast by WTTV (TV) Bloomington twice weekly Feb. 3-May 14. The course, originating from the U. of Indiana, is offered for two hours college credit through the university's correspondence study division. The Ford Foundation has granted $3,000 so that the course can be kinescoped and loaned to other Indiana stations and colleges.

CAPTIVE HEROES

Mr. and Mrs. Ronald Moore of Columbus trapped three chipmunks while vacationing in Colorado last summer. It didn't occur to them then that their new pets would be tv personalities. But a few months and several song hits later, the animals are in show business. WTVN-AM-TV Columbus featured the furry trio as the "recording stars" Theodore, Simon and Alvin of the popular tune, "The Chipmunk Song." As the record played, Ohio's newest celebrities cavorted in holiday abandon for WTVN-TV's cameras.

FOLLOW THAT SLED

WTVJ (TV) Miami maintained a constant "sleigh-watch" Dec. 23-24 to report the progress of Santa Claus on his way South. WTVJ kept viewers informed of the city-by-city, continent-by-continent Christmas journey via 10-and 20-second spots. A week before Christmas, WTVJ dispatched a camera crew on a trip to "the North Pole" to interview the man in the red suit and to ascertain the route he would follow this year. The film was shown on the *Ralph Renick Reporting* news show Dec. 22. Christmas Eve programming was interrupted for news flashes that Santa was orbiting over Miami.

WIL D.J.'s Club Gives Hope

"Failures" in the St. Louis area may feel they are unsuccessful but at least they are organized, thanks to d.j. Gray Owens' "Complete Failure" club on WIL St. Louis. Mr. Owens has issued more than 10,000 membership cards which certify that "I . . . am a complete failure because I listen to *The Gary Owens Show* on WIL Radio." Club founder Owens presented the "Failure" award of the year to a 14-year-old boy at the St. Louis Auto Show. Among the prizes were a gold-plated plaque and "the gift that keeps on giving"—an amoeba.

WOV Airs Ceremony From Rome

Coverage of Pope John XXIII's award of the Red Hats to new Cardinals was handled in three phases by WOV New York. For Italian listeners in the New York area, WOV presented direct shortwave reports by Lucio Basco, WOV's Rome reporter, on Dec. 18. Mr. Basco also handled English-language commentary on the event for Radio Press, via shortwave. At the same time, WOV's radio and film facilities in Rome were being utilized by WBZ-TV Boston.

KGW Pays Way for Yule Shoppers

Christmas shopping memories for 1958 for Portland Oregonians will no doubt include the service provided by KGW that city through the "Shopper's Special Bus." The station reports that it took over the bus, which travels the downtown shopping area of Portland, for the two days prior to Christmas and offered free rides to all. KGW intends to offer such free transportation for additional days during the next two weeks.

No Seal No Deal

KMPC Los Angeles' Dick Whittinghill will not accept written record requests, states the station, during the Yuletide unless the letter bears a Christmas Seal. This is the eighth no-request-without-seal year for Whittinghill, reports KMPC.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



MR. JOHNSON

ARNOLD E. JOHNSON, formerly with NBC, Chicago, and director of broadcast facilities at Needham, Louis & Brorby, Chicago, for past six years, elected v.p. of NL&B. **GRANGER F. KENLY,** v.p. and account supervisor, and **JOHN F. WHALLEY,** financial v.p., appointed to agency's operating committee.

THEODORE D. VERU, formerly marketing director of Tempo Graphic Arts Inc., N.Y., named president of Merit House Inc., New York affiliate of Schenley Industries, selling marketing aids and other merchandise.

WILBUR N. DAVIDSON, formerly account supervisor at Aubrey, Finlay, Marley & Hodgson, Chicago, named v.p. of Gordon & Hempstead Inc., that city.

STUART MINTOS, attached to Hollywood office of Foote, Cone and Belding for past year, named manager of broadcasting activities for agency's Los Angeles and San Francisco offices, effective Jan. 1.

TED M. HOWELL, formerly public relations director for U.S. Junior Chamber of Commerce, Tulsa, Okla., appointed radio-tv public relations representative for American Airlines, N.Y., succeeding **TOM SEDLER,** resigned.

MICHAEL J. SILVER, with J. T. Howard Adv., Raleigh, N.C., since 1955, elected to board of directors and named v.p.

BARBARA CURREY WOOD, fashion art director, and **CY SCHNEIDER,** account supervisor, elected v.p. of Carson/Roberts Inc., Los Angeles advertising agency. Both will become stockholders as well as officers in corporation.

J. RALPH CRUTCHFIELD, American Research Bureau account executive, promoted to southern regional manager, headquartering in bureau's home office, Beltsville, Md.

WALTER LeCAT, acting art supervisor of Kenyon & Eckhardt's Chicago office, named art supervisor and department head. Other appointments: **LUTHER JOHNSON,** formerly with Young & Rubicam, as senior art director; **RICHARD ERMOYAN,** formerly with Needham, Louis & Brorby, and **JOSEPH CRESS,** formerly with North Adv., as art directors.

FRANK SHER, formerly art director at Earle Ludgin & Co., Chicago, to Clinton E. Frank Inc., that city, in similar capacity.

JAMES A. TACKENBROCK, formerly account executive and member of plans board of MacFarland, Aveyard & Co., Chicago, to BBDO, that city, as account executive.

WALTER J. STRADEL JR., formerly sales representative of Color Process Co., St. Louis, and **LANEY LEE,** formerly program director and production manager of KRCG-TV Jefferson City, Mo., to Gardner Adv. Co., St. Louis, as assistant account executive and radio-tv writer, respectively.

HAROLD MATHEWS, for past three years tv production supervisor at Kenyon & Eckhardt, N.Y., to N. W. Ayer & Son, Phila., service department with duties in broadcast activities of Sealtest Corp.

LEE DAVIS, formerly with Agency Representatives Inc., N.Y., to Dancer-Fitzgerald-Sample, N.Y., as television commercial producer.

CLARK ANDREWS, formerly with National Sales Executives Inc., to N. W. Ayer & Son, N.Y., public relations department; **SUZANNE H. BYERS,** with Ayer's Philadelphia staff from December 1955 to September 1957, rejoins production department; **HENRY E. PRASSE,** formerly with General Electric Co., to agency's Philadelphia outdoor department.

REVA BERGER, formerly with RCA in Frankfurt, Germany, and Bern, Switzerland, to publicity department of Kennedy, Walker & Wooten Inc., Beverly Hills (Calif.) advertising agency.

PAUL E. MARTIN, 61, casting director at N. W. Ayer & Son, N.Y., died Dec. 13 after illness of several weeks. Mr. Martin joined Ayer in 1952 as production supervisor in tv-radio department. Prior to that he was producer-director at NBC and was with Compton Adv. in same capacity.

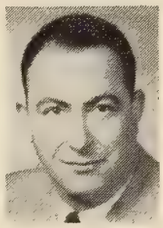
FILM

FRANK NEILL, publicist at 20th Century-Fox for past eight years, named publicity head of 20th Century-Fox Television.

ARTHUR SPIRT, central division manager of Independent Television Corp., resigns, effective immediately.

SAMUEL GANG, National Telefilm Assoc. foreign sales representative for past two years, named foreign sales manager.

NETWORKS



MR. SHAPIRO

JACK SHAPIRO, for past three years regional sales director of Intermountain Network, headquartering in Salt Lake City, appointed v.p. in charge of Denver operations of network.

AUSTIN (PETE) PETERSON, formerly v.p. in charge of Ted Bates & Co.'s Hollywood office, named program consultant, western division, for ABC-TV.

WILLIAM H. DAVIS, CBS-TV Spot Sales account executive in New York, will resign Thursday (Jan. 1) to open New York office of "Golf Digest" magazine.

EARL ZEIGLER, assistant manager, NBC Press and Publicity Dept., Pacific Div., promoted to manager of department. **DONALD E. ALLEN,** staff publicist, appointed manager of NBC Exploitation Dept., Western Div.

SHERMAN ADLER promoted from CBS-TV Spot Sales staff, N.Y., to midwest director of client relations of same organization.

RICHARD BOONE, star of CBS-TV's cowboy series, *Have Gun, Will Travel,* will make his first Broadway appearance in 10 years as Lincoln in Norman Corwin's "The Rivalry," slated to open at Bijou Theatre on Lincoln's birthday, Feb. 12. Mr. Boone will remain with play until June when he returns to Hollywood to resume filming of his CBS-TV series for 1959-60 season.

STATIONS



MR. SZABO

JAMES E. SZABO, account executive with ABC-TV since June, named sales manager of WABC-TV New York.

CHARLIE STONE resigns as v.p. of WJXT (TV) Jacksonville, Fla., Dec. 31 but remains with Washington Post Broadcast Div., Washington Post Co., as consultant.

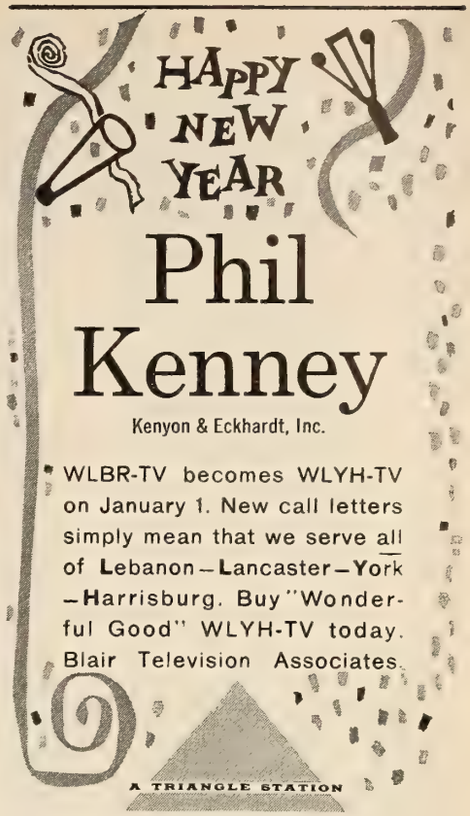
KENNETH J. HANNI, business manager and assistant secretary of Intermountain Broadcasting & Tv Corp. (KDYL-AM-FM and KTVT [TV], all Salt Lake City, Utah), adds duties of assistant to president of corporation.



MR. CARR

THOMAS S. CARR, formerly part owner and station manager of WANN Annapolis, Md., and for past seven years executive secretary and administrative assistant to Maryland Governor Theodore R. McKeldin, to WBAL Baltimore as director of public relations, effective Jan. 19.

FRANK HOVORE, formerly supervisor of sales promotion and advertising at KTTV (TV) Los Angeles, to KRCA (TV), that city, as manager of advertising, press and promotion, replacing **JACK KENASTON,** promoted to KRCA program director.





PEOPLE CONTINUED

JOHN E. METTS, formerly business manager of WHIM Providence, R.I., named director and principal in corporation formed to own and operate WICC-AM-TV Bridgeport, Conn. [CHANGING HANDS, Dec. 22].

WARREN L. BRAUN, assistant general manager and director of engineering of WSVA-AM-FM-TV Harrisonburg, Va., named director of Shenandoah Valley Inc., tourist and business information agency.

CHARLES N. JONES appointed station manager of KFPW Fort Smith, Ark.

CLIFTON KIRK appointed manager of KFSD-FM San Diego, replacing **MASON INGRAM. JAMES PATRICK O'LEARY,** formerly with KBIG Santa Catalina, Calif., to KFSD as d.j.

LELAND F. COOLEY, executive program director of KTLA (TV) Los Angeles and previously producer of NBC-TV's *Perry Como Show,* published first novel titled "The Run for Home."

HERBERT E. BUCK JR., director of sales development and promotion for WCTV (TV) Thomasville, Ga., assumes additional duties of program director.

PETER E. MARTIN, announcer with WHAI Greenfield, Mass., to WDEA Ellsworth, Me., as news director.

WARREN L. BLACKMON, manager of Coral Gables (Fla.) chamber of commerce, to WVCG, that city, in executive and administrative capacity, Jan. 1.

CHUCK DOUGHERTY, KQV Pittsburgh d.j., adds duties of program director, replacing **JOHN GIBBS,** named KQV program-sales coordinator.

JOHN CANDLER, air personality of WDVA Danville, Va., promoted to chief of station's newly-created department of sports and special events. **JANE BRANN** to WDVA as assistant to director of continuity.

JAMES CALVIN PIGG, formerly farm reporter of KPRC Houston, to WBAP-AM-FM-TV Ft. Worth as farm director, succeeding **W. A. (DOC) RUHMANN,** entering private business in Houston.

JACK KROECK appointed farm director for WDAF Kansas City, and **PAUL VOGEL** appointed assistant farm director.

EDWARD J. MARSETT, formerly national sales manger for KIVA (TV) Yuma, Ariz., to KFMB-TV San Diego as account executive. **GEORGE A. PARDON,** formerly with Warner Bros. in public relations, to KFMB as account executive.

ROBERT W. BURROWS, formerly in Cincinnati office of Ziv Television Inc. in special program sales, to WFIE-TV Evansville, Ind., as account executive.

CLOTIS A. BARKER, formerly sales representative with KBHM Branson, Mo., to KCMO Kansas City as account executive. **LAFE R. WILLIAMS,** formerly news director of KFEQ-AM-TV St. Joseph, Mo., to KCMO news department.

LEE DORIAN, formerly account executive with WEZE Boston, to WILD, that city, in similar capacity.

TERRENCE C. ATKINSON, formerly midwest sales director of Hollywood Television Service Inc., division of Republic Pictures, to KYW-TV Cleveland as sales representative.



ROBERT N. KINDRED (seated), formerly sales manager of KOIL Omaha, Neb., has been appointed general manager of KJBS San Francisco, announces Ed Franklin (standing, above), KJBS resident partner. Jack Campbell has been named local sales manager and Gary Gartlund, account executive. Mr. Kindred said that a petition has been filed with the FCC for construction of a new 50 kw transmitter for KJBS. Prior to KOIL, Mr. Kindred was with KOWH Omaha.



MR. AMECHE

JIM AMECHE, veteran radio personality, joins WTOP Washington as m.c. of morning variety program, beginning Jan. 5. Mr. Ameche, who will present similar nighttime program on Mondays, has reportedly taken part in more than 35,000 shows as actor, announcer or m.c.

CRAIG NOEL, director of San Diego's community theatre, Old Globe Theatre, appointed host-director of KDWD (FM) San Diego's program, *Curtain Call.*

DOUG ARTHUR, who began broadcasting career with WTNJ Trenton, N.J., in 1935, to WCAU Philadelphia as air personality.

BILL FOULKES, formerly announcer for KMJ Fresno, Calif., has joined KBIG Avalon (Catalina), Calif., as d.j., replacing **BUD BAKER,** promoted to news writer and newscaster.

GORDON SHAW, formerly air personality of KFRB Fairbanks, Alaska, to KENL Arcata, Calif., in similar capacity.

JOE EASLEY, formerly with KFMK (FM) Houston, to KXYZ, that city, as air personality.

DOC LEMON to KIOA Des Moines as air personality.

ED BONNER to WIL St. Louis as air personality.

J. LESLIE FOX, broadcasting pioneer who founded KFH Wichita, Kan. in 1923 and subsequently served as sales head of WSM Nashville, WMCA New York, WGAR Cleveland, WLS Chicago and KMBC Kansas City, died Dec. 22 in Santa Ana, Calif. Mr. Fox moved to West Coast in 1937 as manager of Los Angeles office of Paul H. Raymer Co., post he held until his retirement in 1947.

REPRESENTATIVES



MR. JENSEN

ROBERT W. JENSEN, formerly sales account executive at WGST and WIIN, both Atlanta, has joined the Atlanta office of Forjoe & Co., station representative, in the capacity of manager of southern sales division.

PROGRAM SERVICES

BILL MIKELS, district sales manager for southwest district of Capitol Records Distributing Corp. in Dallas, promoted to assistant national sales manager of CRDC, Hollywood. **BOB KEELS,** Dallas sales manager, succeeds Mr. Mikels as southwest manager, and **FRANK ANDERSON** moves into Mr. Keels' Dallas post.

THOMAS P. DUGGAN, formerly in CBS Radio's station relations department, appointed Rocky Mountain sales manager of Community Club Services Inc., replacing **GERALD M. HAUSER,** reassigned as southwest sales manager.

PROFESSIONAL SERVICES



MR. PALTRIDGE

J. G. (GIL) PALTRIDGE, formerly station manager of KROW Oakland, Calif., and director of NAB, appointed director of newly-established broadcasting division of Lawrence B. Taylor Inc., Burlingame, Calif. New division will specialize in administrative and technical consultancy.

CONWAY P. COE, v.p., patents, RCA, resigns to practice patent law in Washington, D.C. He will continue to serve RCA as consultant in patent matters.

MERRILL PANITT, managing editor of *Tv Guide,* named editor of magazine, succeeding **WALTER H. ANNENBERG,** president of Triangle Publications Inc. **ALEXANDER H. JOSEPH** promoted from assistant to managing editor, replacing Mr. Panitt.

PHIL R. CURRAN, with UPI since 1933, appointed assistant director of client relations, and **CARL B. MOLANDER,** assistant general sales manager, promoted to sales director.

MANUFACTURING

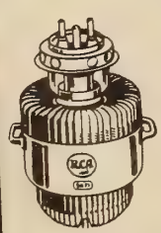
RICHARD E. SEIFERT, formerly with Philco Corp. as midwestern regional sales supervisor for its Lansdale Tube Co. division, named sales planning manager for semiconductor division of Raytheon Mfg. Co., Waltham, Mass. **NATHANIEL H. SPERBER** has resigned as v.p.-public relations at Chambers, Wiswell, Shattuck, Clifford & McMillan Inc., Boston advertising agency, to join Raytheon as publicity manager, effective Jan. 5.

JAMES F. RILEY, formerly with Wearever Alumium Co., Allentown, Pa., named sales engineer for electronic components in Los Angeles office of Corning Glass Works, replacing **HAROLD E. GUMBART,** retiring.

HENDRIX G. BLUE, formerly with Henri, Hurst & McDonald, Chicago, and manager of advertising sales promotion and distribution at Hallicrafters Co., appointed consumer (radio-tv) products advertising manager at Motorola Inc., that city.

EDWARD C. KLUENDER, with General Electric Co. since 1938, named manager of military systems engineering in GE's communication products department, Syracuse, N.Y.

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D. FRANK GRASETT, formerly traffic manager at Needham, Louis & Brorby, Chicago, appointed assistant advertising manager at Gates Radio Co. (electronic equipment), Quincy, Ill.

PERSONNEL RELATIONS

MICHAEL H. FRANKLIN, who became executive director of Writers Guild of America, West, last March, has had his option picked up by WGAW council and his contract confirmed until end of 1960. At his suggestion, council approved appointment of **JOHN SCHALLART,** tv contract administrator, as assistant executive director.

GOVERNMENT

SAM NORRIS, president and chairman of board of Nuclear Corp. of America Inc., N.Y., appointed consultant to director of electronics division, business and defense services administration, U.S. Dept. of Commerce, Washington, D.C.

TRADE ASSNS.



MR. COYNE

ROBERT W. COYNE, formerly executive head of Council of Motion Picture Organizations Inc., elected president of Distilled Spirits Institute, Washington, D.C., trade organization of nation's distillers. Mr. Coyne will assume duties Jan. 1, succeeding **C. K. McCLURE,** of Stitzel-Weller Distillery. **HOWARD T. JONES** will continue in his present position as executive secretary.

JOHN J. BRENNAN, formerly special accounts representative for General Foods Corp., appointed national account executive for Radio Advertising Bureau, N.Y., effective today (Dec. 29).

FOR THE RECORD

Station Authorizations, Applications

Dec. 17 through Dec. 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

ACTIONS BY FCC

WMTW-TV Poland Spring, Me.—Granted application for private tv intercity relay system for off-the-air pickup of programs of WHDH-TV Boston, Mass.

***WMSB, WILX-TV Onondaga, Mich.**—Granted applications to change type transmitters and ant. and make other equipment changes; without prejudice to such action as Commission may take as result of decisions of U. S. Court of Appeals in *Booth Bcstg. Co. v. FCC, Jackson Bcstg. & Television Corp. v. FCC,* and petition for rehearing pending before Commission. WMSB and WILX-TV are share-time stations on ch. 10.

WXEX-TV Petersburg, Va.—Waived Sect. 3.652 (a) of rules and granted station request to allow it to identify itself with Richmond as well as Petersburg.

New Am Stations

ACTIONS BY FCC

Cocoa Beach, Fla.—Mel Wheeler—Granted 1300 kc, 500 w D. P.O. address Box 431, Pensacola, Fla. Announced Dec. 23.

St. Johns, Mich.—Justin F. Marzke—Granted 1580 kc, 1 kw, DA-D. P.O. address 120 N. Clinton Ave., St. Johns. Estimated construction cost $40,056, first year operating cost $46,000, revenue $58,000. Mr. Marzke is in retail electrical appliances sales and service. Announced Dec. 23.

Nebraska City, Neb.—Otoe Bcstg Co.—Granted 1600 kc, 500 w D. P.O. address % E. D. Hundley, 112 East Ninth St., Trenton, Mo. Estimated construction cost $20,607, first year operating cost $36,000, revenue $40,000. Owners are **Edwin D. Hundley** (50%), **Sam M. Arnold** and **Samuel A. Burk** (each 25%). Mr. Hundley is station manager, KTTN Trenton, Mo. Mr. Arnold is 10% partner in KIRX Kirksville, Mo. and 40% partner in **KTTN.** Mr. Burk is 50% partner in KIRX and and 50% partner in KTTN. Announced Dec. 23.

Superior, Neb.—Great Plains Bcstg. Inc.—Granted 1600 kc, 500 w D. P.O. address Melville L. Gleason, Box 354, York, Neb. Estimated construction cost $10,519, first year operating cost $26,400, revenue $33,500. Owners are **Melville L. Gleason** (30%), **Tommy L. Gleason** (30%), **William S. Scott** (20%) and **Gerald Charles Bryan** (20%). Melville Gleason is chief engineer and 51% owner of KAWL York, Neb., and KRSL Russell, Kan. Tommy Gleason is 25% owner of KAWL and KRSL and is salesman for KAWL. Mr. Bryan is manager, KAWL. Mr. Scott is manager KRSL. Announced Dec. 23.

Dover, N. J.—Lion Bcstg. Co.—Granted 1510 kc, 1 kw unl. P.O. address % Richard M. Glassner, 60 Park Pl., Newark, N. J. Estimated construction cost $45,389, first year operating cost $97,560, revenue $117,000. Principals include **Harry L. Goldman** (71%), public service director, WROW and WCDA (TV) Albany, N. Y., and **Leo Rosen** (23.7%), theatre manager. Announced Dec. 23.

Seaside, Ore.—Seaside Bcstg. Co.—Granted 730 kc, 500 w D. P.O. address % John Gillis, 1910 SE Alice Lane, Beaverton, Ore. Estimated construction cost $12,400, first year operating cost $30,000, revenue $35,000. Equal partners are **Jerry B. Dennon,** assistant promotion manager KOIN-AM-FM-TV Portland, Ore. **Ronald L. Rule,** KOIN-TV announcer, and **John P. Gillis,** announcer KRWC Forest Grove, Ore. Announced Dec. 23.

Belle Fourche, S.D.—Joseph Kopp—Granted 1450 kc, 250 w unl. P.O. address 803 Kansas City St., Rapid City, S.D. Estimated construction cost $9,750, first year operating cost $36,900, revenue $46,500. Mr. Kopp until recently was program director, KRSD Rapid City. Announced Dec. 23.

Port Neches, Tex.—Mid-County Radio—Granted 1150 kc, 500 w D. P.O. address 2462 Calder Ave., Beaumont, Tex. Estimated construction cost $24,729, first year operating cost $36,000, revenue $48,000. **Joseph S. Trum,** sole owner, is in advertising. Announced Dec. 23.

APPLICATIONS

De Witt, Ark.—Independent Radio Inc., 1470 kc, 500 w D. P.O. address % **L.R. Luker,** 1523 Main St., North Little Rock. Estimated construction cost $18,537, first year operating cost $55,000, revenue $65,000. Owners are Mr. Luker (50%) and seven others. Mr. Luker is former stockholder in KNLR North Little Rock. Announced Dec. 18.

Tracy, Calif.—John P. Gallagher, 710 kc, 500 w unl. P.O. address % Visual Electronics, 342 W. 20th St., New York. Estimated construction cost $82,792, first year operating cost $60,000, revenue $72,000. Mr. Gallagher owns KPAT Idaho Falls, Idaho, and WOOW Washington, N.C. Announced Dec. 23.

Kannapolis, N.C.—Foy T. Hinson, 1460 kc, 500 w D. P.O. address 293 Oak St. Estimated construction cost $19,745, first year operating cost



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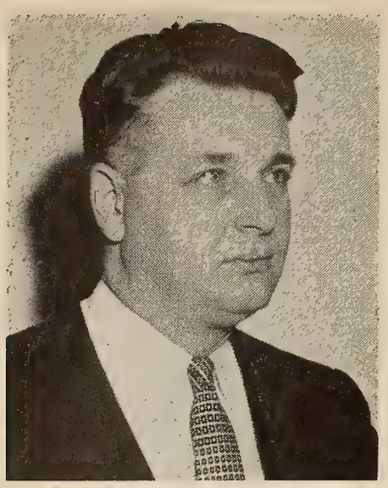
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ABC-TV Channel 15
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FOR THE RECORD CONTINUED

$36,000, revenue $40,000. Mr. Hinson, sole owner, has record and radio service shop. Announced Dec. 18.

Beaverton, Ore.—Twin Cities Bcstg. Co., 860 kc, 250 w D. P.O. address Box 345, Forest Grove, Ore. Estimated construction cost $11,665, first year operating cost $50,000, revenue $62,000. Applicant is owned by **Mr. and Mrs. Irving V. Schmidtke** who have operated radio-tv "clinic." Announced Dec. 22.

Existing Am Stations

ACTIONS BY FCC

WQIK Jacksonville, Fla.—Granted increase of power from 1 kw to 5 kw on 1280 kc, continued daytime operation; engineering condition; remote control permitted. Announced Dec. 23.

WPRT Prestonsburg, Ky.—Granted increase of power from 1 kw to 5 kw, using DA, continuing operation on 960 kc D; engineering condition. Announced Dec. 23.

KQAQ Austin, Minn.—Granted increase of power from 1 kw to 5 kw on 970 kc, continued DA-D operation; engineering conditions. Announced Dec. 23.

KXL Portland, Ore.—Being advised that application, to increase power from 10 kw to 50 kw, continuing operation on 750 kc DA-1, L-WSB, change trans. and studio location, and to make changes in DA system, is being returned to pending file pending determination of rule making in clear channel proceeding. Announced Dec. 23.

APPLICATIONS

KVFD Fort Dodge, Iowa—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

WSIP Paintsville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KBCL Bossier City, La.—Mod. of license to change studio location and remote control point to Commercial Bank Bldg., Texas and Market Sts,. Shreveport, La., and change station location from Bossier City, La., to Shreveport, La.

KDOV Medford, Ore.—Cp to change frequency from 1300 kc to 580 kc; decrease power from 5 kw to 500 w; install new trans.

WTUC Union City, Tenn.—Cp to change frequency from 1580 kc to 940 kc and make changes in ant. system and changes in ground system.

WTON Staunton, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KEDO Longview, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPFP Park Falls, Wis.—Cp to increase daytime power from 250 w to 1 kw, make changes in ant. system (increase height) and install new trans.

New Fm Stations

ACTIONS BY FCC

San Luis Obispo, Calif.—KATY Inc.—Granted 99.9 mc, 3.77 kw. P.O. address Box 700. Estimated construction cost $9,920, first year operating cost $11,800, revenue $15,600. Applicant is licensee of KATY San Luis Obispo. Announced Dec. 23.

Portland, Me.—Casco Bcstrs. Corp.—Granted 97.9 mc, 10 kw. P.O. address 212 Middle St. Estimated construction cost $14,515, first year operating cost $15,000, revenue $20,000. **Sherwood J. Tarlow** (50%) also has interest in WHIL Medford (94%) and WARE Ware (51%), both Massachusetts; WHYE Roanoke, Va. (35%); WWOK Charlotte, N.C. (51%), and is buying 51% of WJBW New Orleans. **Faust Couture** (25%) owns 99.6% of Twin City Bcstg. Co. (WCOU-AM-FM Lewiston, and WFAU Augusta, both Maine; 25% of WLOB Portland and 33⅓% of WGUY Bangor, both Maine. **Melvin L. Stone** (25%) owns 76.72% of WRUM Rumford, 55.49% of WGHM Skowhegan, 25% of WLOB Portland and 33⅓% of WSME Sanford, all Maine. Announced Dec. 23.

APPLICATION

Shreveport, La.—Good Music Inc., 96.5 mc, 10.9 kw. P.O. address Box 727. Estimated construction cost $4,200, first year operating cost $5,000, revenue $7,000. Applicant is licensee of KBCL Bossier City, La. Announced Dec. 18.

Ownership Changes

ACTIONS BY FCC

WBYE Calera, Ala.—Granted assignment of license to **Shelby County Advertising Corp. (Ralph W. Sears,** president); consideration $50,000. Announced Dec. 23.

KBET-TV Sacramento, Calif.—Granted transfer of control from **John H. Schacht,** et al., to **Great Western Bcstg. Corp. (J. H. Whitney & Co.);** consideration $4,539,978. Comr. Bartley dissented. Transferee has interest in WISH-AM-TV Indianapolis; WANE-AM-TV Ft. Wayne; KOTV (TV) Tulsa, and KGUL-TV Houston. Announced Dec. 23.

KITO San Bernardino, Calif.—Granted transfer of control from **Marshall S. Neal,** et al., to **Myer Feldman, Arnold S. Lerner and Raymond Ruff;** consideration $179,435. Announced Dec. 23.

WHCT (TV) Hartford, Conn.—Granted assignment of licenses to **Capitol Bcstg. Inc. (E. D. Taddei,** president); consideration $250,000. Announced Dec. 23.

WJBS Deland, Fla.—Granted assignment of license to **James Ayers and Charles B. Britt,** d/b as **Radio Station WJBS;** consideration $65,000. Mr. Britt is major owner of WIRY Plattsburgh, N.Y., and Mr. Ayers has interest in WUSN-TV Charleston, S.C. Announced Dec. 23.

WFRP Savannah, Ga.—Granted assignment of license to **Fisher Bcstg. Co. (Albert T. and Elizabeth B. Fisher and James J. Duffy Jr);** consideration $87,500. Announced Dec. 23.

KATE Albert Lea, Minn.—Granted transfer of control and assignment of license to **Albert Lea Bcstg. Co. (H.N. Cardozo Jr.,** president); consideration $150,000. **Richard K. Power,** assignee, vice president, has interest in WAVN Stillwater, Minn.; WCMP Pine City, Minn., and WDBQ Dubuque, Iowa. Announced Dec. 23.

KDRO-TV Sedalia, Mo.—Granted transfer of control from **Milton J. Hinlein,** et al., to **Cook Paint and Varnish Co.** (KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan.); consideration $50,000. Announced Dec. 23.

KWRC Pendleton, Ore.—Granted assignment of license to **WSC Bcstg. Co. of Oregon Inc. (Fred W. Stevens,** president); consideration $37,500. Announced Dec. 23.

WTEL Philadelphia, Pa.—Granted assignment of license to **WTEL Inc. (John E. and George D. Hopkinson and Quentin C. Sturm,** owners of WKAB Mobile, Ala. Mr. Sturm also has interest in WLOI LaPorte, Ind.); consideration $450,000. Announced Dec. 23.

WGRF Aguadilla, P.R.—Granted transfer of control from **Guillermo Ramos Ferreri,** et al., to **Manuel Alberto Cabrera** (interest in WNIK Arecibo, P.R.); consideration $21,000. Announced Dec. 23.

KACT Andrews, Tex.—Granted assignment of license to **Clint Formby** (interest in KPAN Hereford, and KTUE Tulia, Tex.); consideration $65,000. Announced Dec. 23.

KSIJ Gladewater, Tex.—Granted assignment of license from executors of estate of **T.W. Lee,** deceased, to **Frank O. Myers,** tr/as **Gregg County Bcstg. Co.;** consideration $60,000. Mr. Myers has interest in KAMD Camden, Ark. Announced Dec. 23.

KGA Spokane, Wash.—Granted relinquishment of positive control by **L.F. Gran** through transfer of 43% (out of his 60%) interest to **H-R Representatives Inc. Profit Sharing Trust, Soren H. Munkhof, Jack and Mary Ellis, Stanley H. Guyer and Joseph M. Baisch;** consideration $4,300. Announced Dec. 23.

APPLICATIONS

KOSY Texarkana, Ark.—Seeks assignment of license from **W. Decker Smith** and **A.L. Davis,** d/b as **Gateway Bcstg. Co.** to Mr. Smith who is buying his partner's 50% for $50,000. Announced Dec. 23.

WZIP Covington, Ky.—Seeks assignment of license and cp from **WZIP Bcstg. Inc.** to **Greater Cincinnati Radio Inc.** for approximately $200,000. Buyers are equal partners **Edward Skotch,** freelance program producer in Hollywood; **Donald Balsamo,** ABC local salesman, Chicago and Hollywood, and **Monte Fassnacht,** president-technical director, Civic Opera House, Chicago. Announced Dec. 18.

KTOW Oklahoma City, Okla.—Seeks assignment of license from **Citizens Bcstg. Co. of Okla.** to **KTOW Inc.** for $150,000. Buyers are **William D. Schueler,** 20%; **Paul E. Taft, James M. Stewart** and **F. Kirt Johnson,** each 26.6%. Same group owns KJIM Fort Worth, Tex. Mr. Taft owns KHGM (FM) Houston and 10% of KGUL-TV Galveston - Houston, both Texas. Announced Dec. 22.

WKMC Roaring Spring, Pa.—Seeks transfer of control of licensee **(Cove Bcstg. Co.)** from **C.I. Metzger, Leonard Stoudnour, Carl W. Kensinger, Quinter Showalter, Dale Detwiler, Blair Bice, Lloyd King, Raymond Honsaker** and **Rex Hershberger** to Messrs. Kensinger and Bice, and **Sheldon F. Horton, Walter O. Kramp,** and **Melvin H., Amos C., Marion F.** and **Boyd E. Shaw,** each to own less than 20%. Approximately $54,000 is involved in transaction. Announced Dec. 18.

KLYN Amarillo, Tex.—Seeks assignment of license and cp from **E. Boyd Whitney** and **Arthur L. Nichols,** d/b as **Nichols-Whitney Bcstrs.,** to **Radio KLYN Inc.** for $147,000. Buyers are equal partners **Jay J.G. Schatz** and **G.E. Miller,** who also share ownership of KOKE Austin, Tex. Announced Dec. 22.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Nov. 10 initial decision and granted application of Lion Bcstg. Co. for new am station to operate on 1510 kc, 1 kw DA unl., in Dover, N.J.

By memorandum opinion and order, Commission granted petition for reconsideration by Kankakee Daily Journal Co. and granted without hearing its application to change operation of station WKAN Kankakee, Ill., on 1320 kc, from 1 kw D to 500 w-N, 1 kw-LS, DA-N; amended

Sept. 19 hearing order to remove WKAN application from hearing.

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) denying protests of Valley Telecasting Co. (WFRV-TV, ch. 5) and Norbertine Fathers (WBAY-TV, ch. 2), both Green Bay, Wis., and (2) affirming Mar. 19 grant of application to transfer control of M & M Bcstg. Co. (WMAM and WMBV-TV, ch. 11), Marinette, Wis., from William Walker, et al., to Evening Telegram Co., Norman M. Postles and Walter C. Bridges. Announced Dec. 22.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of WSBC Bcstg. Co. for new Class B fm station to operate on 93.1 mc in Chicago, Ill., and denying similar application of Electronic Music Co. which was in default for failure to appear and prosecute. Announced Dec. 23.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Broadcast Bureau and enlarged hearing issues on application of Santa Monica Bcstg. Co. for new Class A fm station in Santa Monica, Calif. Announced Dec. 23.

By memorandum opinion and order, Commission granted petition by Walter G. Allen, Huntsville, Ala., and reversed hearing examiner's order of April 21 which quashed notice by Mr. Allen to take deposition in proceeding involving his application and that of Marshall County Bcstg. Co., Arab, Ala., for new am stations to operate on 1380 kc, 1 kw D. Announced Dec. 23.

By memorandum opinion and order, Commission denied motion by Price Broadcasters Inc., Frederick, Md., to dismiss application of Monocacy Bcstg. Co., Gettysburg, Pa.; ordered Monocacy to file within 20 days of release of memorandum opinion appropriate amendment to its application reflecting change in legal status of holders of its stock and, if in proper from, amendment will be accepted. Price, Monocacy and Times and News Publishing Co. (WGET), Gettysburg, are in consolidated hearing involving 1320 kc. Announced Dec. 23.

By memorandum opinion and order, Commission granted in part to extent of reversing hearing examiner's ruling on taking of depositions, and denied in all other respects four petitions by Joseph M. Ripley Inc., Jacksonville, Fla., for review of examiner's rulings on Mr. Ripley's petitions in proceeding on its application and that of Dan Richardson, Orange Park, Fla., for new am stations; ordered that intemporate language contained in Ripley petitions be stricken. Chairman Doerfer not participating. (Initial decision of Aug. 19 looked toward granting Richardson application and denying Ripley.) Announced Dec. 23.

By memorandum opinion and order, Commission denied petition by Summit Radio Corp. (WAKR-TV, ch. 49), Akron, Ohio, for reconsideration of April 23 report and order which denied all proposals and counterproposals in rule making proceeding proposing to shift tv ch. 12 from Erie, Pa., to Akron or Cleveland-Akron, Ohio, and to shift ch. 12 from Flint, Mich., to Saginaw-Bay City-Flint, Mich., and which terminated proceeding. Chairman Doerfer concurred in result and issued statement; Comr. Ford issued concurring statement. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Plains Television Corp. (WCHU [TV], ch. 33), Champaign, Ill., for reconsideration of Mar. 21 memorandum opinion and order which denied petitions by Plains and by Prairie Television Corp. (WTVP [TV], ch. 17), Decatur, Ill., to deintermix the Champaign-Urbana, Ill., area by deleting ch. 3, neither petitioner proposing that ch. 3 be reassigned to any specific community, and which denied alternate proposal by Prairie to reserve ch. 3 for educational use in Champaign-Urbana in lieu of ch. *12, assign latter channel to Lafayette, Ind., for commercial use, and add ch. 64 to Champaign-Urbana; also denied Plains request that Nov. 5 tv grant of renewal of license to Midwest Television Inc., for station WCIA (TV) on ch. 3 in Champaign be conditioned to steps to be taken to require WCIA (TV) to institute uhf operation. Chairman Doerfer concurred in result and issued statement; Comr. Ford issued concurring statement. Announced Dec. 22.

By memorandum opinion and order, Commission (1) denied petition by KCOR Inc. (KCOR-TV, ch. 41), San Antonio, Tex., for reconsideration of that part of Mar. 3 memorandum opinion and order which rejected that company's proposal to permit sharing to ch. *9 with educational interests in San Antonio, and denied KCOR's request for institution of formal rule making to determine the status of educational tv in San Antonio, and (2) deferred action on KCOR petition for rule making proceedings to assign ch. 2 to Bandera, Tex. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Star Bcstg. Co. (WCBF-TV, ch. 15), Rochester, N.Y., for reconsideration of Sept. 9, 1957 report and order which, among other things, assigned ch. 13 to Albany-Schenectady-Troy, N.Y., so as to assign that channel to Rochester as well. Memorandum opinion pointed out that Commission is continuing to study allocation of tv channels in Rochester area, and if it should appear that additional vhf channel can be assigned to that city, it will institute rulemaking designed to achieve this end, and emphasized that it is not now passing on Star's petition filed Oct. 30, 1957, urging assignment of ch. 13 to Rochester. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Lafayette Bcstg. Inc. (WFAM-TV, ch. 59), Lafayette, Ind., for reconsideration and evidentiary hearing directed toward April 7 report and order which rejected that company's proposal to shift ch. 10 from Terre Haute, Ind., to Lafayette and proposal by Northwestern Publishing Co. (WDAN-TV, ch. 24), Danville, Ill., to shift ch. 10 from Terre Haute to Danville, which terminated proceeding.

Commission granted application of Supreme Bcstg. Co. (WJMR-TV, ch. 20), New Orleans, La., for temporary authority to operate on ch. 13 (Biloxi, Miss., assignment), in New Orleans, with ERP 94.5 kw vis. and 47.2 kw aur.; ant. 240 ft., for period of 30 days from Jan. 1, 1959, subject to following conditions: (a) That on or before Dec. 29, 1958, joint application for temporary authority to operate on ch. 13 after Jan. 31, 1959, shall be filed by Supreme Broadcasting Co., Oklahoma Television Corp. and Coastal Television Co.; (b) that this temporary authorization shall be of no effect unless terms set forth in condition "a" above are met; (c) that operation on ch. 13 by Supreme pursuant to this authorization shall not commence unless and until Commission has acted favorably upon joint application referred to in condition "a" above; (d) that operation on ch. 13 at New Orleans shall cease at such time as regularly authorized television service commences in New Orleans on ch. 12 but in no event is to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss.; (e) that no advantage in comparative hearing for regular operation on ch. 12 in New Orleans will accrue to Supreme Broadcasting Co. as result of any expenditure of funds by Supreme pursuant to temporary authorization herein; nor will any preference redound to Supreme by virtue of temporary operation. Announced Dec. 18.

Abacoa Radio Corp., Arecibo, P.R.; Western Bcstg. Corp. of Puerto Rico; Jose A. Bechara Jr., A. Gimenez-Aguayo and **Reynaldo Barletta, Aguadilla, P.R.**
—Designated for consolidated hearing applications for new tv stations to operate on ch. 12.

Intrastate Bcstrs., Pomona-Claremont, Calif.—

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NATION-WIDE
NEGOTIATIONS · FINANCING · APPRAISALS



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Metropolitan Western market facility with exceptional record of volume and profits that can be improved in this rapidly expanding area. $400,000 with attractive terms available to qualified buyer.

GULF COAST DAYTIMER
$80,000
This is the only radio station in the market and is located in one of the top growth counties in the Nation. $40,000 down with the balance on terms.

MID-WEST DAYTIMER
$90,000
For quick action. Profitable daytimer for owner-operator. $20,000 down, long terms if additional collateral available.

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$225,000
Low frequency, with 5000 watt power. Top ratings in the market. Currently profitable with good potential. 29% down and terms.

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TO 1-6727

WASHINGTON, D. C.
1737 DeSales St., N.W.
EX 3-3456

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 23

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	52	114	586
FM	544	32	116	70
TV	431[1]	85	102	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 23

	VHF	UHF	TOTAL
COMMERCIAL	435	81	516[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs DELETED	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Designated for hearing application for new am station to operate on 1220 kc, 250 w DA, D; made KGFJ Los Angeles, party to proceeding.

John H. Phipps, Georgia State Board of Education, Waycross, Ga.—Designated for consolidated hearing applications for new commercial tv stations to operate on ch. 8.

Routine Roundup

BROADCAST ACTIONS
By Broadcast Bureau
Actions of Dec. 19

KELS (FM) Nacogdoches, Tex.—Granted request for cancellation of license and deletion of call letters.

WDUL-TV Duluth, Minn.—Granted assignment of cp to WDUL Television Corp.

WIBG-FM Philadelphia, Pa.—Granted authority to remain silent from Dec. 24 to Mar. 24, 1959, to complete construction.

WSON-FM Henderson, Ky.—Granted authority to operate on reduced power for period ending Mar. 12, 1959, pending filing and approval of application for reduced power.

Marietta Investment Corp., San Diego and Bakersfield, Calif.—Granted mod. of cp and licenses to change name to Marietta Broadcasting Inc.

Actions of Dec. 18

Granted licenses for following am stations: WSRA Milton, Fla.; WJSO Jonesboro, Tenn.; WEEN Lafayette, Tenn.; WTLO Somersett, Ky., conditions; WWIZ Lorain, Ohio.

WQAM Miami, Fla.—Granted license covering installation of new aux. trans. and ant. at studio location for aux. purposes only; remote control permitted.

WWNY Watertown, N.Y.—Granted license covering installation of new trans.

KTXL San Angelo, Tex.—Granted license covering change in ant.-trans. location, studio location and remote control point and changes in ant. and ground system.

WACO Waco, Tex.—Granted license covering move of aux. trans. to studio location and installation of new aux. ant.-ground system and deletion of remote control operation of aux. trans.

KYSN Colorado Springs, Colo.—Granted license covering change in power, hours of operation, installation of DA-N and changes in ground system.

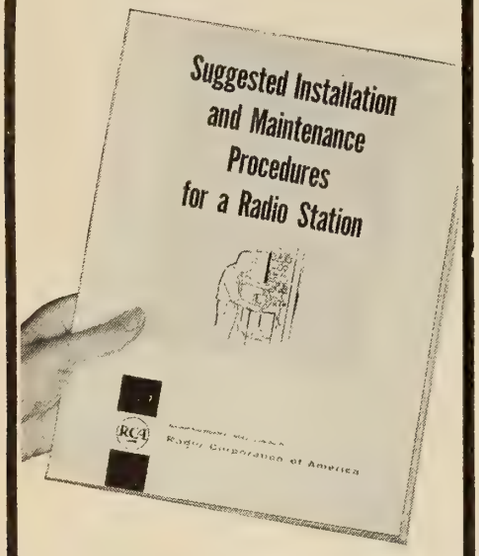
KPET Lamesa, Tex.—Granted license covering installation of new trans.

WWNY Watertown, N.Y.—Granted license to use old main trans. as aux. trans. at main trans. site and mod. of license to operate aux. trans. by remote control while using nondirectional ant.

WBNX New York, N.Y.—Granted license covering installation of new trans. as aux. trans. at main trans. site.

KXGI Fort Madison, Iowa—Granted cp to install new trans.

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RADIO

Help Wanted

Modern radio's outstanding chain expanding. Number one station top ten market adding live-wire, fast-paced announcers, hard-hitting salesmen. Rush tape, snapshot, data. General Manager Box 133H, BROADCASTING.

Management

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

Florida. Top-rated, "modern sound", independent in big metropolitan market wants to add salesman. Highly competitive nature of market requires young aggressive man with solid all-around radio experience. Salary guarantee. Ideal living conditions for family. Send resume, references and photo. Box 132H, BROADCASTING.

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market, needs experienced, aggressive salesman. Must be high type man interested in permanent future. Merchandising background essential, outstanding sales ability a must. Box 198H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff

Really good salesman wanted immediately for really tough upstate market. Really good pay. Phone Jack Oranch at Saratoga Springs 4300.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Metropolitan market in southwest has immediate opening for announcer who can sell adult audience. Send tape and complete background to Box 178H, BROADCASTING. Our employees know of this ad.

Station in large southern chain looking for top morning dj. Adult audience station. Money no object for right man. Must have tape and experience first letter. Confidential. Box 114G, BROADCASTING.

Announcer—Experienced, married, versatile, dependable. Western Ohio. Box 135H, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

Pennsylvania daytimer seeks experienced announcer for news and music work. Combo operation. Send tape—resume—expected salary first letter. Box 147H, BROADCASTING.

Need experienced announcer for staff work and play-by-play. Send tape, photo, personal history. Single station market, college town. Box 189H, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer wanted afternoon shift. Pleasant, informal operation. Send tape, resume to KROX, Crookston, Minn.

Wanted, staff announcer. Excellent opportunity for advancement, insurance and vacation benefits. Apply Paul Rahders, Program Director, KSDN, Aberdeen, S. Dakota.

Staff man for expanding music and news operation. Progressive daytimer in growing city. Rush tape and resume to Al Kahn, WAGR, Lumberton, N.C.

Progressive eastern Connecticut independent station needs night announcer. Experienced in disc jockey and news writing. Send tape and resume to Art Bouldin, WICH, Norwich, Conn.

Announcer — young man seeking future with small station chain. Must be able to pull regular announcing shift plus news. Must type and be willing to learn to write copy and handle music. $50.00 week to start; excellent opportunity for advancement at several stations. WKUL, Cullman, Ala.

Florida coast station wants announcer-copywriter. May sell if desired. Contact Robin Bright, WRMF, Titusville, Fla.

Technical

Chief engineer for am, fm and tv. A very good permanent position for the right man. Box 154H, BROADCASTING.

Growing eastern fm network needs experienced field engineer for responsible position. Must be willing to travel. No air work. Send resume and salary requirements. All answers confidential. Box 168H, BROADCASTING.

Chief engineer. Virginia, Piedmont area. $135.00 per week. Want mature man attentive to new equipment, imaginative to equipment uses, solid background. Announcing ability will count too. All information first letter. Replies confidential. Box 173H, BROADCASTING.

Chief engineer-announcer wanted for 5,000 watt independent daytimer in midwest small town. Must be able to maintain Gates unattended operation efficiently and do fair announcing. Good pay, easy hours. Send complete details and tape to Box 191H, BROADCASTING.

Chief engineer capable of handling 1000 watt station. Pleasant midwest city of 60,000. Combination man preferred. Good starting salary. Send resume. Box 205H. BROADCASTING.

Immediate opening for chief engineer for one of Montana's leading stations. 250 watt RCA equipped with alternate main transmitter. Good pay. Good working conditions. Excellent medical hospital, pension plan. Contact I.A. Elliot, Manager, KATL, Miles City, Montana.

Chief engineer for light afternoon announcing shift and maintenance. WHIT, New Bern, N.C.

Delaware. Transmitter engineer with first ticket for WAMS, Wilmington. Chance for advancement in 8-station radio-tv chain. No announcing required. Contact Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Attention: Newsmen looking for a news gathering-airing opportunity. Local station, medium size market, in midwest needs news director capable of gathering news on phone. Local news is what we want. We are located in an ideal city to raise a family. Send full details and tape, care Box 112H, BROADCASTING.

Ohio station needs experienced pd who knows programming, local news, station promotion, commercial spot and program production. Send complete information re past experience, personal history, tape, photo and references. Material held confidential and will be returned. Box 182H, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity writer at leading midwest radio and tv station. Better than average salary and working conditions. Ideal opportunity. Send resume and copy samples to Box 193H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market needs program idea and production man. Ability to develop local programming and produce programs essential. Future, unlimited. Send complete background information, photo and tape, also experienced local news man. Box 199H, BROADCASTING.

Opening after January 1 for good newsman with good delivery. Must be able to report, write and air the news in one of midwest's best medium market radio tv newsrooms. 5 kw radio, full power vhf tv affiliated with NBC. Guaranteed income plan double time for holidays, etc. Send tape, picture and salary required. Box 207H, BROADCASTING.

Male or female copywriter. Experience unnecescary if talented and ambitious. Fifty to start. 39 hours. Write fully. WHIT, New Bern, N.C.

RADIO

Situations Wanted

Experienced young man, currently running vast highly successful and varied music production service blanketing entire broadcasting industry for large corporation. Seeking opportunity as music and program director with possibility of business affiliation. Wide national credits and proven commercial knowhow. Box 177H, BROADCASTING.

Management

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

Manager or commercial manager. If you are 100% satisfied with your station revenue this advertisement will not appeal to you. However, if you know you are not getting the business that you should, then let's get together and discuss your market. Experienced. Box 152H, BROADCASTING.

Mr. Station Owner: Am seeking manager or sales manager position either radio or television. Presently successful manager radio operation. Highest references. Trippled present stations worth in 2½ years. Married (for 10 years), 35, family man. Seeking permanent opportunity. Fully trained all phases radio or television. 15 years experience. Strong on sales and ideas. Personable and hard working. Reply Box 164H, BROADCASTING.

Manager or commercial manager. Experienced in local, regional and national sales plus managerial capability acquired through actual experience. Interested in radio or television. References. Box 166H, BROADCASTING.

Program director, modern, record of wins with original ideas, reasonably priced to medium or large market station offering security and opportunity. Know group formats, hard worker, top ratings, nine years, stable, sober, good credit, references, family. Now in one of nation's top 50 markets. Box 170H, BROADCASTING.

Manager of NBC affiliate in 3-station market wants to relocate in south. Young man, 23, married, 5 years in radio. Young but stable. Minimum starting salary $125 per week. Box 174H, BROADCASTING.

Manager. Thoroughly experienced legman type manager. Good imagination and concept leading to good volume of business. Box 195H, BROADCASTING.

Small market manager or sales manager. South or southerners preferred. Box 197H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager just resigned looking to relocate. Strong, proven record, radio and tv. Well known to all agencies across the country. Excellent references. Box 206H, BROADCASTING.

Profitable investment in experienced manpower within your reach. I offer 13 years experience in all phases radio and tv management, sales and talent, including new stations. Five years active top echelon management, four years network talent, proven sales record. Labor relations, production, film, sales, merchandising. Leaving one of Industry's best-known operators January 1 for assistant or general manager post with aggressive station, radio or tv, in promising market anywhere. Full details and personal interview on request. Write or wire Box 208H, BROADCASTING.

Sales

Radio-tv sales executive, 10 years experience, desires position as national sales manager, New York-Philadelphia for multiple station group. Excellent references. Box 176H, BROADCASTING.

Assistant manager, now employed, desires greater opportunity in sales, sales experience limited due to present organization. Box 188H, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Personality-dj; strong copy, sales, gimmicks. Cooperative, reliable. Operate board. 882G, BROADCASTING.

Staff announcer, strong on news. Light experience but well trained. Mature, college, broadcasting school. Go anywhere. Tape and resume on request. Box 106H, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 142H, BROADCASTING.

Attention, progressive am and fm'ers—young budding dj-announcer looking for first job, just completed radio course, specializes in adult pop music programming, some jazz, little or no top 40. Will settle anywhere immediately. For tape, photo, resume, write Box 151H, BROADCASTING.

Announcer young, married, radio-tv 5 years, 3 years medium market. Desire to move up. Tape, photo, resume, references on request. Box 161H, BROADCASTING.

Ten years experience: AM and some tv and announcing, prefer far west. Box 163H, BROADCASTING.

Have top rating, will travel. Young, married deejay wishes relocation and pay raise. Currently with number 1 top 50 station in major southern market. Gimmicks, a specialty. Box 167H, BROADCASTING.

No gimmicks, just straight adult talk that is presently proving itself in Chicago. Want station in large market. Married and will travel. Box 169H, BROADCASTING.

Announcer—just breaking into game, needs experience. Graduate of Boston radio school. Box 175H, BROADCASTING.

Good country dj. 11 years in country music. 3 years country dj. Veteran, family, want permanency. Have third ticket. Box 179H, BROADCASTING.

Country and western and pop dj. Go anywhere. Tape and resume. Box 180H, BROADCASTING.

Announcer, first phone. Prefer no maintenance. Can do preventative, $80, no car. Box 181H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Chicago newscaster-newsman. Top station experience. All phases: mobile unit, commentary. Desire metropolitan station. Solid writer, excellent delivery. Box 183H, BROADCASTING.

Experienced announcer, southwest, desires move east or midwest. Now in market over 500,000. Can hold larger. 1st phone. No maintenance. Family. References. Tape. Box 184H, BROADCASTING.

DJ, 4 years experience, good news, sports, music and copy. Desires Great Lakes region. Box 186H, BROADCASTING.

Goofed! Production-minded dj desires return to medium or metropolitan market immediately. Excellent ratings, musician, family, veteran. Prefer Balaban, Storz, McClendon. Consider all sharp organizations. Box 192H, BROADCASTING.

Relaxed, unique style. Perfect late or all nite. New, experienced. Box 201H, BROADCASTING.

South only — announcer-continuity writer. 10 years experience, 32, single, available immediately. Phone: Durham, N.C., 8-4786. Write Box 204H, BROADCASTING.

Contact us for announcers. Calumet Broadcasting, 618 Broadway, Gary, Indiana. Turner 5-3038.

Jack Wandell—Alaska's top radio personality—highest Hooper, Pulse rating in new state; available immediately, $100 per week minimum. 15 years experience, all phases of broadcasting: DJ, newscasting and editing, winner: Alaska Press Club Award, AP News Award. Married, temperate, an industrious 32. Work in city of 80,000 population minimum. Tape and references upon request. Contact: Jack Wandell, 707 Park Avenue, Mechanicville, New York.

Technical

First phone, experienced transmitter, control room, remotes and equipment construction. Box 130H, BROADCASTING.

Available now, first phone combo, have built stations. Experienced. Contact Grant at—phone 2622, Whitesburg, Kentucky.

Recent graduate desires career. Radio-television transmitter maintenance, etc. First phone, relocate. Keith, 304 So. Winnetka, Dallas, Texas.

Production-Programming, Others

Presently assistant manager, desire larger market. Some sales and airwork if desired. Can do play-by-play. Box 187H, BROADCASTING.

Newsman, prefer station desiring solid news, no fender-benders. Experience—radio news director, tv news editor, newspaper reporter. Calm, authoritative style. College degree, vet., 25, family. Member, SDX. Box 190H, BROADCASTING.

Newsman—competent reporter, writer, 7 years radio-newspaper experience, professional delivery, best references, college, car, working, interested radio and/or tv. Box 200H, BROADCASTING.

Special events, straight re-write or delicate twist to lightness. News announcer, reporter, interviewer and mc. Good references. Currently employed. Joe Coggins, 612 Elm St., Kearny, N.J., WYman 8-1698.

TELEVISION

Help Wanted

Sales

Salesman wanted. Excellent opportunity for experienced television time salesman. Send details first letter to Sales Manager, WHCT, 555 Asylum St., Hartford, Conn.

Announcer

Staff announcer radio and tv, New York state. Able to "hard sell" when necessary, operate as combination man on radio, handle some in-studio sports reporting. Box 171H, BROADCASTING.

Technical

Experienced chief engineer for midwest CBS station. Top salary. Excellent working conditions. Stock option plan. Administrative and construction experience essential. Personal interview a requisite. Include educational background, television commercial experience, past earnings, record and references. Box 120H, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Well established mid-southern vhf station has excellent opening for licensed video engineer. Please send complete resume and recent photo. Box 172H, BROADCASTING.

Television transmitter engineer, first class license, operational and maintenance experience with RCA transmitter essential. Top salary to right man. Give full details of experience. Box 202H, BROADCASTING.

Televison transmitter supervisor to take charge of personnel, operations and maintenance of RCA TT25BL transmitter. Great Lakes location, start $125 per week. Write Box 203H, BROADCASTING, including complete qualifications.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador, C.A.

Vacancy for television engineer. Permanent job, good climate. Would consider hard working radio engineer who wants to learn television. Send complete details including small snapshot to Manager, KSWS-TV, Roswell, New Mexico.

Production-Programming, Others

Creative director for expanding vhf. Experience in programming, film and continuity. Top level job. Will work with advertisers and salesmen in building programming for KCRG-TV, Cedar Rapids, Iowa. State salary requirements. Write Redd Gardner, General Manager.

Promotion assistant with some experience for KCRG-TV, Cedar Rapids, Iowa. State starting salary and background in reply. Unusual opportunity to really learn promotion and publicity work for stable person. Write Redd Gardner, General Manager.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales manager or general manager. It's too late to do anything about the business you lost in 1958 but how about 1959? A practical, experienced, well regarded broadcaster is available. Box 153H, BROADCASTING.

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily. Ted Weber, Parkway House, Philadelphia 30, Pa.

Sales

Midwest major market experience. Former farm editor. Versatile radio-tv background. Family man. Mature, not old. No hot-shot or high pressure artist. Prefer upper midwest. Box 102H, BROADCASTING.

Progressive television sales record, radio commercial management experience, educated, married. Box 196H, BROADCASTING.

Announcer

Newsman with professional skill. Refreshingly clear style. Will do radio and/or television. Network and local news background. Box 165H, BROADCASTING.

Technical

Qualified young man seeks position in engineering dept. Have first phone, will travel, available immediately. Box 210H, BROADCASTING.

Maintenance and control-room operation, first phone, excellent training, qualified young man desires position in tv broadcasting. Available immediately. Box 211H, BROADCASTING.

Production-Programming, Others

Production manager: 8 years radio-tv; film, directing, announcing. Currently production manager small market tv. Married, 30, vet, grad. Will relocate anywhere. Box 185H, BROADCASTING.

FOR SALE

Stations

True: Top station in excellent area. **$95,000** cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Central West Virginia 500 watt independent daytimer—can go 1 kilowatt. New equipment. Some real estate. 1957 gross $40,000, 1958 slightly less. Absentee ownership wants $55,000, third down, terms. Box 194H, BROADCASTING.

KCHS, Truth-or-Consequences, New Mexico at $48,000 this week. (We told you it would go down $1,000 per week.) Happy New Year KCHS, Box 351, Truth-or-Consequences, New Mexico.

Gulf south medium market stations (3), prices ranging $50,000 to $90,000, some terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

West Texas secondary market fulltimer. $77,000, 29% down, 10 years payout. Patt McDonald, Box 9322, Austin, Texas, GL 3-8080.

Arkansas single market 1 kw daytime. Making money. $75,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Top southern market 5kw fulltime. $225,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Southern metropolitan market fulltimer, $250,000 with 30% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Oklahoma single market 500 watts daytime. In the black. $60,000. 29% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Carolina small market stations (3), 29% down, total price $75,000 for each station. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. **Sales, purchases, appraisals, handle with care and discretion. Experienced.** Former radio and television owners and operators.

Suburban New York monopoly market station, $200,000; northeast states small market stations, $115,000; $250,000; terms. Chapman Company, 1270 Avenue of Americas, New York, New York.

Write now for our **free** bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

Rocky Mountain state large market, $500,000, terms; small market station, $80,000 terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Redding, California 250 w full time. For particulars write: Kal Lines, 1095 Market Street, San Francisco, California.

Equipment

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

3 PT6-R rack-mount Magnecorders, in good operating condition, with remote control provisions. $275.00 per unit, or all three for $750.00. 1-C am frequency monitor complete with spare tubes for $100.00. One Stancil Hoffman M-5A minitape recorder, less batteries, in good working condition, for $75.00. Contact Ellis Feinstein, Chief Engineer, KMED, Medford, Ore.

Gertsch model fm-3 20-640 mc frequency meter. Excellent condition. Accuracy .001%. Contact Chief Engineer, KOAT-TV, Albuquerque, N. M.

Gates 52-C console and General Radio modulation monitor. KWRW, Guthrie, Oklahoma.

1—**Western Electric** directional antenna phase monitor, type 2A—$75.00, WHIO, Dayton, Ohio.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$185.00, 14"—$215.00, 17"—$219.00, 21"—$289.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

1—**Ampex 450C tape player,** new condition, $550.00, 1—Audiomation console tape player, new, $450.00, Shrader Sound, Inc., 2803 M St., N.W., Wash. 7, D.C.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

WANTED TO BUY—(Cont'd)

Stations

For cash 5 kw low band television transmitter, air-cooled, good condition. Reply to Box 156H, BROADCASTING.

AM radio station low-band frequency, 1 kw or more of power covering one of the top U.S. 15 markets. Send full details, price, coverage, power and assets. All information will be held in strict confidence. Box 160H, BROADCASTING.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

RADIO

Help Wanted

Sales

MAJOR GROUP-MAJORMARKET-MAJOR STATION

now at the top of market and soon to increase power tenfold and go fulltime needs salesman. Man selected must be "idea" man, strong on direct sales, but able to work closely with agencies. If you have experience and can move into five figure earnings with an attractive incentive plan write with full details to

WICE, Providence, Rhode Island

TELEVISION

Help Wanted

Sales

For Top Flight Salesman Only

We need 3 men willing to travel in protected territories. Each man should live within 200 miles of Atlanta, Chicago and Dallas. Our new TV and Radio properties are proven and offer a man a large earning potential. Liberal drawing account and commissions with a respected firm. Will only consider men with previous sales experience in TV or Radio. Write a full resume with references to Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, New York.

RADIO

Situations Wanted

Management

AVAILABLE

As General Manager of WNOR, Norfolk, Virginia, my ten year record speaks for itself.

1. Made a gross profit of over $800,000

2. Increased the station's value ONE MILLION DOLLARS.

Interested? Let's talk

Earl Harper, Madison 2-1930, 1000 Manchester

Announcer

HOME FROM SERVICE

Radio, TV announcer, experienced, college grad, 24, married, radio tv school grad, 6 years acting, professional athletics. Write for more info. Best offer gets me.

BOX 209H, BROADCASTING.

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
Chief Engineers Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

THE DYNAMIC CENTER OF
A GROWING AMERICA
WELCOME SOUTH BROTHER!
Offering Tremendous Opportunities
TO: TV Announcers Engineers **RADIO** Announcers Engineers
Immediate Openings Available
Write—Wire—Phone
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JA 5-4841

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

WSEB Sebring, Fla.—Granted mod. of cp to move ant.-trans. location 220 ft. north of present site (no change in address) and make changes in ground system; condition.

WRMT Rocky Mount, N.C.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KCBM Kansas City, Kan., to 3-31-59; KCEF Oklahoma City, Okla., to 4-28-59; WMFJ Daytona Beach, Fla., to 1-30-59.

Actions of Dec. 17

KLPM Minot, N.D.—Remote control permitted.

KD-5233 Boise Valley Bcstrs. Inc., Boise, Idaho—Granted license covering changes in licensed remote pickup station.

KNME-TV* Albuquerque, N.M.—Granted cp to change ERP to 11.2 kw vis., 5.62 kw aur., change trans. location, change type ant. and other equipment, and ant. height to 4,150 ft.

WKBN-TV Youngstown, Ohio—Granted extension of completion dates (main trans. and ant. and aux. ant.) to June 17, 1959.

Actions of Dec. 16

WIRY Plattsburg, N.Y.—Granted assignment of license to WIRY Inc.

KASO Minden, La.—Granted authority to operate temporarily from 6 a.m. to 7 p.m., Monday through Saturday, and 7 a.m. to 7 p.m. on Sundays, for period beginning Dec. 29, pending action on application for specified hours.

WBEC-FM Pittsfield, Mass.—Granted request for cancellation of license and deletion of call letters.

KBAM Longview, Wash.—Granted license covering change of frequency.

KVCK Wolf Point, Mont.—Granted license covering change in frequency.

WAUG-AM-FM Augusta, Ga.—Granted assignment of license to Garden City Bcstg. Co.

WCBT Roanoke Rapids, N.C.—Granted cp to install new trans. and operate trans. by remote control.

KOJM Havre, Mont.—Granted cp to install new trans.

KORE Eugene, Ore.—Granted cp to install new trans.

WDGY Minneapolis, Minn.—Granted mod. of cp to change type trans.

KYRO Potosi, Mo.—Granted mod. of cp to change type trans.

KOOD Honolulu, Hawaii—Granted extension of completion date to 6-30-59.

Actions of Dec. 15

Granted licenses for following am stations: WFLN Philadelphia, Pa.; WGRO Lake City, Fla.; WSTS Massena, N.Y.; WRWH Cleveland, Ga.; KIKK Bakersfield, Calif., and specify studio location and remote control point.

WAJR Morgantown, W.Va.—Granted license covering change of facilities, installation of DA-2 and new trans., and change ant.-trans. location.

WDEV Waterbury, Vt.—Granted license covering increase in daytime power, installation of new trans. and changes in daytime DA pattern.

KTRC Santa Fe, N.M.—Granted assignment of license to Radio de Santa Fe Inc.

WHMS Charleston, W.Va.—Granted assignment of license to Charleston Bcstg. Co.

WKRZ Oil City, Pa.—Granted authority to remain on air beginning Dec. 13 and ending Jan. 3, 1959, while WSAJ Grove City, Pa., is silent for Christmas recess.

WLVA-AM-TV Lynchburg, Va.—Granted transfer of control from **Champe C. Allen,** executrix of estate of Edward Allen, deceased, and **Philip P. Allen** (as family group) to Champe C. Allen, and Philip P. Allen (as family group).

WSBA York, Pa.—Granted license covering installation of new trans.

KTOK Oklahoma City, Okla.—Granted license covering installation of old main trans. as aux. trans. at main trans. site.

WOMC Detroit, Mich.—Granted mod. of cp to change type ant.; change ERP to 61 kw and ant. to 390 ft.

WOWE Allegan, Mich.—Granted mod. of cp to change type trans. and specify studio location and remote control point.

KXAR Hope, Ark.—Granted extension of authority to operate from sign-on 6 a.m. weekdays, 7 a.m. Sundays, to sign-off at 6:30 p.m., except for special events for period beginning Dec. 15 to Mar. 15, 1959.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Dec. 23

Referred to Commission en banc petition of Globe Newspaper Co. for intervention in Boston, Mass., tv ch. 5 proceeding (WHDH Inc., et al.) in view of new and important policy questions presented by said pleading. By separate order cancelled oral argument previously set for Dec. 30 before chief hearing examiner.

By Commissioner Rosel H. Hyde on Dec. 19

Granted petition by American Broadcasting-Paramount Theatres Inc., for extension of time to Jan. 9, 1959, to reply to comments and oppositions filed by other parties in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M.

Dismissed petition by West Bend Bcstg. Co. (WBKV), West Bend, Wis., for additional time to prepare and submit petition to enlarge issues in proceeding on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by Golden West Bcstrs. (KMPC), Los Angeles, Calif., for leave to intervene with reference to question of whether KMPC would receive objectionable interference from proposed operation of Gordon A. Rogers, Colton, Calif., in proceeding on latter's am application, et al. Action Dec. 19.

On request of WHDH Inc., Boston, Mass., scheduled oral argument on petition of Globe Newspaper Co. for intervention in Boston, Mass., ch. 5 proceeding, and oppositions thereto, at 2 p.m., Dec. 30. Action Dec. 22.

Dismissed as moot petitions of Broadcast Bureau and James E. Walley, Oroville, Calif., for dismissal of application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license and for amendment to issues. Action Dec. 22.

By Hearing Examiner Isadore A. Honig on Dec. 19

Issued order following prehearing conference in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N.C.; continued hearing from Jan. 9 to Feb. 17, 1959.

By Hearing Examiner Charles J. Frederick on Dec. 19

Continued without date hearing now scheduled for Dec. 22 in proceeding on application of Supreme Bcstg. Co., New Orleans, La., for mod. of cp for experimental tv station, pending action by Supreme on recent proposal of FCC.

By Hearing Examiner Millard F. French on Dec. 19

Continued further prehearing conference from Dec. 30 to 2 p.m., Jan. 21, 1959, in proceeding on am applications of Northwest Bcstrs. Inc., Bellevue, and Rev. Haldane James Duff, Seattle, both Washington.

Granted petition by The Riverside Church in City of New York, N.Y., for extension of time for filing proposed findings of fact and conclusions and reply findings to Dec. 31 and Jan. 15, 1959, respectively, in proceeding on fm applications of Riverside and Huntington-Montauk Bcstg. Co., Huntington, N.Y.

By Hearing Examiner Elizabeth C. Smith on Dec. 16

Granted petition by Broadcast Bureau for extension of time to file pleadings in response to petition by James E. Walley, Oroville, Calif., to dismiss application of Oroville Bcstrs. for renewal of license of KMOR Oroville, or to modify issues in am proceeding; extended time for filing such replies from Dec. 15 to 10 days from date of Commission action on petition to be filed shortly by Broadcast Bureau to dismiss Oroville application; continued hearing from Jan. 7, 1959, to date to be fixed subsequent to date of action on petitions to dismiss.

By Hearing Examiner Horace Stern on Dec. 15

Scheduled prehearing conference for 11 a.m., Jan. 5, 1959, in Boston, Mass., ch. 5, proceeding (WHDH Inc., et al.).

By Chief Hearing Examiner James D. Cunningham on Dec. 18

Dismissed with prejudice for failure to prosecute application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license, and retained in hearing status am application of James E. Walley, Oroville.

By Hearing Examiner Forest L. McClenning on Dec. 18

Denied motion by Sierra Madre Bcstg. Co., Sierra Madre, Calif., for continuance of procedural dates, and on examiner's own motion continued to Jan. 22, Feb. 2 and Feb. 10, 1959, respectively, dates for exchange of direct cases on engineering issues, for exchange of direct cases on non-engineering issues, and for further prehearing conference in proceeding on fm applications of Sierra and Falcon Bcstg. Co., Vernon, Calif.

By Hearing Examiner Elizabeth C. Smith on Dec. 18

Denied motion by Patrick H. Peabody (KSJO), San Jose, and Joseph Gamble Stations Inc. (KWIP), Merced, both California, for conference with respect to correction of transcript of hearing and for extension of time to file corrections in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif., except insofar as relief requested is consistent with further order in proceeding, without prejudice to renewal of request for conference in event it is not possible to resolve differences, if any, in corrections requested in such motions to correct transcript; extended to Jan. 15 time for filing motions to correct transcript and to Feb. 9, 1959, for filing proposed findings and conclusions.

By Commissioner Rosel H. Hyde on Dec. 17

Granted petition by Standard Bcstg. Corp. for extension of time to Jan. 12, 1959, to file opposition to petition by Clifford C. Harris to enlarge issues in proceeding on their applications for am facilities in Oswego, N.Y.

By Hearing Examiner Jay A. Kyle on Dec. 17

Rescheduled for Jan. 8, 1959, hearing now scheduled for Dec. 19 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Basil P. Cooper on Dec. 17

Scheduled prehearing conference for Jan. 6, 1959, in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan.

By Hearing Examiner Isadore A. Honig on Dec. 17

Adjourned hearing until Jan. 19, 1959, at which time taking of testimony will be resumed in proceeding on applications of Standard Bcstg. Corp. and Clifford C. Harris for am facilities in Oswego, N.Y.

By Hearing Examiner Annie Neal Huntting on Dec. 17

Continued without date prehearing conference and hearing in proceeding on am application of The Four States Bcstg. Co., Halfway, Md., et al., pending action by Commission on applications which are entitled to be consolidated in this proceeding.

Granted petition by Regional Bcstg. Co., Halfway, Md., for leave to amend its am application so as to make changes in information furnished in Sec. II of its application.

By Hearing Examiner Millard F. French on Dec. 16

Granted request of University Advertising Co., Highland Park, Tex., for extension of time to Jan. 16, 1959, for exchange of engineering exhibits in final form in proceeding on its am application and that of The Henderson County Bcstg. Co. (KBUD), Athens, Tex.

By Commissioner Rosel H. Hyde on Dec. 16

Granted petition by Town and Country Radio Inc., Rockford, Ill., for extension of time to Dec. 22 and Jan. 12, 1959, respectively, to file exceptions and replies in proceeding on its am application.

Granted petition by Gordon A. Rogers, Colton, Calif., for extension of time to Dec. 19 to file oppositions to petition by Cannon System Ltd. (KIEV), Glendale, Calif., to enlarge issues in proceeding on their am applications, et al.

By Chief Hearing Examiner James D. Cunningham on Dec. 16

Denied petition by Oklahoma Television Corp. for leave to intervene in proceeding on application of Supreme Broadcasting Co., New Orleans, La., for mod. of cp for experimental tv broadcast station.

By Hearing Examiner Thomas H. Donahue on Dec. 17

Continued hearing scheduled for Dec. 19, scheduled prehearing conference for Jan. 6, 1959, at which time hearing date will be established in proceeding on am applications of Gralla and Gralla, Tujunga, Calif., et al.

By Hearing Examiner Millard F. French on Dec. 16

Continued hearing from 9 a.m., Dec. 18, to 9 a.m., Jan. 14, 1959, in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp. for its standard broadcast station at San Mateo, Calif.

By Hearing Examiner Elizabeth C. Smith on Dec. 17

Scheduled oral argument immediately preceding hearing scheduled for Jan. 12 petition by Farmington Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 12 in Farmington, N.M.

By Hearing Examiner J.D. Bond on Dec. 16

Granted motion by WGN Inc., to advance from 10 a.m. to 9 a.m., Dec. 22 further hearing on am applications of Capitol Bcstg. Co., East Lansing, Mich., and W.A. Pomeroy, Tawas City-East Tawas, Mich.

By Hearing Examiner Herbert Sharfman on dates shown

Scheduled prehearing conference for Jan. 12, 1959, on applications of Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis. Action Dec. 15.

Further continued hearing from Dec. 22 to Jan. 20, 1959, in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10) for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10, both Terre Haute, Ind. Action Dec. 16.

By Hearing Examiner Basil P. Cooper on Dec. 16

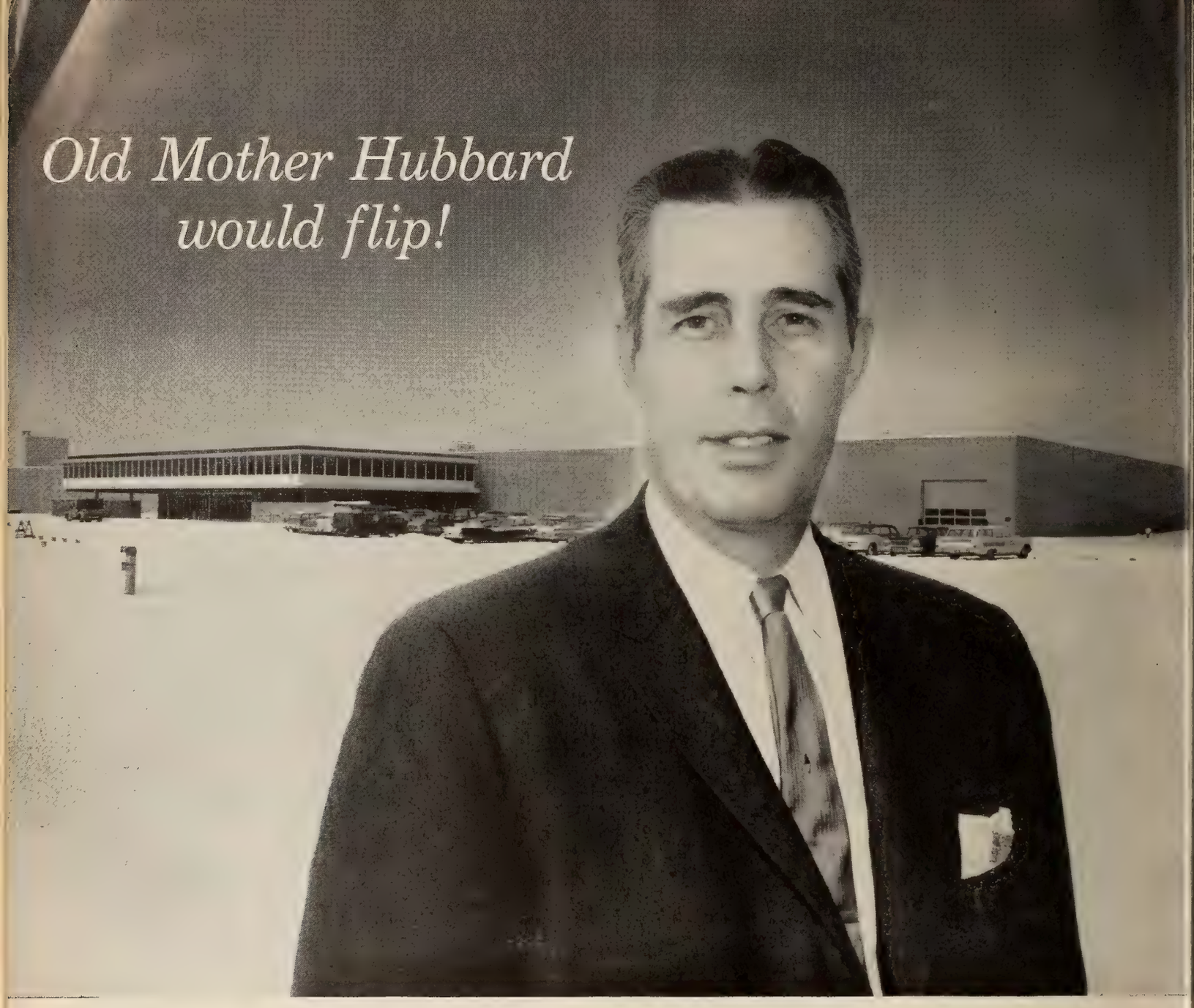
Granted motion by Hall Bcstg. Co. to extent that written affirmative showing by this applicant for fm facilities in Los Angeles, Calif., and Richard C. Simonton will be exchanged by parties by Jan. 22, 1959, and evidentiary hearing will be on Feb. 2, 1959.

By Hearing Examiner Charles J. Frederick on Dec. 16

Hearing scheduled for Dec. 19 on application of Supreme Bcstg. Co. (ch. 12), New Orleans, La., for mod. of cp for experimental tv station, is rescheduled for Dec. 22.

License Renewals

Following stations were granted renewal of license: WRCO Richland Center, Wis.; WDWS-FM Champaign, Ill.; WTKM Hartford, Wis.; KGHI Little Rock, Ark.; KPBA Pine Bluff, Ark.; KVLC Little Rock, Ark.; KXLR North Little Rock, Ark.; KBLO Hot Springs, Ark.



Old Mother Hubbard would flip!

That little old cupboard dilemma of Ma's was nothing, really.

Consider Joe Foy, now. He's General Manager of Spartan Stores, Inc., of Grand Rapids. Behind him is his new 310,000 square foot warehouse. When this picture was taken, all those acres and acres of cupboard had yet to be filled.

Yet, once that's done, Joe's job is just barely started. He's got to turn right around and proceed to empty it — and then fill it again and empty it again — umpteen times a year, and do it year after year.

But, whereas Dame Hubbard contemplated her project with knitted brow, Joe approaches his eagerly and with confidence. In the twelve years he's been boss at Spartan, volume has increased 1,000%. It now grosses more than 60 million dollars a year. In all, Joe serves more than 500 stores all over Michigan.

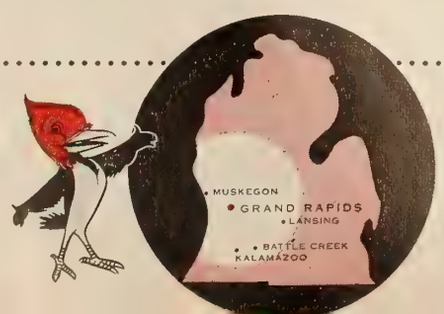
Joe is a modern grocery merchandiser, using modern techniques. He says, "The sale of grocery products requires effective pre-selling in top-notch advertising media. We know WOOD and WOOD-TV can do this pre-selling job competently."

Your sales manager knows the importance of distribution in WOODland. Make certain that distribution is followed by sales. Keep a schedule on WOOD and/or WOOD-TV. Wherever you are, there is a Katz man to help you get it.

WOOD-TV is first-morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first-morning, noon, night, Monday through Sunday-April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

from **L. R. McINTOSH,** *executive vice president, Grant Adv., Detroit*

People & Profits: One point of view

A tall man and his short companion were Sunday-strolling along New York's Fifth Ave. when the bells of St. Patrick's Cathedral began to toll.

"Listen to those beautiful bells," the tall man said.

"What's that you say?" his friend asked, straining for the words.

"I said, aren't those bells magnificent," repeated Mr. Tall.

"I can't hear a word you're saying," said Mr. Small in disgust, "those damn bells are making so much noise."

Moral: It's all in your point of view.

For our purposes here, shift that scene from Fifth to Madison; make our strolling companions an average client and a typical agency executive (which one is which depends on *your* point of view); and imagine their conversation runs something like this:

"Damn your costs," says the client over the clamor. "More service!"

"Damn costs make me nervous, too," replies the distracted agency man.

And so it goes.

From the client's point of view, more services are required from the agency. From the agency's point of view, additional services inevitably mean higher costs.

Don't misunderstand me. We, like all progressive agencies, always have and always will continue to expand all services to all clients. By offering more and better services to clients, agency income increases and nobody wants to argue with income.

At the same time, however, net profit often can decrease.

It's just another example of today's high cost of doing business. Ask any retailer how he feels about high sales volume as opposed to high profit margin in today's market. He's found out the same thing: Additional sales can mean additional costs out of proportion to potential net profit.

What's the answer?

Because clients need the service, and because agencies want to give the needed services, there's got to be one. From my point of view, here's what it is: Get the most output from the best people.

In other words, increase efficiency and productivity through careful planning, hiring, training and promoting, eliminating waste motion and unnecessary (and costly) effort.

I'll illustrate what I mean with an example of a television department.

Ten years ago, converted radio writers were creating commercial scripts for television. In some cases, even print copywriters were switched to the new medium. A similar situation prevailed in the production end. Movie or stage producers took over tv production jobs for agencies. As for the writers, they were unfamiliar with the new medium, although they did know the basic precepts of advertising. Many of the producers were familiar with neither the medium nor the advertising principles. Those were the people who planned, wrote and produced early tv commercials.

The third member of the team was the media man. Accustomed to space or radio time buying, he found himself in an altogether strange and unknown world where infant market statistics and ratings only served to confuse him more.

But now, 10 years later, clients and agencies both have become more knowledgeable, more scientific and professional, in their approach to television. Clients often are as much concerned with sponsor identification as they are with audience ratings. They consider the merchandising benefits of a television program right along with its national, regional or local advertising potential. They pick markets and individual stations (or want them picked) with engineering accuracy, based on research and survey.

All these demands call for a new breed of man in the television area of agency service.

Creative writers, producers, merchandisers, media men, public relations practitioners—all these are involved intimately in today's television advertising. They must be experts in the field where there are few experts, seers in a medium where few can predict what the future holds.

Such men rarely are found within television departments which "just grew" out of print, radio, stage and movies. Yet many television departments did "just grow" and as a result are making do by substituting quantity for quality. In such situations the seeds of spiraling costs take root and flourish.

Uprooting such seeds is the biggest job today's advertising executive faces.

To maintain profits and still provide (and improve) services, individuals in advertising agencies must work at top efficiency, whether writers, producers, account executives, artists, space-time buyers, or secretaries.

Perhaps this sounds too simple. It isn't.

There are all too few of this new breed of talented, productive men to go around—particularly in the television field. Agencies compete for them. Networks compete for them. Production organizations compete for them.

Of course, the law of supply and demand says the situation will balance itself with time. More and better men will enter the field. But in the meantime, every agency will be competing for their services, and sometimes paying a big price to get them.

At the same time, agencies will be training and developing new talent within its own ranks—selecting, promoting and, inevitably, culling.

The next few years will be far from easy ones, but the rewards will be high. Agencies will pay the price, but they will improve service to clients. They will grow and prosper. They will maintain the rate of profit necessary for innovation, expansion and experimentation.

That's one man's point of view.



Lawrence Robert McIntosh, b. Feb. 6, 1918, Olympia, Wash. B.A. journalism-business administration, U. of Washington, 1939. Flew 40 combat bomber missions in Pacific in World War II. Joined National Adv., Seattle, in 1947, later merchandising director-account exec. To Grant Adv., N. Y., 1951, as vp in charge international div. In 1952 became assistant to president, also serving as Chicago account exec. on newly acquired Dodge Div. account. Switched to Detroit October 1954 as account supervisor, becoming mgr. of domestic operations Sept. 1, 1957. Married to former Wilma Polzin, Port Angeles, Wash. They have three daughters: Bonnie Kay, 13; Kathryn Ann, 9, and Laurie, 3.

People and Papers

THE major New York newspapers were taking their lumps last week, and to those contributed by the deliverymen's strike was one added by a special survey conducted by Trendex for the John Blair radio and television station representation companies.

This study, detailed elsewhere in this issue, showed people going along surprisingly well despite the strike-enforced absence of some of the features which are the heart of a newspaper—including its chief product, the news itself. Of the almost 60% who said they were inconvenienced in some way by the strike, only 16%—or 9.5% of the 1,000 interviewed—specifically said they "miss the news," although lesser percentages referred to missing special features, financial news and the like, including some who "miss it all." Almost 36% said they were not inconvenienced at all by the strike.

The importance of newspaper advertising to the reader would seem also to have been overplayed, in the light of these findings. They show that 19.6% of those "inconvenienced," or 11.6% of all surveyed, reported that they "miss advertisements of sales." Other reasons for feeling inconvenience included such diverse factors as strike is "holding back business," "children miss it," "need papers for school," "don't know what's going on," and "can't sit and relax without newspaper," among others.

Of three specific international stories that broke after the strike began, and about which the interviewees were questioned, 53.8% of those who had heard about them said they got the word from television, 52.4% from radio, the rest from suburban or other non-struck newspapers or other places. The number who had heard of the three events, despite the absence of major dailies, ranged from 77.2% in the case of the new American satellite to 59.5% regarding the fire in the Bogata, Colombia, department store, and 47.5% in the case of Mao Tse Tung stepping down as premier of Red China.

The lesson in all this is not that newspapers are not important, for they are, but rather that perhaps advertisers have been oversold on some of their strong points. To put it another way, while television and radio have their weaknesses—which newspapers play up and exaggerate at every chance—it is obvious that newspapers have theirs too. The Blair stations are to be congratulated for grasping the opportunity to point this up. If they had wished to do so, they could have done it with the eye-gouging type of attack that newspapers are accustomed to make. They are to be commended, too, for their restraint in not doing so.

The Bigger Picture

THERE are far graver implications to the newspaper strike than advertising gains or readership studies. No matter what the survey results no balanced person will question the vital role the newspaper plays in our national economy.

Add to the New York newspaper stoppage the strikes that have crippled two major airlines during their peak season. Transportation over a wide area and newspapers in the world's first market are out of business because of the actions of unions on grounds that to many people appear flimsy and unrealistic.

Labor obviously is feeling its oats after the overwhelming victories last month. Unions had the tax-free money to spend whereas industry can make no tax-free contributions to political candidates.

There are dire forebodings of other strikes between now and the 1960 Presidential elections. Indeed the election may be pitched on the labor versus capital issue.

Bureaucratic Backfire

THE Internal Revenue Service may have displayed more zeal than sagacity in reversing a co-op advertising tax policy that has prevailed for a third of a century. The bureau has adamantly decided to apply manufacturers' excise taxes to money spent by retail dealers in advertising the manufacturers' products in local media.

On the surface a 10% tax, for example, on a $5 advertising allowance to a local sales outlet amounts to only 50 cents. But a manufacturer allowing a million dollars for co-op advertising isn't likely to pass over lightly an addition of $100,000 in new taxes to his advertising bill.

Since there is no administrative remedy, the Federal Excise Tax Council, representing taxpayers-advertisers, has wisely decided to ask Congress for a quick hearing. It hopes to place the industry case before the House Ways & Means Committee prior to the Feb. 1 effective date of the new order.

The council is aware of the possible curtailment of the $2 billion spent annually in co-op advertising ($400 million in tv-radio), knowing that a cutback in advertising can mean dwindling retail sales of merchandise. Advertising makes sales; sales make taxes. The formula is worthy of more careful study as well as an impartial hearing—democratic devices which apparently were slighted by the tax officials in their sudden reversal of a policy that has prevailed since 1924.



Drawn for BROADCASTING by Sid Hix

"Now, a report on how our team fared in the New Year's Day Bowl . . ."

Nightmare of '58

ANY way you look at it, 1958 was not a banner year for broadcasters. Economically, they did not fare too badly, in contrast to what happened in other media. From the regulatory standpoint, 1958 was another year-long nightmare.

Whereas the print media took it on the chin dollarwise, the broadcast media took it from Congress, the FCC, the courts, the Dept. of Justice and, to no one's surprise, the print media.

The newspapers and magazines, in the tradition of the "free press" were unmolested by government, except for the increase in second class rates. The print media are not licensed. Broadcasting is. The fact that both are journalistic media entitled to the same freedom from censorship and the same guarantees under the First Amendment seems to concern no one but the broadcasters.

So the new year will dawn with a new Congress and with probably no discernible change in the punitive approach to broadcasting as "licensed" media. The politicians will rave and rant about programming and allocations and ratings and commercials. They will propose codes to root out influence peddling (in which area they have always been the worst offenders) and they will want to reorganize the FCC. All this because television is big and important and effective. And it is sure-fire headline stuff.

It is too much to expect 1959 to be the year in which broadcasting will be rescued from over-regulation. The first task is to demolish the "licensed medium" intrigue. Stations are licensed because there must be an orderly system of allocation, not because of programming. The license is part of the traffic control system. It was meant to be nothing more.

Politicians will harass broadcasting as long as broadcasting does not fight back. Politicians will respect broadcasters when they assert their rights—as newspapers are respected because of their editorials. The answer is in editorializing. Here, the FCC first must retract its arbitrary edict that stations must "affirmatively" seek out opposing viewpoints to its editorializing. If the FCC isn't persuaded, then the recourse is to the courts.

Responsible broadcasters are venturing into editorializing. The NAB has a committee on it. This is the fundamental fight for freedom. It is to be hoped that real progress can be made in the new year. Meanwhile broadcasters will have to keep their guards up. Freedom never is won easily.



Let KPRC-TV carry you smoothly through a Houston sales campaign

A splendid gesture to your customers—
KPRC-TV, Houston. It's such light
and pleasant viewing!
How is your New Year's schedule?



The Channel 2 insignia at each station break insures uniform quality and successful sales.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

IN SALT LAKE
It's UNANIMOUS



Rating Service	KUTV-2	2nd Sta.	3rd Sta.	Other	Explanation
A.R.B.*	42.0%	31.3%	28.5%	0.6%	Based on ARB dated Oct. 15, - Nov. 11, 1958, share of audience, sign-on to sign-off Sunday through Saturday, 4 week average.
Nielsen	38%	33%	28%	1%	Based on NSI, dated Oct. 12, - Nov. 8, 1958, 6 a.m. to Midnight, Sunday through Saturday, share of homes, 4 week average.
Pulse	37%	32%	31%	—0—	Based on Pulse, dated October, 1958, share of audience, sign-on to sign-off Sunday through Saturday.
Trendex	39.7%	31.3%	28.7%	0.3%	Based on Trendex, dated October, 1958, share of audience, sign-on to sign-off Sunday through Saturday.

*In the vast Salt Lake Intermountain Market, KUTV-2 has maintained its strong number one position for over three years in 7 ARB reports, the only survey subscrib to and ordered by all three TV stations in this market during the period.

Call: Brent Kirk, Station Mgr. and General Sales Mgr.; Robert Smith, Nat'l Sales Mgr.; Keith Nicholson, Promotion Mgr.: Represented Nationally by Avery-Knodel I

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